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From Zero to Time Magazine: App Success
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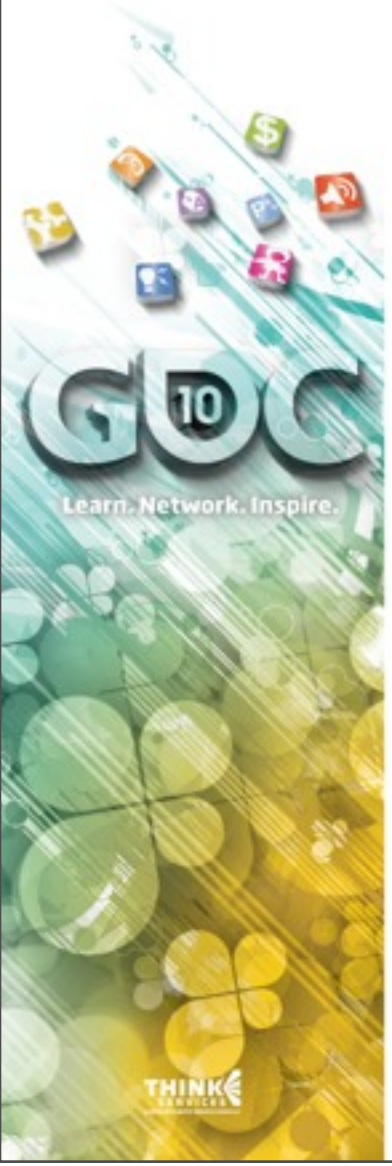
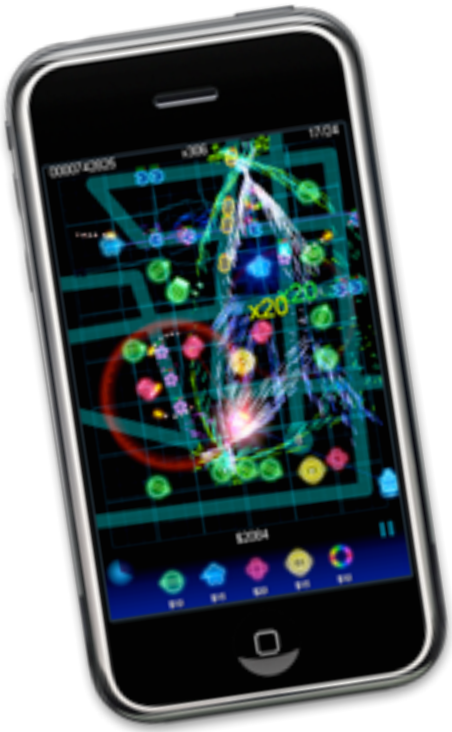
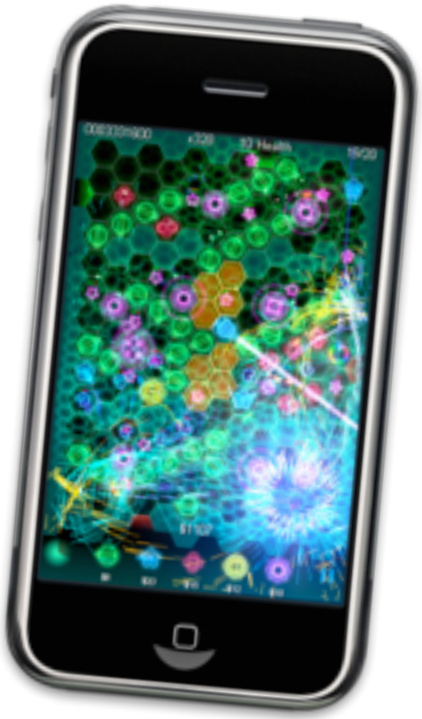


