

A group of six young men are walking away from the camera down a narrow alleyway between brick buildings. The man on the far left is wearing a dark blue jacket and dark pants. The man next to him is wearing a red hoodie and black shorts. The man in the center is wearing a blue denim jacket and black shorts. The man next to him is wearing a black jacket and black pants. The man next to him is wearing a black jacket with a yellow hood and black pants. The man on the far right is wearing a black hoodie and black pants. The alleyway is paved with gravel or dirt. The buildings are made of brick and have multiple windows. The lighting is warm, suggesting it might be late afternoon or early morning.

There and Dad Again

An Octodad: Dadliest Catch Postmortem



From Students to Bizniss



☆ The Vision (Monolithic Aggregate Vision Document)

last edited by  Phil T. 2 years, 11 months ago

 Page history

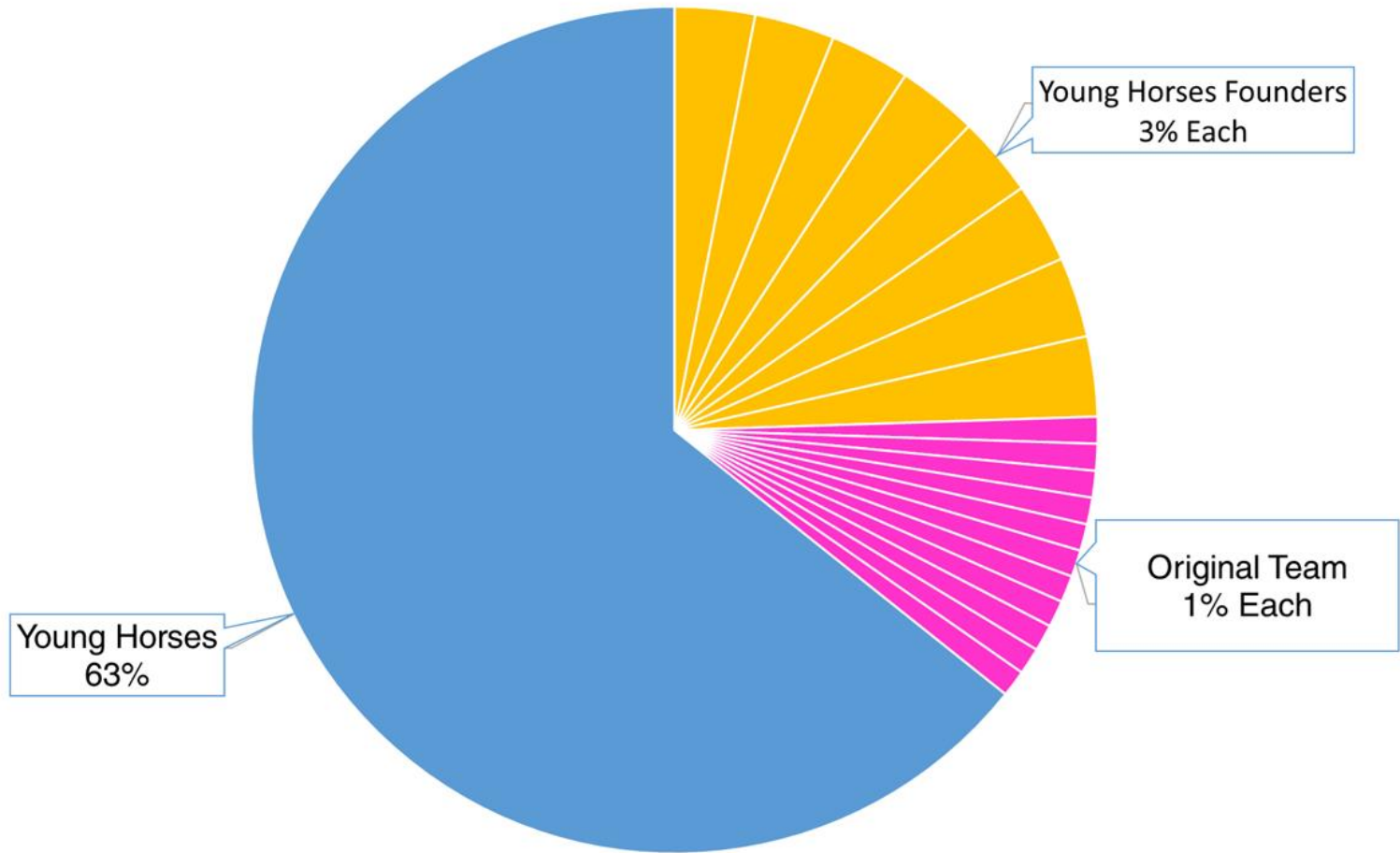
Mission Statement

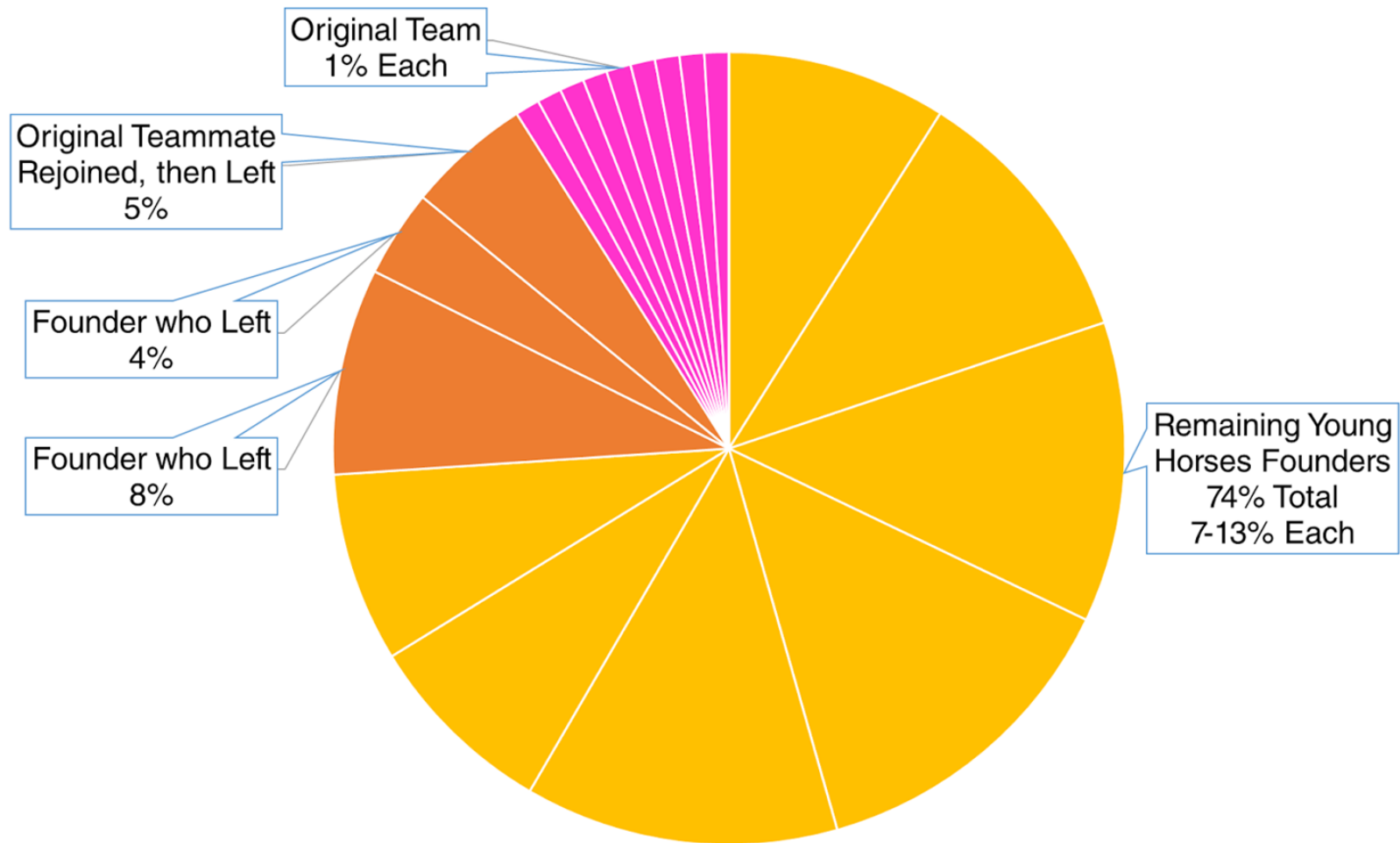
Young Horses is a video game studio. We are energetic, playful, and somewhat rebellious. We strive to push the boundaries of game design in order to create experiences that players have not seen before. This is not only because we think that we should be bringing something new to our medium and our industry, but because we think that innovation is necessary to reach new, broader audiences. We make quirky, weird, family-friendly games. We want to create innovative, intelligent, charming, joyful entertainment that can be enjoyed by kids and adults.

