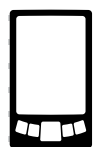# We Can't Afford to Focus
- A New Way of Thinking for Multi-Platform

Jani Kahrama
CEO / Secret Exit Ltd.

SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE™ EUROPE
COLOGNE, GERMANY
AUGUST 19–21, 2013
EXPO DATES: AUGUST 19–20
2013

Who We Are

- Small, independent
- Founded in 2006
- Fully owned by employees
- Income funded
- Mostly iOS & Android
- Quality-oriented
  - Both gameplay and polish!

SECRET EXIT

Game / Launch Year / Head Count

- Zen Bound / 2009 / 4
- Stair Dismount / 2009 / 4
- Zen Bound 2 / 2010 / 6
- Eyelord / 2012 / 7
- Turbo Dismount / 2013 / 3

Eyelord - Our F2P flagship

- 18 months of development
- Team of four (+ subcontractors)
- ~200k€ development cost
- Launched Halloween 2012
  - Emails to websites, FAAD campaign, Apple contacts...

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Results

- No featuring: "It's kind of niche."
- No gaming or rock website response
- Positive response on Touch Arcade and Pocket Gamer
- 90k downloads on iOS, 50k on Google Play
- User ratings at 4.5 stars
- 3500€ total revenue

Biggest Mistakes

- Too different in the eyes of gatekeepers
  - Can't verify from end user feedback
- No world map progression
- Doesn't try to monetize aggressively
  - 15 USD is max, not thousands of dollars
- Summary: Eyelord failed because it's not the game we did not want to make

The Challenge

- As a gamer, please name one title that is a better game because it has F2P mechanisms.

Why Not Try Again?

- Additional costs of developing F2P retention mechanisms
  - World map, RPG elements, timed rewards, social elements, multiple currencies...
- Compromises to core game experience due to business model
- Discovery, discovery, discovery...

The Three F2P Kingmakers

- Platform holder featuring
- Freak viral phenomenon
- Paid user acquisition

iOS Average CPI

JUNE 2013
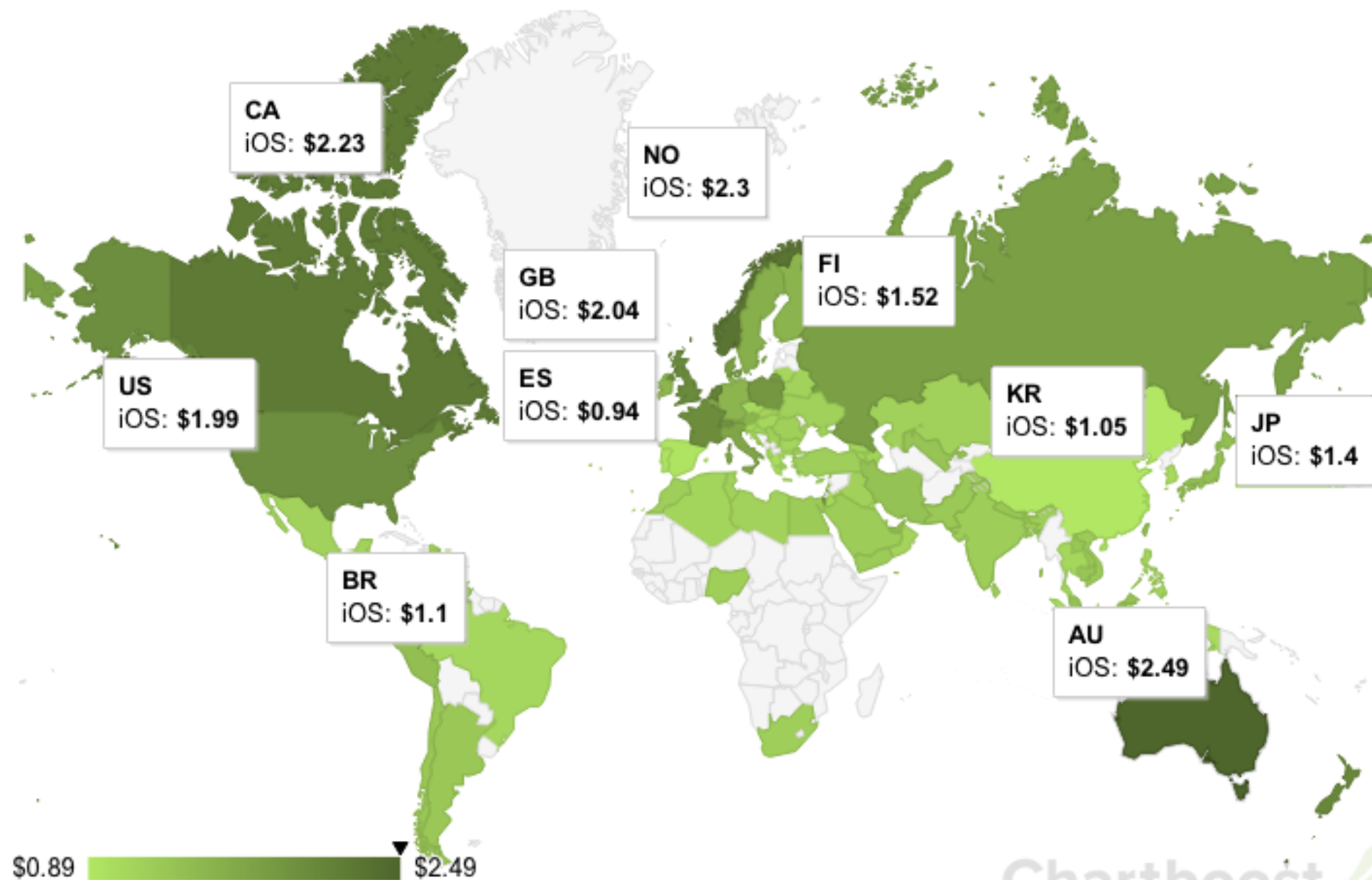
iOS advertisers now paying up to $7.00 per install

