

# Squeeze the max out of a Kickstarter campaign, "C-Wars" postmortem

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GAME DEVELOPERS CONFERENCE™ CHINA  
SHANGHAI INTERNATIONAL CONVENTION CENTER  
SHANGHAI, CHINA · OCTOBER 19-21, 2014



ONIPUNKS

鬼  
傲  
逆



Onipunks?



ONIPUNKS



**2D freak**

**Geek**

**Arcade maniac**

**Otaku**

**In-house Engine**

**Pixel addict**

# The Game



# The Game

Pixel

16-bit



CORE GAMEPLAY

# Platforms



# Are you?



**Who are we exactly?**



# Chinese INDIE

# Internationalization?

Keiji Inafune



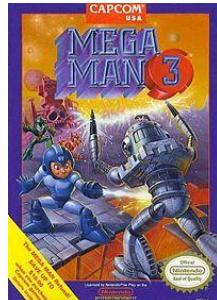
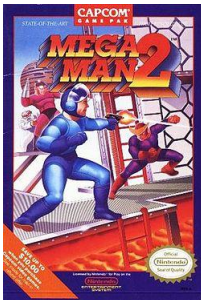
3.8M

Richard Garriott



1.9M

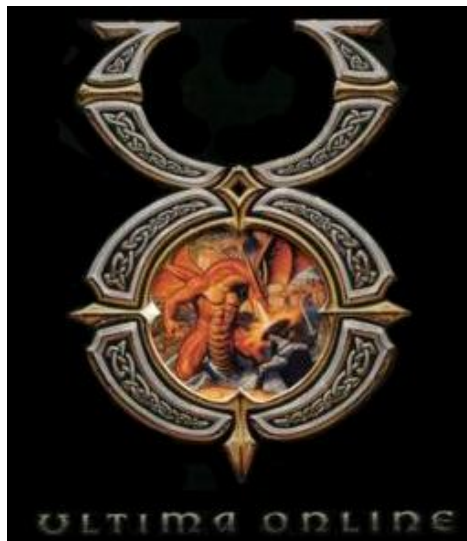
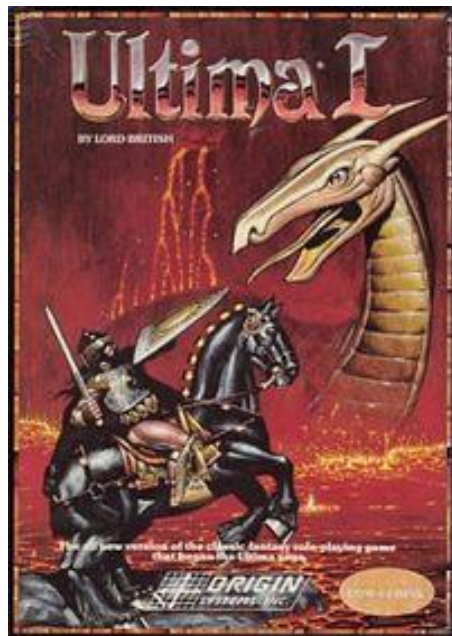




Inafune Keiji    3.8M







Richard Garriott

Lord British's

**Shroud  
of the Avatar**  
Forsaken Virtues

1.9M

Keiji Inafune



3.8M

Richard Garriott



1.9M

# KICKSTARTER

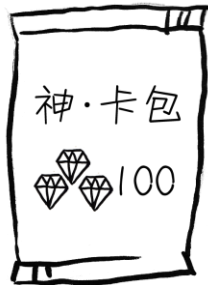


High Failure 65 %



**KS? [Genre]**

## Mobile F2P



首冲6元 就送6666💎

充值



VIP9 已充值 : 75562/100000

Prejudice+ no Steam support

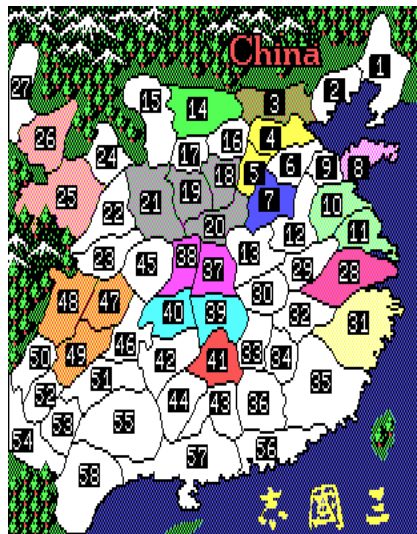


# Rich client and Web game



Hard to commercialize on KS

# Traditional Chinese theme



|                                  |                                  |                                  |                                  |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 5.                               | 6.                               | 7.                               | 8.                               |
|                                  |                                  |                                  |                                  |
| Yuan Shu                         | Liu Biao                         | Dong Zhuo                        | Liu Yan                          |
| 36<br>89<br>60<br>95<br>95<br>60 | 38<br>41<br>74<br>46<br>96<br>25 | 47<br>73<br>58<br>91<br>96<br>61 | 53<br>57<br>84<br>32<br>95<br>61 |

