



Running a Mobile Games Studio for Six Years: A Tale of Four Challenges

Sebastian Nußbaum
Vice President New Games at Wooga



We are
200 Woogas

From over
30 countries



Uncover a **thrilling story**

**Pearl's
Peril**

Tune's JOURNEY





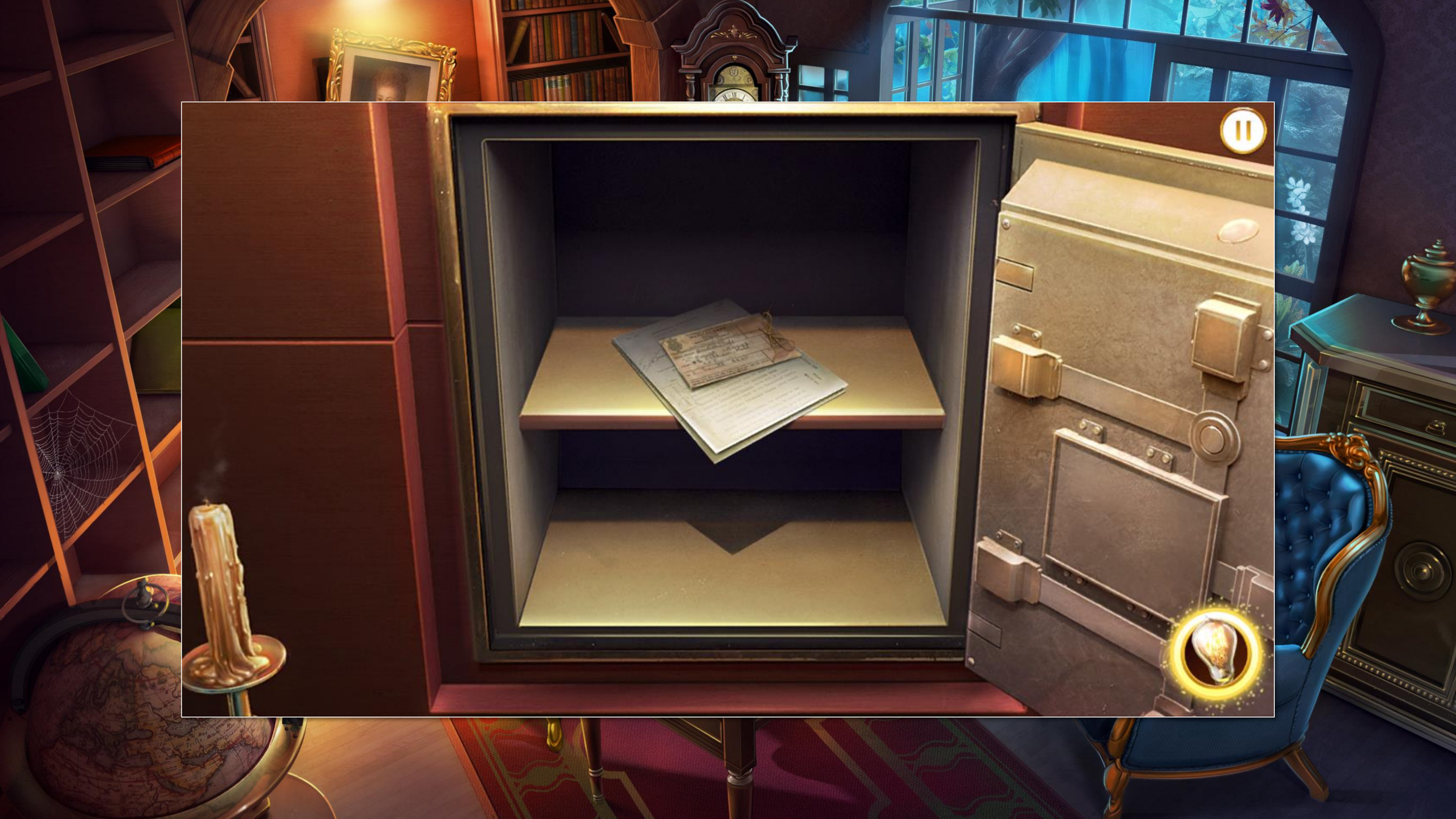
Skull

Sandwich

Bullets









English
BOOK STALL

GR-1152









Chapter 31 - Paris Revisited



NEW CHAPTER AVAILABLE
ARE YOU READY FOR MORE ADVENTURES?