Strategy

1. We plan on taking advantage of digital distribution systems on PC, Mac, and video game consoles.
2. We want to take advantage of the gaming public's new-found willingness to buy multiple smaller games through digital distribution in order to sample many different kinds of games.
3. We hope to make the most of the design possibilities presented by new technologies such as touch interfaces and motion controllers.
4. We want to remain independent, organically growing a small team of developers in a self-sustaining company with little reliance on outside funding.

Start-up Strategy





Octodad 2

by Octodad

Home Updates **25** Backers **608** Comments **41**

Chicago, IL Video Games

Funded! This project was successfully funded on August 10, 2011.



608

backers

\$24,320

pledged of \$20,000 goal

0

seconds to go



Project by
Octodad
Chicago, IL

First created - **1 backed**

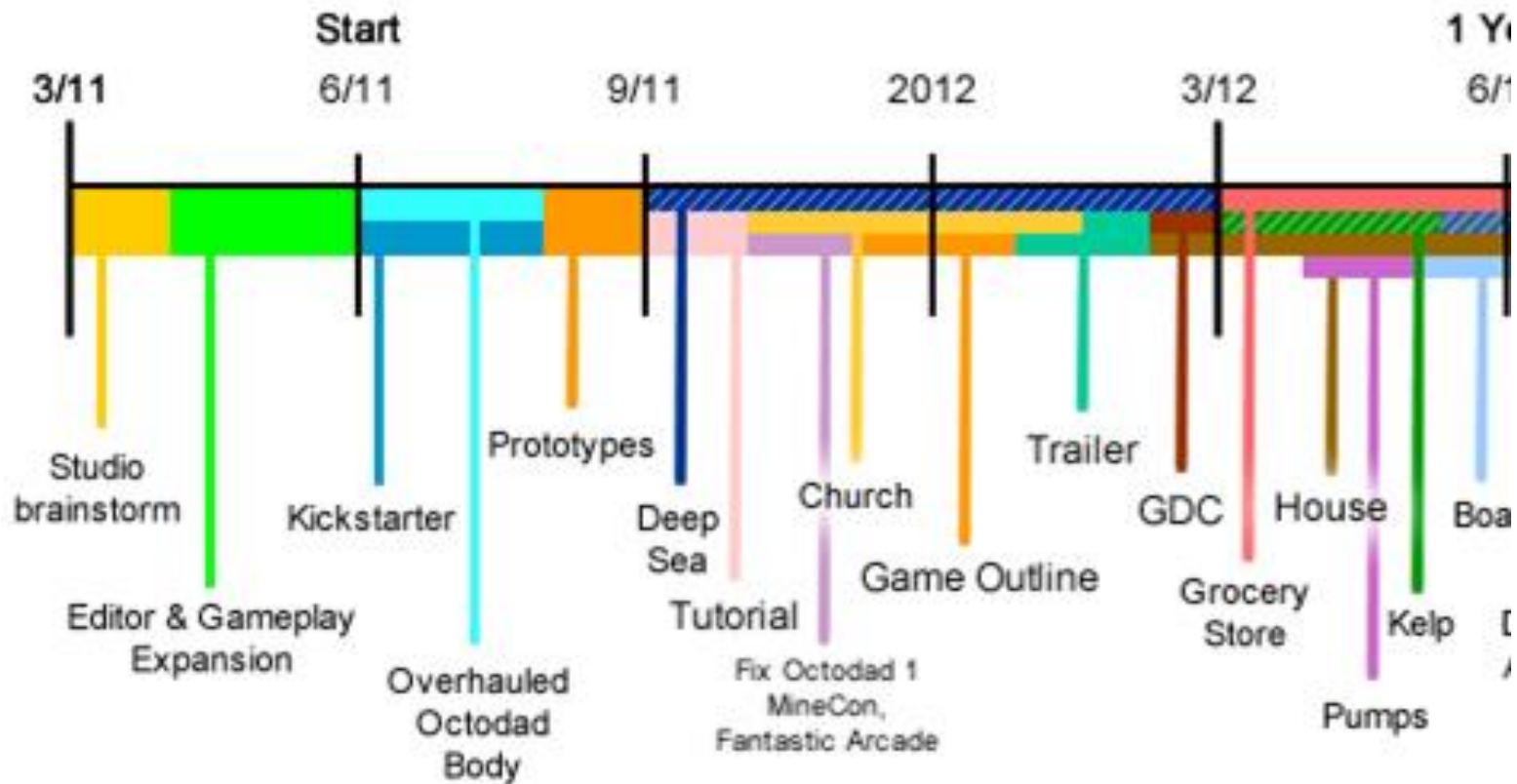
Has not connected Facebook