Three Kingdoms

Difficult to catch attention = High risk



# AVG



High cost at localization

# Retro style



20 years = safe

# Self checking

**small studio or AB round**

**Universal culture**

**HARDCORE**

**Console?**

**Steam?**

**Pure campaign**

**Start planning**

## Extra condition

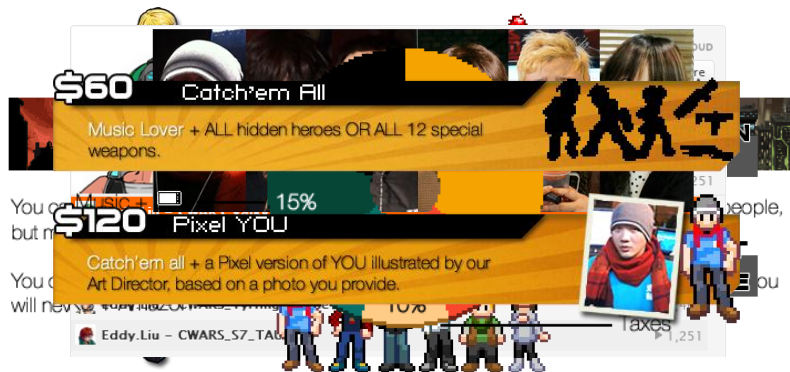
**Meet all the conditions above, but don't have enough money to do it...**

**Drop the thought.**

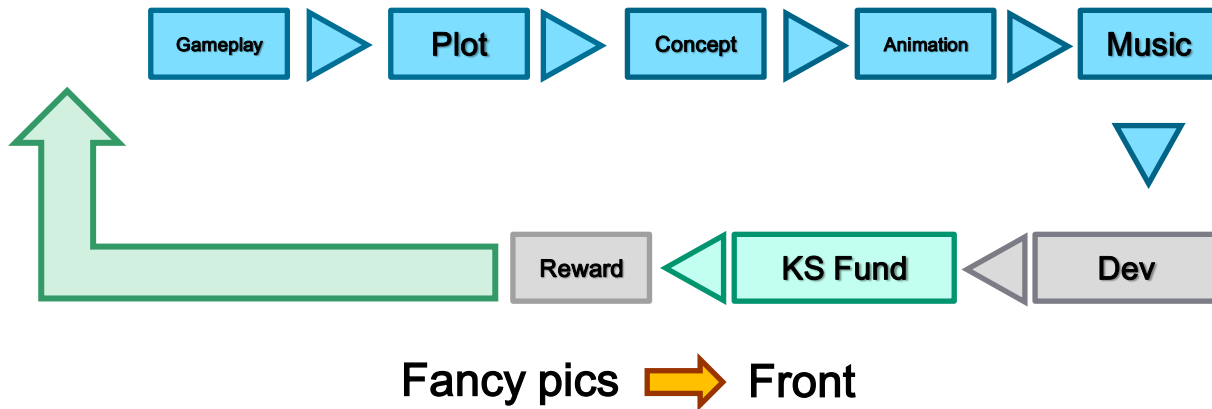
**Same as above, got the money, but under 80% completeness...**

**Drop it right there!**

# Layout



Visual direction :