NEW ADVENTURE

IN

6	3	36	1
TAGEN	STUNDEN	MINUTEN	SEKUNDEN

UNLOCK NEXT CHAPTER



COMPLETE



COMPLETE

TRAVEL

Challenge#1

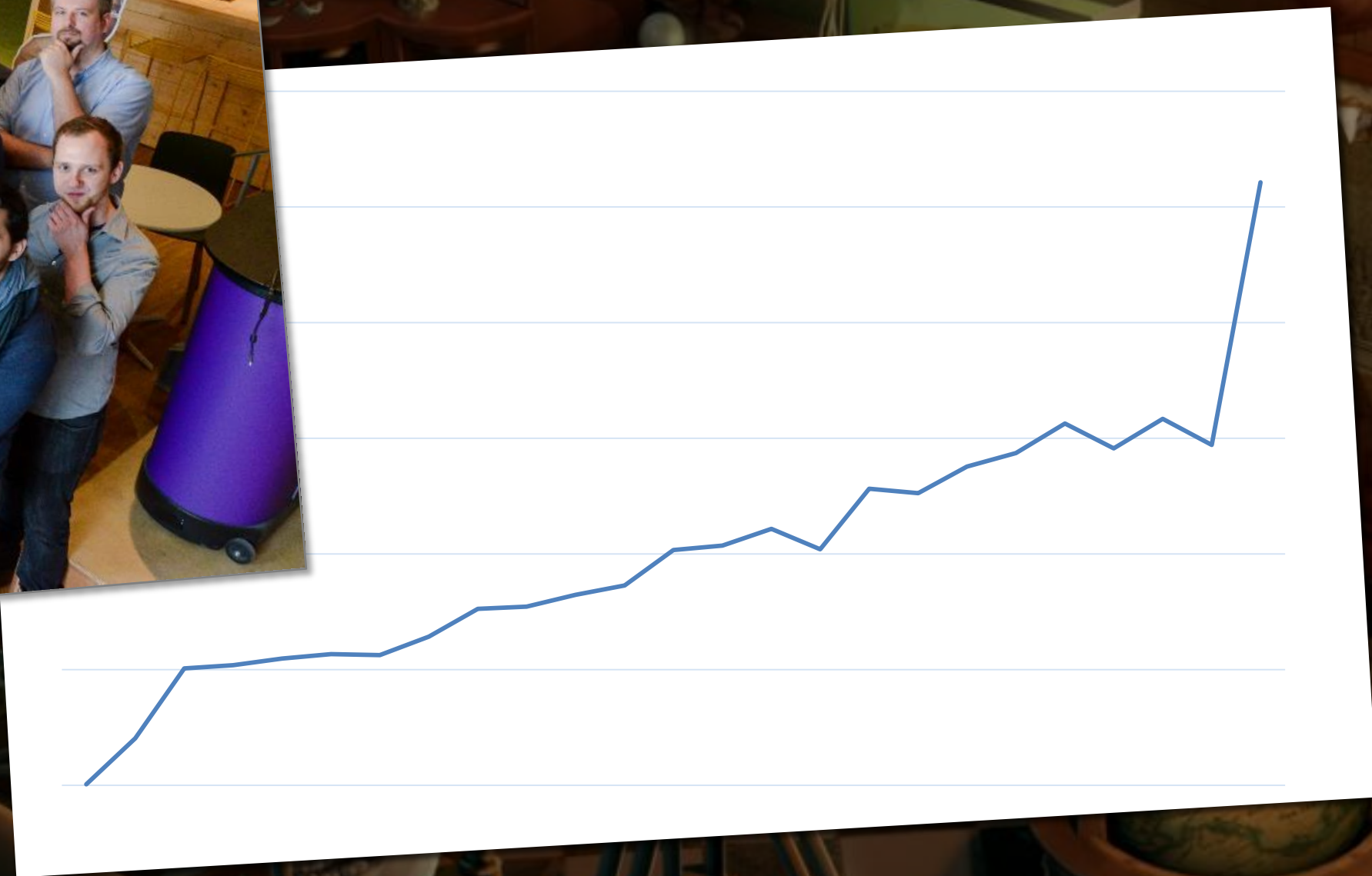
Limiting independent teams







**Pearl's
Peril**



the Fish Bowl





Setup a vision
Building up trust
takes time

Challenge #2

**Building a complete flop
when everyone else expects
you to come up with the
next big thing**





AGENT ALICE









Expectation management



A detailed illustration of a vintage-style room. The room features wooden walls and a vaulted ceiling with exposed beams. A large window in the background shows a view of a city. In the foreground, there is a wooden desk with a small Eiffel Tower figurine on it. To the left, a large suitcase with a red strap is on the floor. A gramophone with a large horn is positioned near the window. A patterned rug is on the floor. The overall atmosphere is warm and nostalgic.

