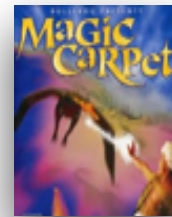
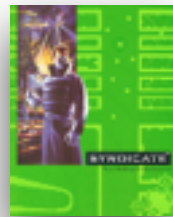
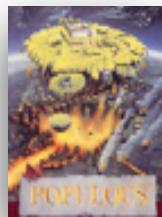
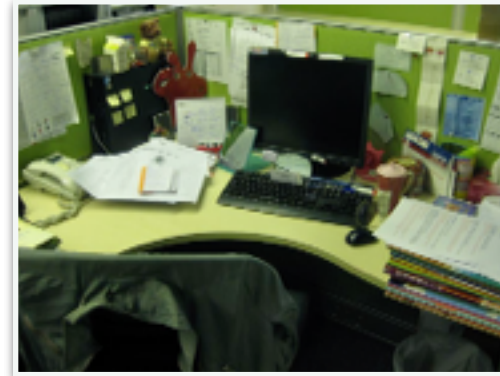
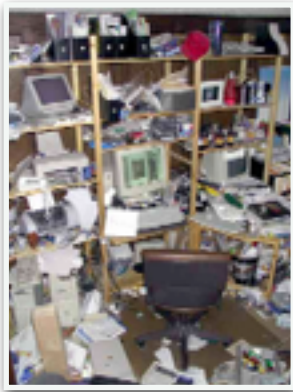
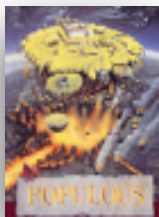
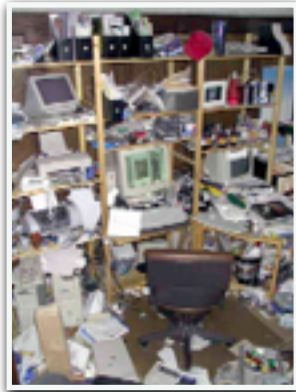


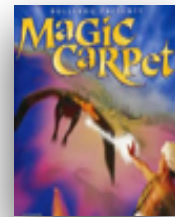
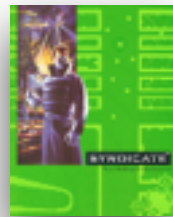
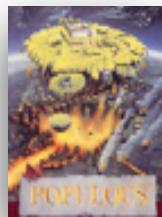
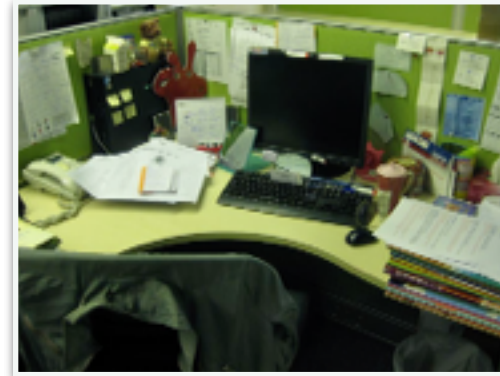
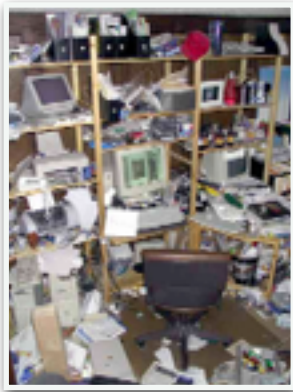
From Indie to AAA to Indie: The Rebirth of Design

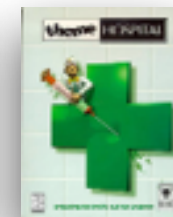
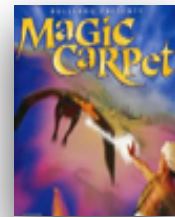
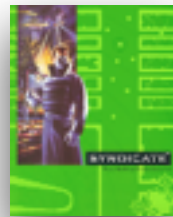
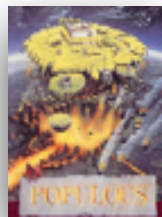
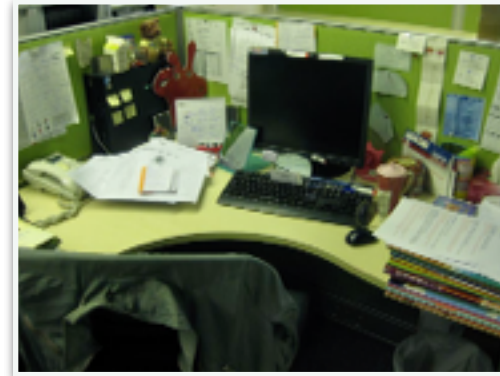
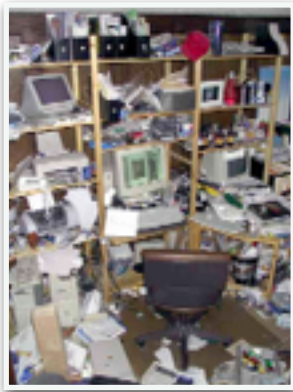