# KS main video

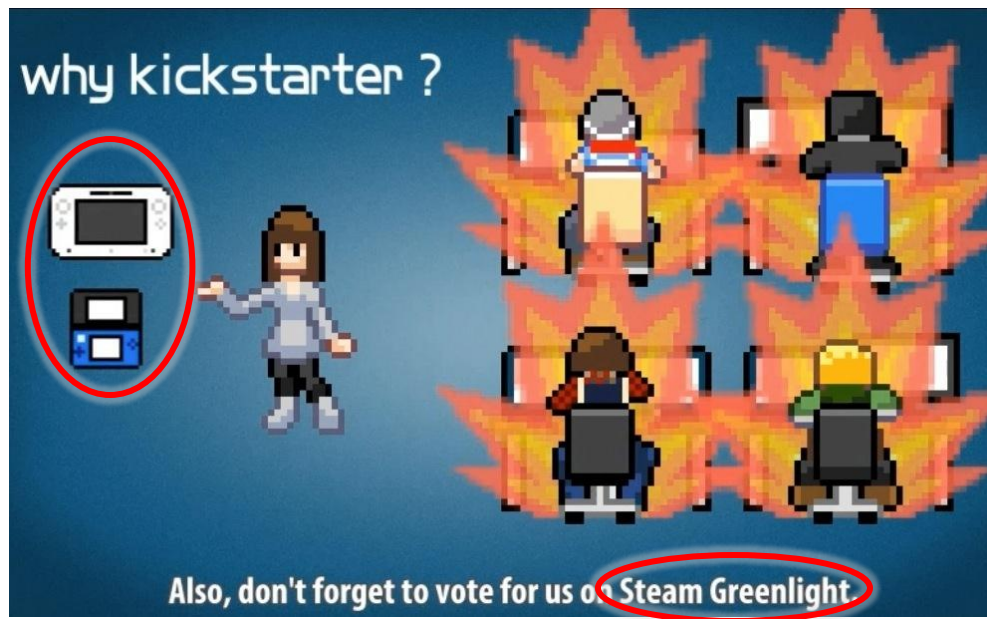


# Game to Pitch

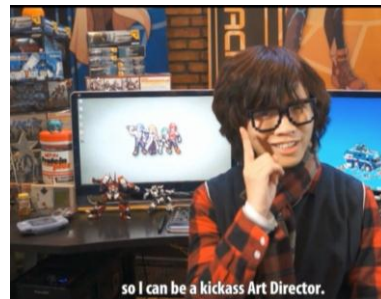


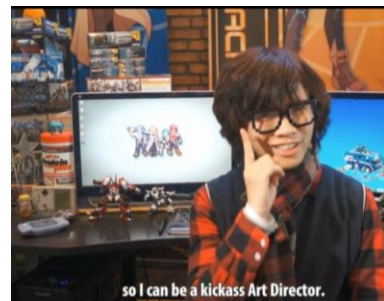
Seamless

# List everything you want



# Pixelated





# Tags

Call for local support

Asian studio

From Beijing

Pixel!!

Retro console collector

Funny

Retro

International

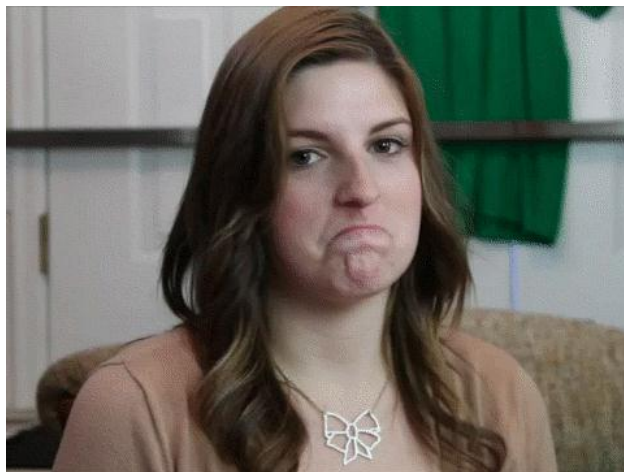
Non-JP team

Gamer

Let's talk about MONEY



**Free money?**



**NO WAY!**



# What is Kickstarter?



Celebrity's play yard?  
KS is mermaid **NO** POISON  
Small team's roulette?



©Takahashi Rumiko



# Eat it



Eat



Die  
Nahrung

# Die?



Jason Berry on May 14, 2013 [Backer info](#)

Spoke too soon - I just rec'd the Authorization Email!  
WhooHoo ~!



Lightford on July 18, 2013 [Backer info](#)

Random question about 3DS version: Say I have the explorer tier and all the special weapons. How will the game know I should get more things? Would it better to get a Steam code instead? Or will the 3DS version have everything? Something I was looking over today since I was an early backer and pledge a little more to get Explorer tier. Thanks.



Eric Payawal on June 10, 2013 [Backer info](#)

We're still over three thousand backers short, but that's okay for now. I respect that some people aren't frequent forum users, or even lurkers. On the other hand, they're missing out on all the goodness we're getting over there, like the special weapon voting. They really should read Update #16, if they want to get involved in that. :)



TheChosenOne on July 14, 2013 [Backer info](#)

Already time for an update?