Expectation management
No micro-management



Expectation management

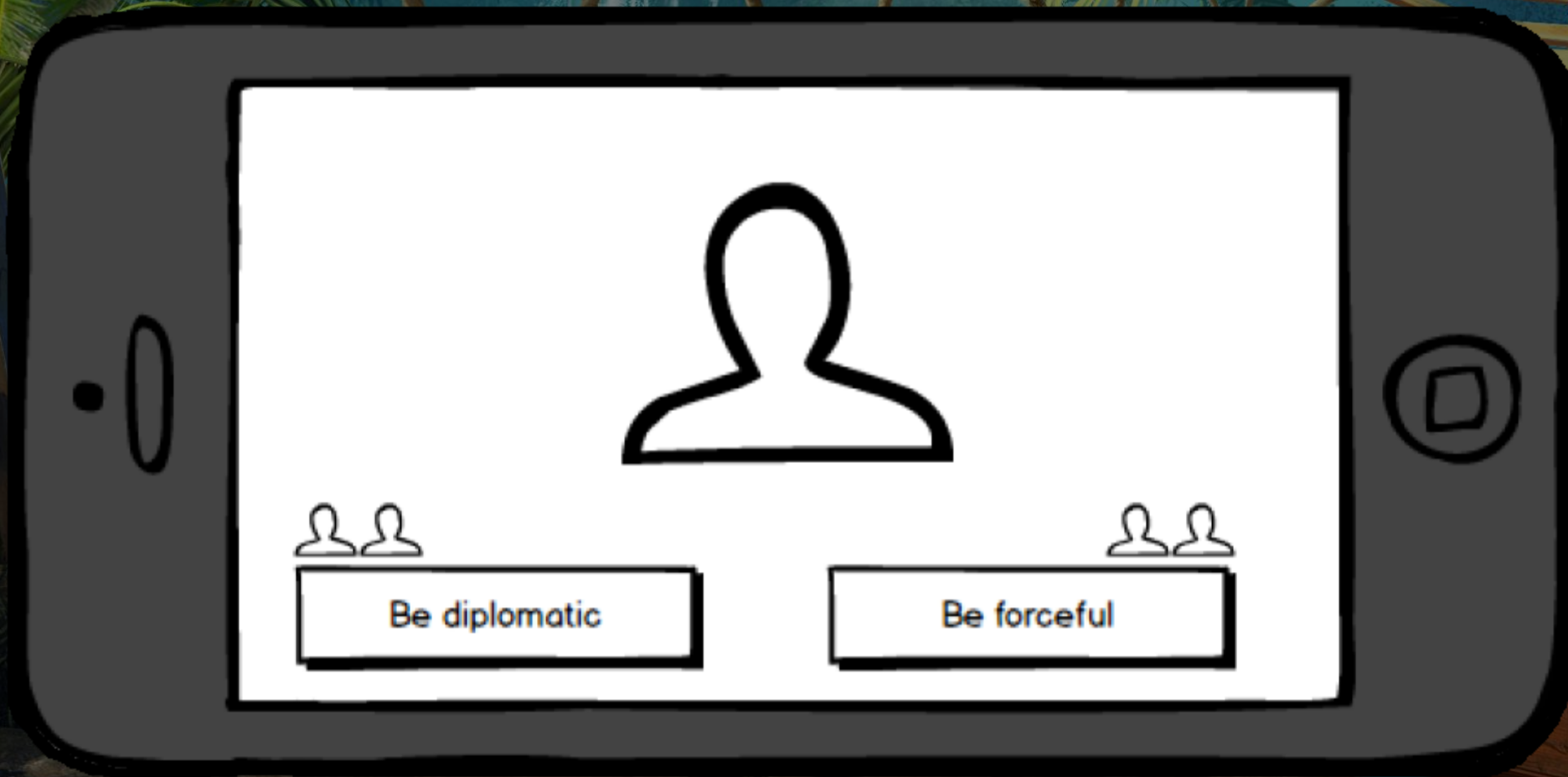
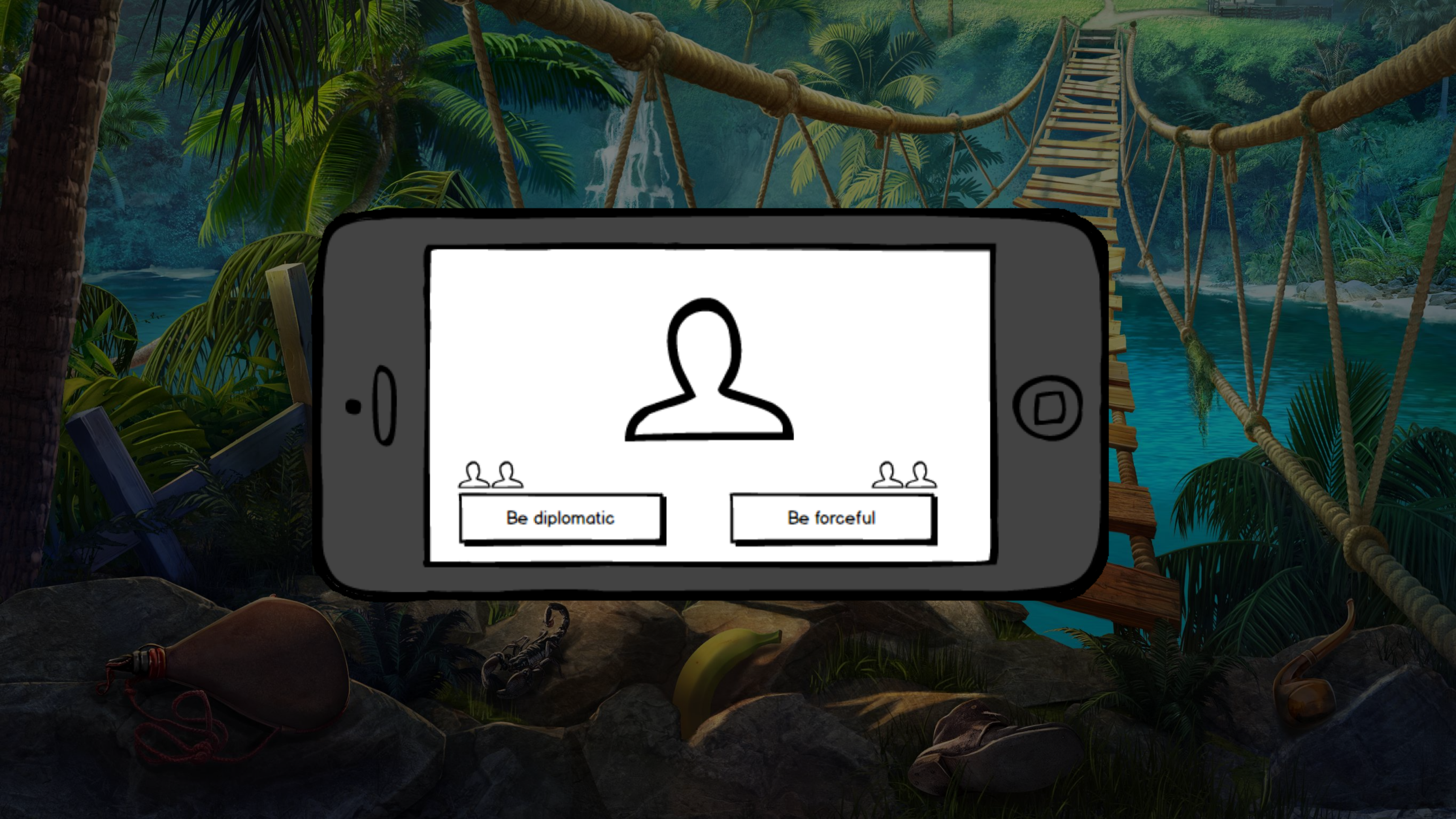
No micro-management