GEO-DEFENSE





GEO-DEFENSE Swarm

David Whatley

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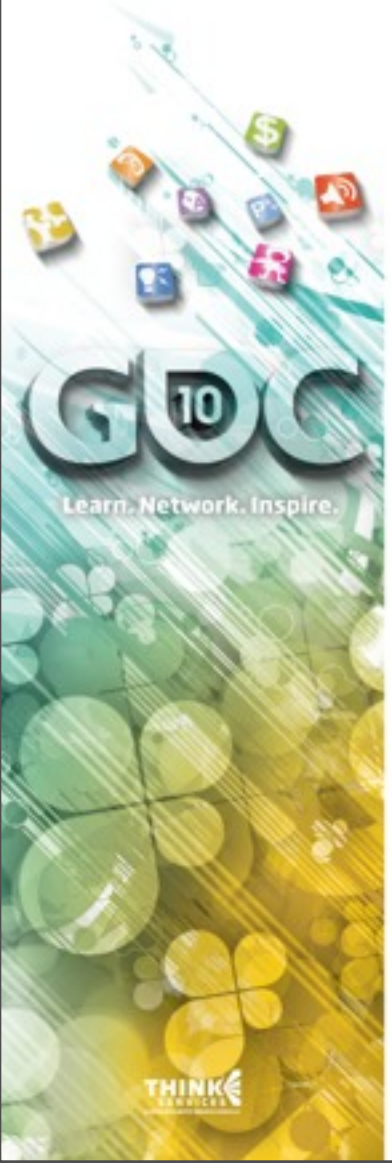


David Whatley

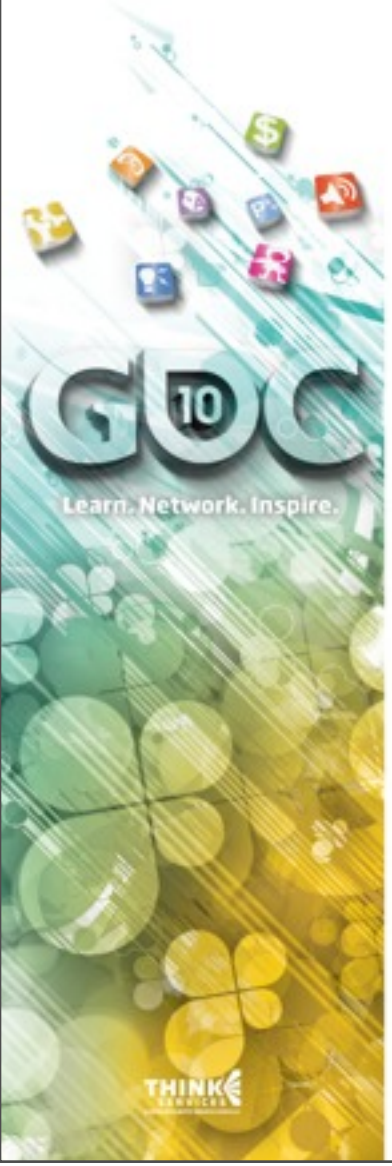
- **Simutronics Corp**
  - President & CEO
  - Online games, 23 Years
  - play.net

Intentional

- **Critical Thought Games, LLC**
  - President & CEO
  - Founded 2009
  - criticalthoughtgames.com