...all, and the project operating+1



bucen on May 14, 2013 [Backer info](#)

Question: Can I expect a Wii U Pal version or 3DS Pal Version (as I live in Germany)

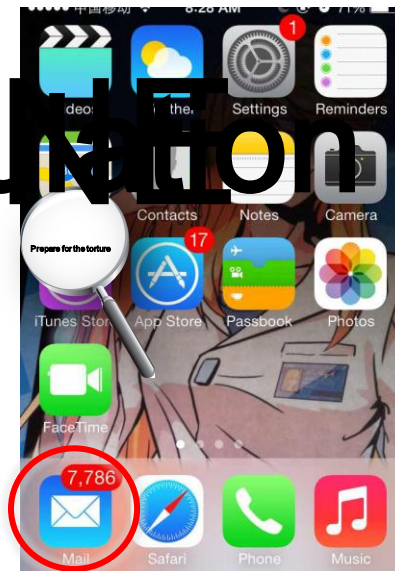


Research+1

Preparation+1

Recovery+1

Have a simulation



**Prepare for the torture**



**What happened then?    BIG HIT?**  
**Let's check the achievements.**

# Money !



C-Wars: Roguelike Pixel...

Successfully funded!

298% \$95,574 Funded  
funded pledged May 11, 2013

$$+ \text{PayPal} = 300\%$$


# Steam Greenlight

1400 games

Black box



Vote

Press

**KICKSTARTER**

Awards

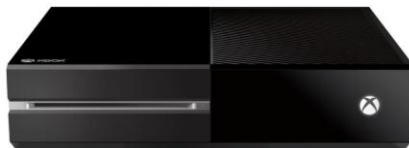
# Steam Greenlight

1400 games

Black box



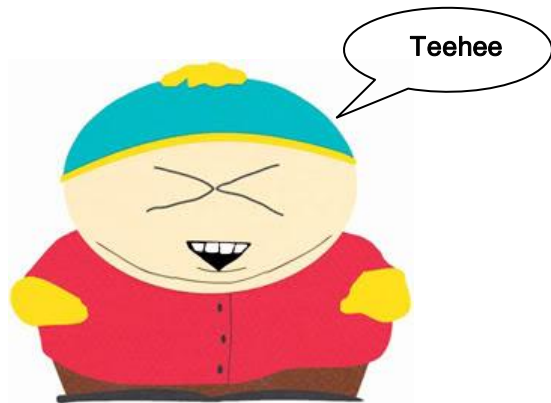
# Xbox One License



**Living room ! 8<sup>th</sup> Generation ! Console ! !**



# All kinds of Console



PSV License

3DS License

WiiU License

# Media attentions



The first successful CN game kickstarter campaign

The “Beacon of Chinese Game dev”



100+ reports  
from media all around the world



时至今日，移动平台与社交平台开拓的新玩家群体大多不会在意开发者的名声或是产品的出处，但基于PC与主机平台的核心玩家市场依旧保持着相当高的挑战难度，《水晶战争》诞生于手机平台，却凭借自己进军PC和主机平台的野心获得了海外媒体的关注——傲逆有挑战3DS、WiiU和PSVita的野心，并且已经与任天堂和索尼的开发者事业部取得了联系，正在争取掌机的开发权限——这是任天堂和索尼的一小步，却是中国游戏界的一大步——只能通过惊人的消费能力和天文数字的市场规模向世界证明自己的存在的现实并不值得庆祝，中国游戏界迫切需要的是拿出得出手，能够让海外玩家群体为之喝彩的出色作品，以此填补形象的空缺和名声的空白。

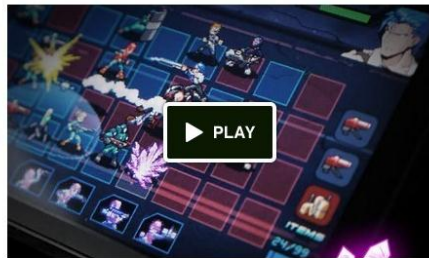


Brian Fargo @BrianFargo

12h

It's exciting to see a successful Kickstarter campaign from China that is supporting Kicking it Forward. @Onipunks  
kickstarter.com/projects/10542...

Expand



C-Wars: Roguelike Pixel Art PC Game

What happens when Cyberpunk apocalypse roguelike meets RTS in C-Wars?



# Big publishers' attention



And 10 more

**And then...**

# Illusion 1 : The game is selling like a champ



Chinese KS project rockstar , we are the king of the ...!!

# 1.4 and 8 months later, the 1.6



1.6

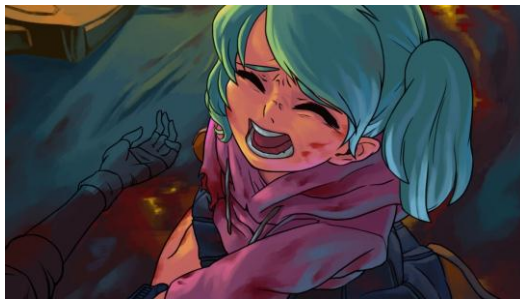


1.4





## The Mutation of Onipunks





## The mutation starts [art team]



Constantly changing models

Thousands of animations are trashed and need to remake

## The mutation continues [designer team]

trio heros      double heroes attack

chain saw      counter attack      ion statelite cannon

buff      skill and      double heroes      air strike

**Whatever!!**

bullet percing + headshot + cutoff effect + bang!!