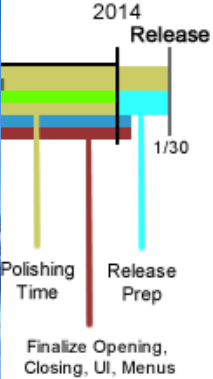
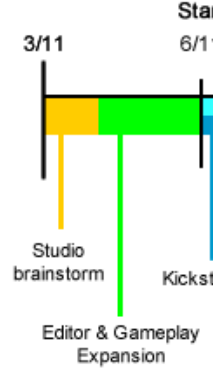
The Corral



Early Production







Quarterly Reviews



**WHAT DOES THIS HAVE TO DO
WITH AA GAME DEV?????**



We Goofed.



We Ungoofed!





OCTODAD™

DADLIEST CATCH

Engaging with Community



Fig ▾ Apr 22 @ 4:09pm

Why anyone pay for this?

Is poop!

See post hi



Fig ▾ May 13 @ 5:23pm

Devs paid me

Is not poop anymore, is good like pig on farm.

Engaging with Dev Community



Finishing the Game

	Design	Impl	Bug-Free	Cameras	Art Assets	VO	Sound	Music
Wedding Bells	10	10	10	10	10	10	10	9
Home, Sweet Home	10	9	9	9	9	9	10	10
Gervason's Grocery	10	8	8	8	10	8	10	10
Aquatic Fun Center	8	7	8	9	7	7	10	
World of Kelp	7	6	7	8	6	7	10	
The Deep Sea	9	8	9	10	8	8	10	
Amazon Arcade	8	7	7	10	9	7	10	
Sea Legs	8	6	8	10	8	7	8	
Only Up	9	9	10	8	10	6	5	
Surf and Turf	5	5	7	5	10	2	0	
Hide and Seek	7	6	8	6	7	4	0	
Cafeteria Showdown	4	5	8	4	7	2	0	
Opening Credits	8	10	10	8	10	10	10	
Ending Credits	5	10	8	6	8	10	8	