AppFlood

If you have iOS apps that aren't on AppFlood yet, now is a great time to make money on our network. Our advertisers are bidding over $1.50 per install on average, and one developer just launched a campaign with $7.00 CPI and a daily budget of 200,000 installs. These high paying advertisers are looking to show their ads in an app like yours!

Add your iOS app now

So What Next?

- We stop competing in paid user acquisition. Leave it to the big boys.
- Leverage Unity
- Adjust expectations, get business back to basics

Behold! A Business Case!
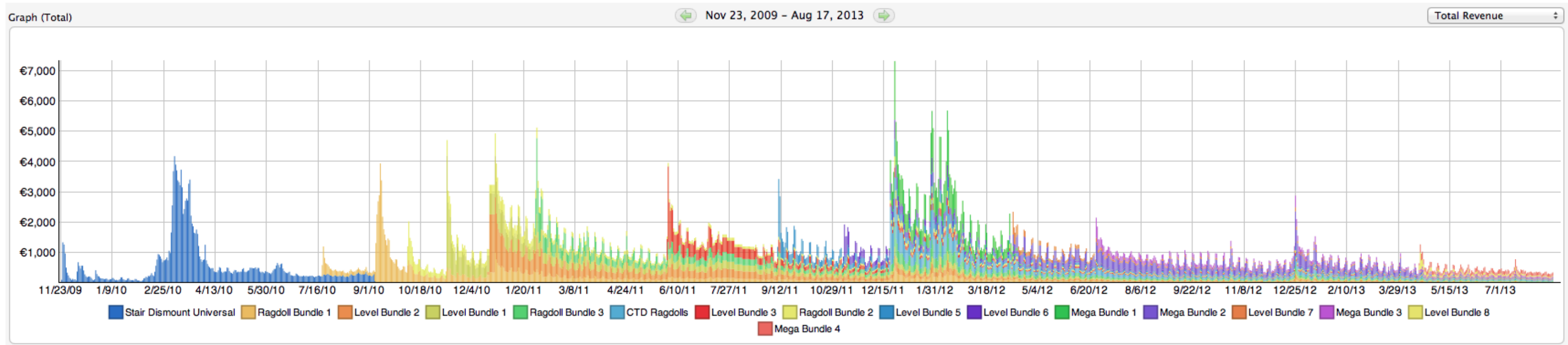
- Stair Dismount from October 2009 to 2013
  - ~10M downloads
  - 1.5M€ net revenue
    - 90% from downloadable extra content

Turbo Dismount

- Early web playable
  - Investigate simple community facilitation
- Launch on PC
  - Humble Bundle & Steam would be awesome
- Adjust DLC content to fit platform expectations
- Be agnostic about aspect ratio & controls

Turbo Dismount

- Mobile is secondary
  - Because discovery issues don't go away
- When both versions are out, prioritize new content on the platform with better traction

Benefits

- No dedicated backend to maintain
- Better model for a small team
  - 2D Boy, Almost Human & Frogmind are inspiring
- Game received better if on PC first

Drawbacks

- Agility and small burn rate require staying small

Go BIG or Go HOME!

- We choose to go home:
  - Making the best games we can

Thank You!

- Questions?
  - Email: jani@secretexit.com
  - Twitter: twitter.com/secretexit