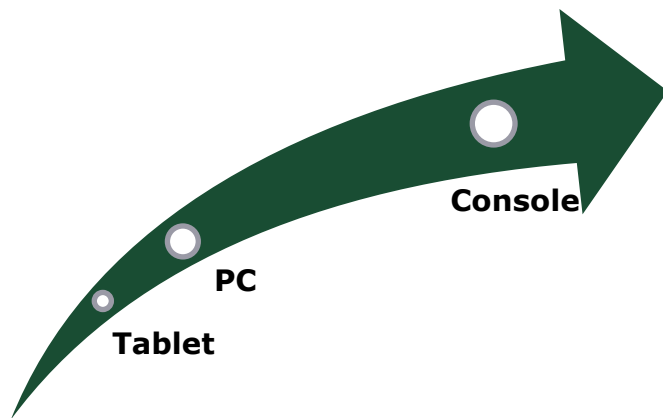
dual weapons      hero skill tree      Mech damaging

mineral gathering      mecha girl      push back

supplay cargo = geo cover

foe throwing foe skill

## The mutation prevent improvement [coder team]



Development difficulty is increasing

## The mutation prevent improvement [coder team]



What does development only is  
What does development only is

**A total meltdown is coming**

## Illusion 2 : There is income **ALREADY!!**



Money! Money! Split the money!

The END

# Hell Yeah SCREW IT! I'm RAD!!!

Lead Programmer survived



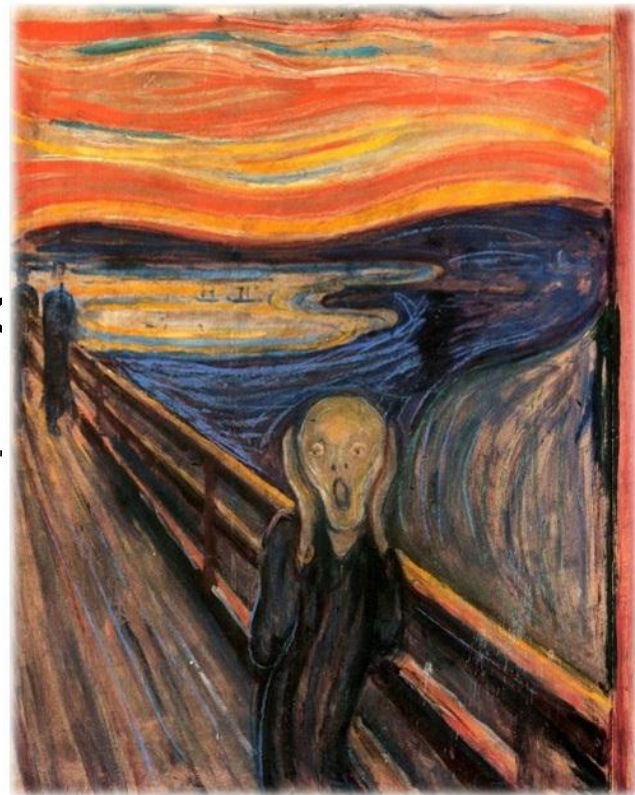
Friends and comrades worked together for an average of 3 years...  
Gone.