Marketing



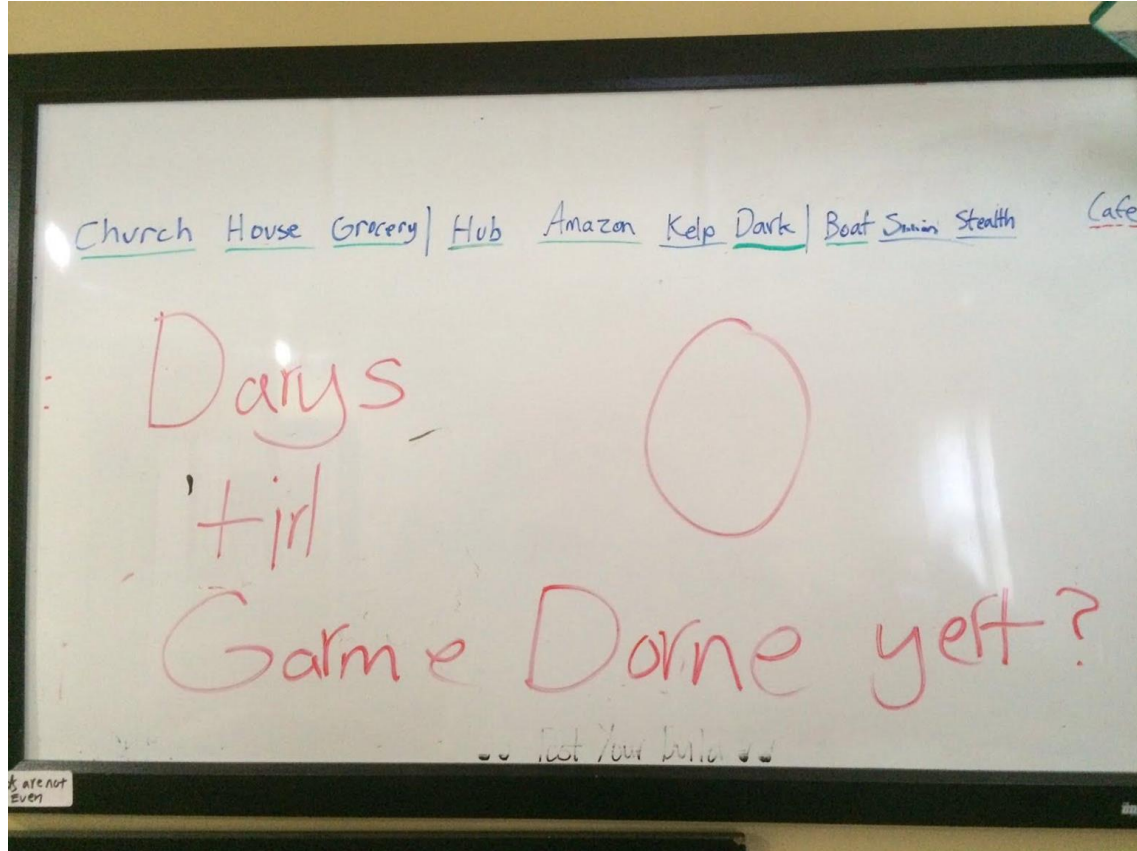
PlayStation 4



Release

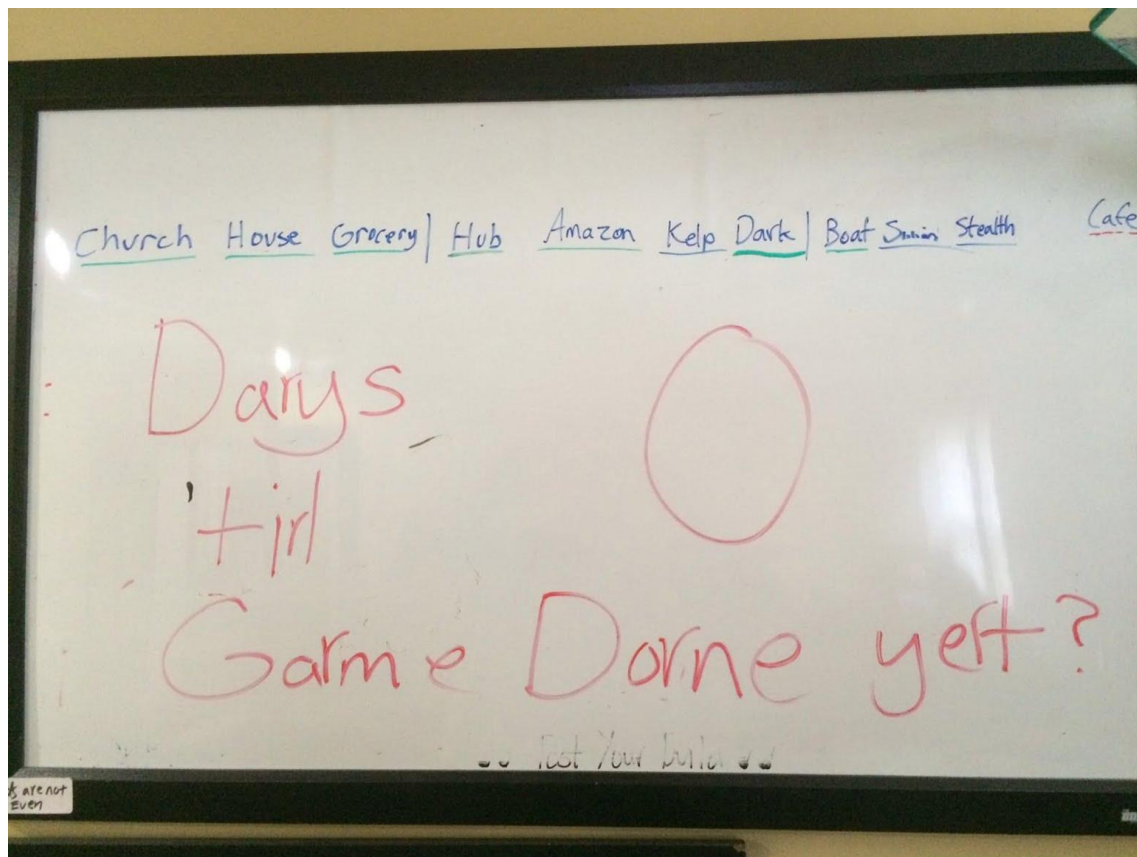
PC/Mac/Linux

- January 30th on Steam
- \$14.99, 20% launch sale
- 50% purchases came from outside of U.S.
- Most traffic from YouTube
- Metacritic 69 (PC)
- Main complaints are generally regarding length of game/price, bad ending



PS4 Release

- April 22nd (23rd) on PSN
- \$14.99, 20% off w/PS+
- Metacritic 69 (PS4)



Cost of Production

- \$540,000 in back wages @ \$20/hr
 - \$200k Employee Tax Withholding
- \$50,000 Employer Taxes
- \$8k in booth costs
- \$10-20k in event travel
- \$5k~\$20k in software licenses
- \$4k in voice acting
- \$3k in office rent + electricity
- \$5-10k in computer hardware
- Total ~\$650,000



Game Sales

- 90,000 copies in 6 weeks
- 275,000 copies in 20 weeks
- 370,000+ copies to date
- ~\$3.9 million gross
 - Approximately \$1.4mil after platform cuts & taxes.
- More than expected on PS4
- Surprising results from Humble.com & Humble Widget
- Midweek madness + Summer Sale



Takeaways



Thanks!



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