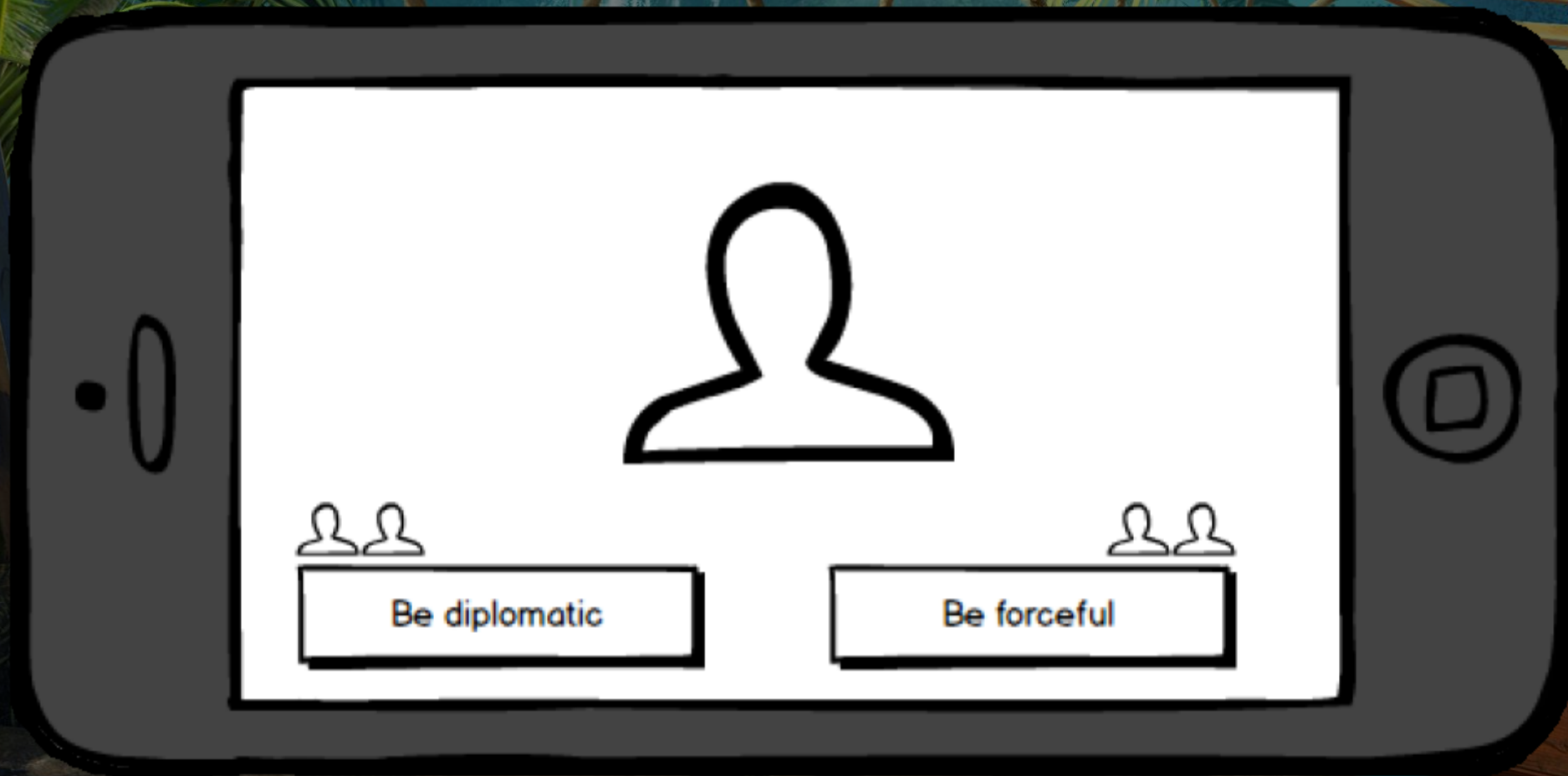
Some costs are sunk

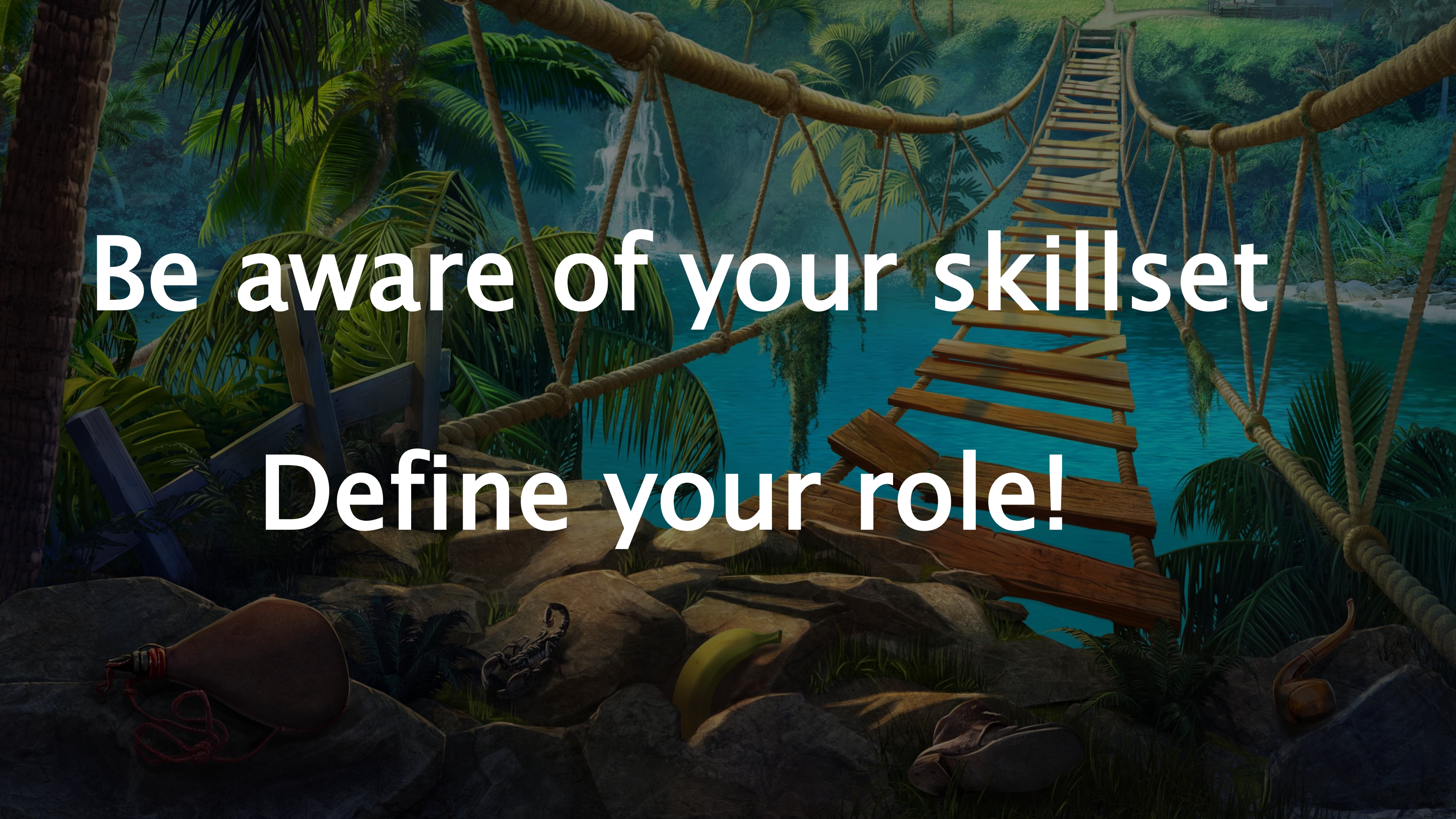
Challenge #3

**Giving answers when you
don't understand what's
going on yourself**









Be aware of your skillset

Define your role!

Challenge #4

**Balancing focus, saturation
and innovation**





Right mix between Innovation and Knowledge





Right mix between
Innovation and Knowledge

Building strong teams
takes years



Right mix between
Innovation and Knowledge

Building strong teams
takes years

Say No



**Pearl's
Peril**



**June's
JOURNEY**



Thank you!

sebastian.nussbaum@wooga.com