# The Meltdown

The first award  
High probability — But when and how  
The first release

Series A investment



# Any solution?

**You get 4 + to release after KS**

**You NEED the product in hands**

**So? What happened to C-Wars?**

**5 months after the event**

# Beta!!







# How and Why ?

# We got the tech

1000 sprites at the same time

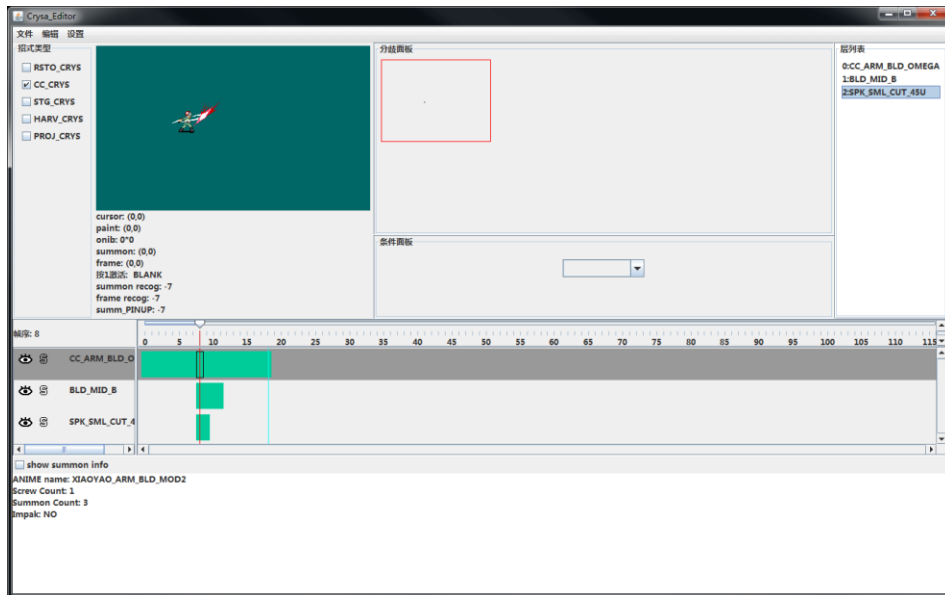


Oni Engine





# We got the tech



OTK



# We got the tech

Arguably one of the prettiest entrants of the Shanghai Game Jam, *Sherry Must Die* was developed by Beijing-based developers. The artstyle looks very much reminiscent of *Megaman Battle Network*, and it's no surprise that the core people behind it were the fine folks over at OniPunks.

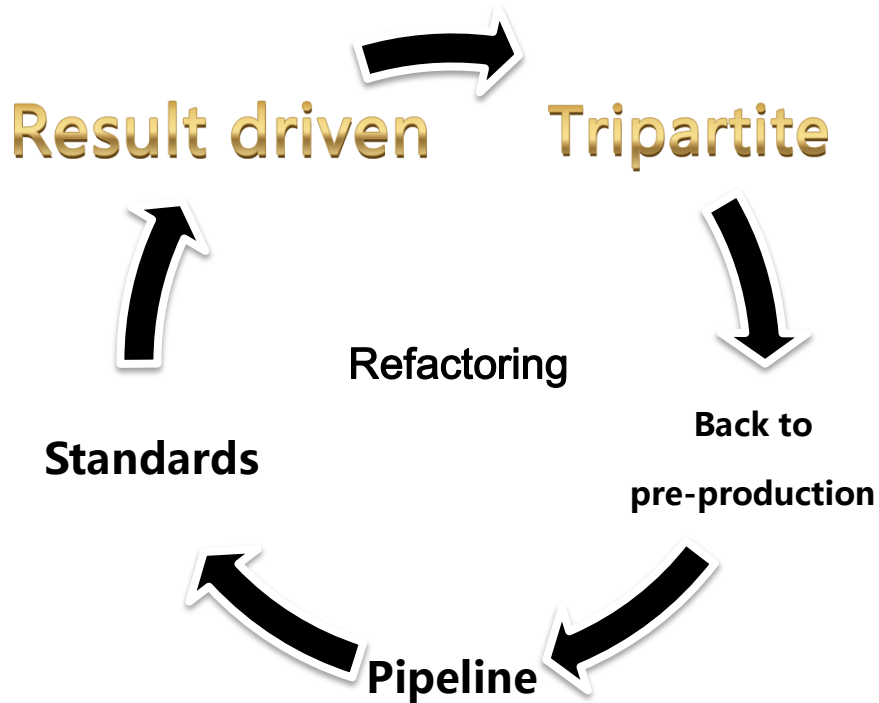
KOTAKU



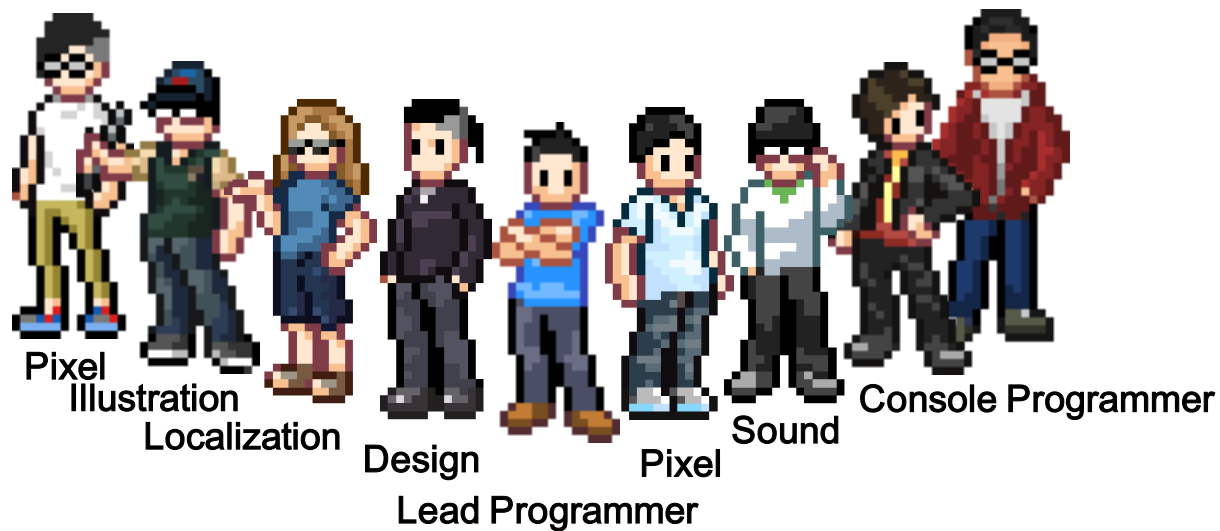
Name: Sherry Must Die  
Genre: beat em'up  
Team: 1 code, 2 art, 3 people  
Time spent: 48 hours