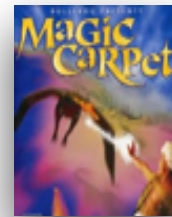
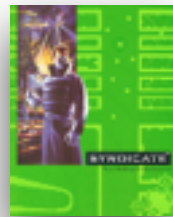
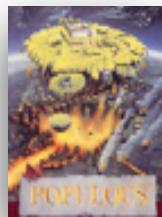
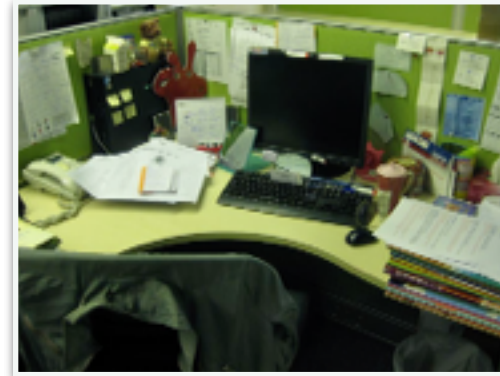
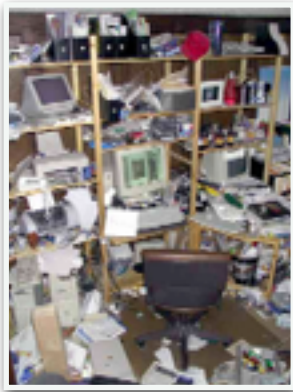


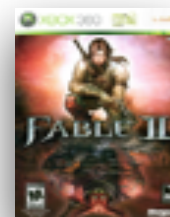
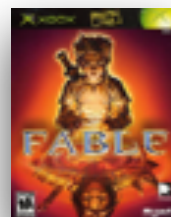
BULLFROG
PRODUCTIONS LTD

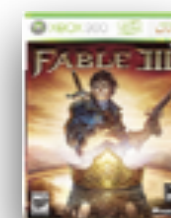
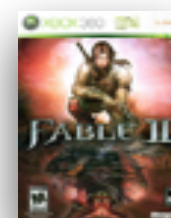
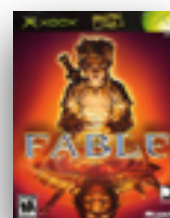


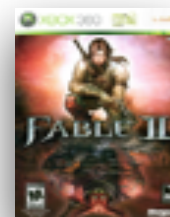
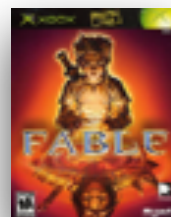












Safety

Contentment

Security

Predictability



Death



Danger



Risk

Longing

Fear

Why start 22cans

I must invent

I must innovate

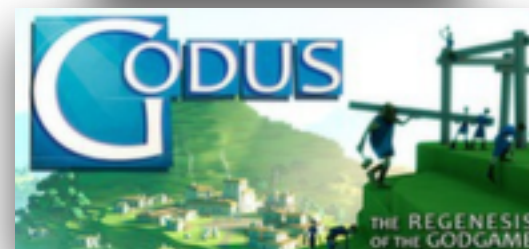
We must create

Nature apores a vacuum

We have one fucking huge Vacuum

Vacuums

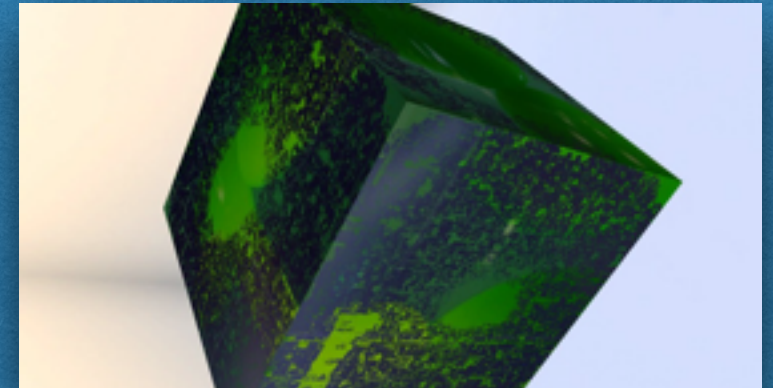
1. We have millions of new gamers
2. We are making games which are poor and unsophisticated
3. We are using Monetisation models that are crude and greedy
4. We are not exploring technology in a world changing way
5. We are not using analytics in ways to make games better



The Plan

Experiment

- 4m downloads
- 1.2b taps
- Trending on twitter
- 400k sim users



Community

- 14k pledgers
- \$800k raised
- 100% uptake
- 400k sim users
- 2k ideas



Learn & Fail & Learn

- 1m+ Installs
- 100m data points
- 3k ideas
- 17k posts



Refine

- +100 new feature
- Total AI rewrite
- Total sculpt rewrite
- 3 day update



Limited Release

- April
- Denmark, Ireland, Sweden Philippines & NZ
- 300 bugs



Full Release

- At least 2 updates
- 1m-3m duration
- Key KPI's





Connections

Compete

Super Hub Hubworld



Trade

Hubworld



Hubworld



Sculpt & Grow



Peter's



Jack's



Alice's



Sally's



Joe's



Nigel's



Sue's



Ann's

Conclusion

Comfort, Security, Safety, Well being

Design is Chaotic

To succeed you must first Fail

Failing is Creative

From chaos comes order

Design is Chaotic

To succeed you must first Fail

Failing is Creative

From chaos comes order