## New Game for Game Jam

# We got the methodology



# Rebirth



**6 months after the event**

PC   C-Wars   **DONE**

The Meltdown's legacy

# Tsunami



# Raging Backers



Lucis on July 30

Hi, since you announced "exclusivity on XBOX ONE" (at least that was your wording on weibo). what does it mean for backers like us?

We need 720P



Sharan Chandran on July 17

You all really over shot the release date on this



c-wars |  
c-wars 3ds  
c-wars release date  
c-wars  
c-wars wii u  
c-wars alpha  
c-wars demo  
c-wars onipunks  
c wars ios  
c wars steam  
c wars android

Google 搜索

手气不错

Haven't finish yet?



Gary MacDonald on August 20

Seems like classic bait and switch here. Baite funding the game and now as soon as they've (which isn't what any of us backed or funded it pushed to the top of the priorities list while the backers have all just been shat on.  
Last thing i will back from these guys.

Still no release?

"Seems legal action is needed" Demo!

WHERE, IS, THE GAME???

Decker on August 9

start the game so somebody else can get exclusivity first get it? Glad I didn't choose to back at a higher amount.

Xbox exclusive?

Where's 3DS?

As for class action lawsuits let's not kid ourselves there is no way legal action can be done against a project creator, this is part of the Kickstarter BS Terms of service is basically "buyer-beware-if-you-get-scammed-too-bad" policy. This is why I am not gonna back any games in the future, unlike Steam which will refund you if the game is out to con you (like the WarZ), Kickstarter just takes all our money and doesn't do any quality control or take legal action against scammers, every single scam out there has been exposed by backers, I have not heard of any incident where KS took any action to ensure the project creator follows through on his promise to deliver.



## Be humble

## Have a plan

We need time to dev  
Backers need comfort



They love C-Wars  
No fight, No chitchat

Constantly demo updates? → NO!!  
one build per month, follow the plan



**Sue us? Really?**

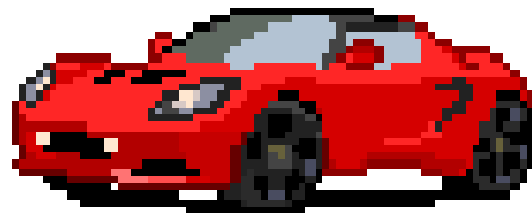
# What we did for Backer



# Pixel YOU



# Hero YOU



# Warrior YOU



# Zombie YOU



# What Backer did for us



**YANG LV**

发送至 我 ▾

啊，睡了个懒觉，才看到，谢谢ONI 团队，祝C-war大卖，我会借个轮椅咕噜车轮过去买的，如果跑得太急摔断了腿。

“ Really nice video and fantastic project! This is a project me and my programmer friends would like to work on, futuristic story, old school pixel art + 2D anime style, badass characters. Besides that, I am more curious about the game play, a combination of real time strategy and classic tower defense. Please keep on doing great job, and show the world the bet of you! 作为一个中国土生土长的游戏迷，我深深佩服你们为实现自己梦想的不懈努力。我现在在美国写游戏程序，我也曾launch过kickstarter campaign(不过没有成功)。希望你们带着我们中国游戏人的梦走下去！

Apr 15 2013 on C-Wars: Roguelike Pixel Art PC Game.



**Jim** on July 26

Holy crap Loup this is friggin amazing!!!  
You're team is absolutely amazing!



**Seth House**

发送至 我 ▾

That was a very nice surprise to wake up to. Thank you! The new version is incredible. You do excellent work. :-)



**jd estrada**

发送至 我 ▾

Nice work, friends. Thank you :)



# Conclusion



# Kickstarter might...

- 1- Crashes your team
- 2- Attracts pressure
- 3- Make your game, different

# Team termination

## Definition

- 1- An inevitable event around series A investment
- 2- Kickstarter will speed up the arrival

## Solution

- 1- Outsourcing
- 2- Mercenary mode [Result driven]

# Pressure

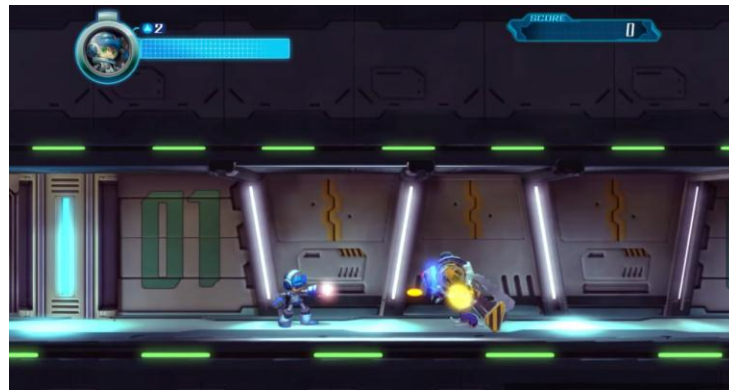
- 1- Publisher
- 2- Backer



# Evolve [Mighty No.9]



Concept



Game

# Evolve [C-Wars]





Alpha



Beta

# Final Polish

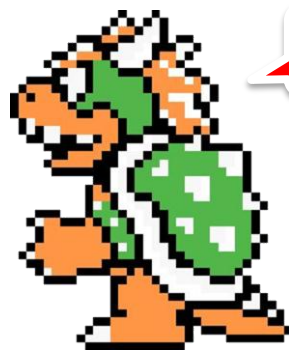


Straight forward  
**COREGAMEPLAY**  
Action and Strategy

# What kickstarter really is



# It's tough



Grrr!

# But fortune awaits



[Nope, money is not the thing]

The fortune is?

AAA

You got the ticket



You are in the industry now.

# Industry?

nintendolife

KOTAKU

joystiq

 Polygon™

 IGN®

★ INDIE  
GAMES

  
BAHAMUT  
WWW.GAMER.COM.TW

POCKET  
GAMER



 NINTENDO  
ENTHUSIAST

Press is everything

# Sanitized platform way license way [Steam and consoles!!]



Higher standard, lower risk

# Cooperate with 1st Party

Awesome!

**Chris Charla**  
ID@Xbox Director



**Visibility decides the fate of your game**



# Cooperate with 1st Party



C-Wars is not the only one

# How to

**Wait for the right time to kick start your game**

**95% shall be the right moment**

**The money is not a big deal**

**Focus on the promotion it brings**

**Prepare money, team, meltdown and rebooting**



# Kickstarter operating guidelines

**Respect backer**

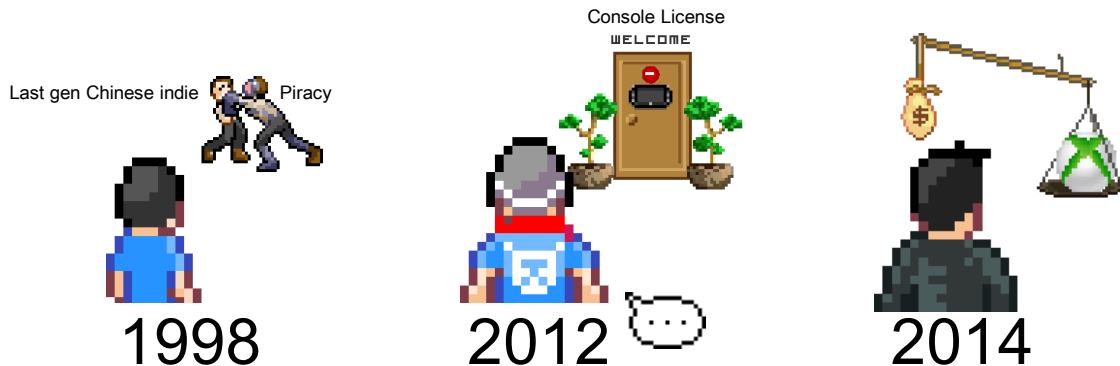
**Respect media**

**Respect opportunity**

**Dream can wait, but release can't**

# Unshakeable faith





As current gen indie, we HAVE TO do it.

**Soul cannot be purchased**  
**Follow your own path, finish the game**

**C-Wars PC was nailed  
What are we doing now?**

# We are...



Arcade coin



Cheerin  
Screwin



Making indie game

Beta release day

Modified  
Arcade



Hair drier



Questions ?



Twitter: @onipunks

Now hiring: [jobs@onipunks.com](mailto:jobs@onipunks.com)