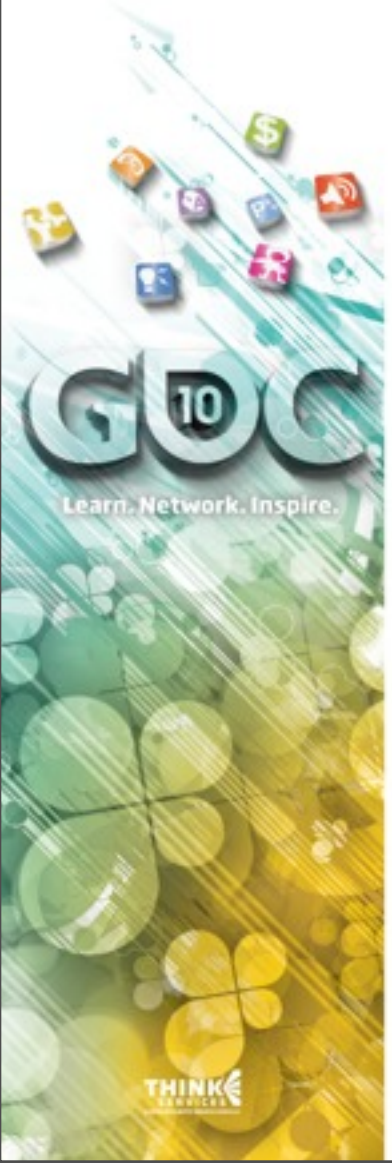
Accidental

david@play.net david@criticalthoughtgames.com



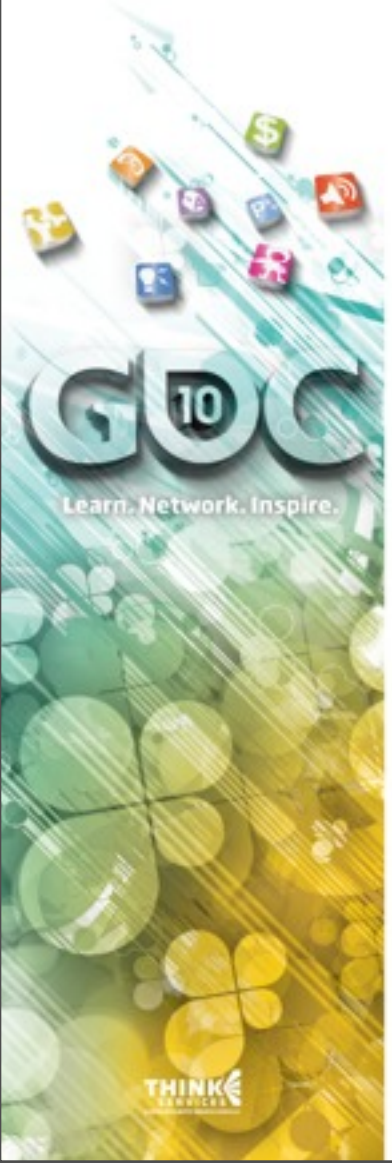
Goals

- The chicks
- Personal Enrichment
- Altruism

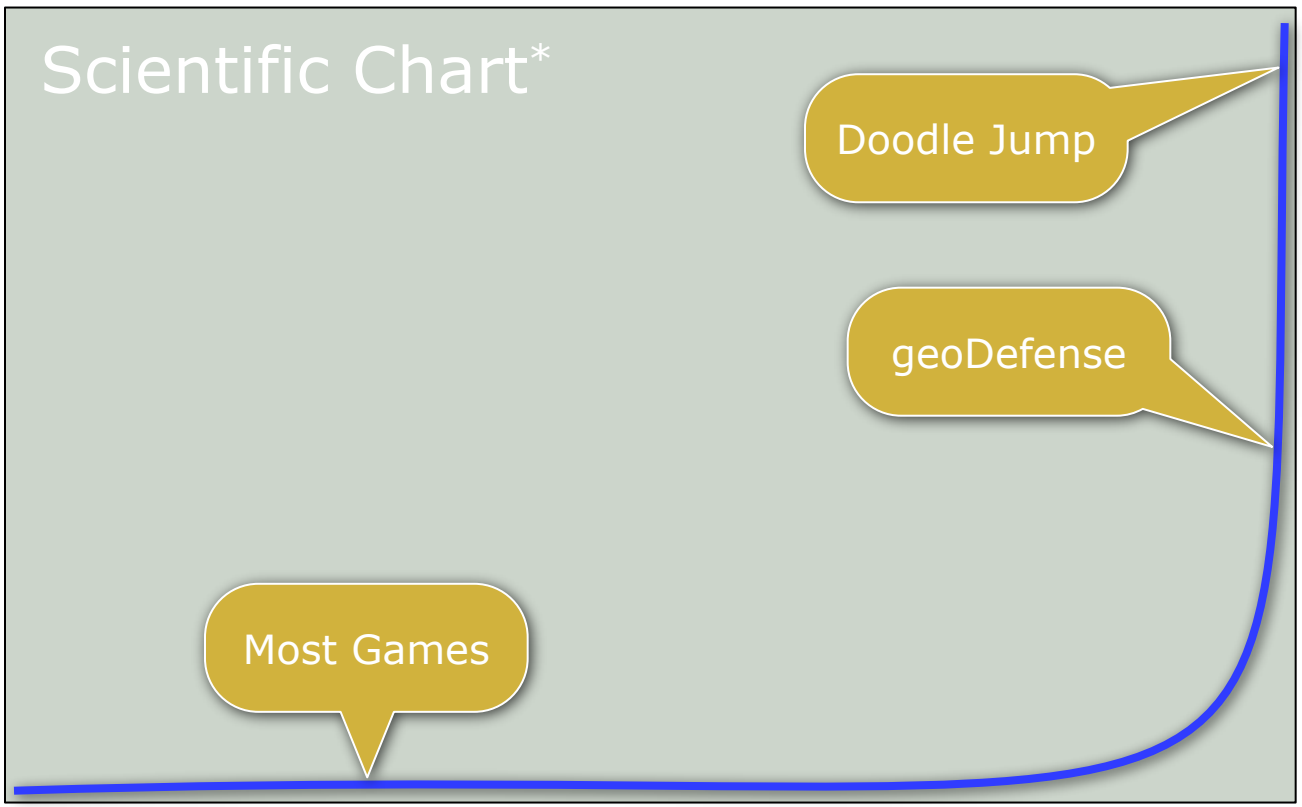


Opportunity

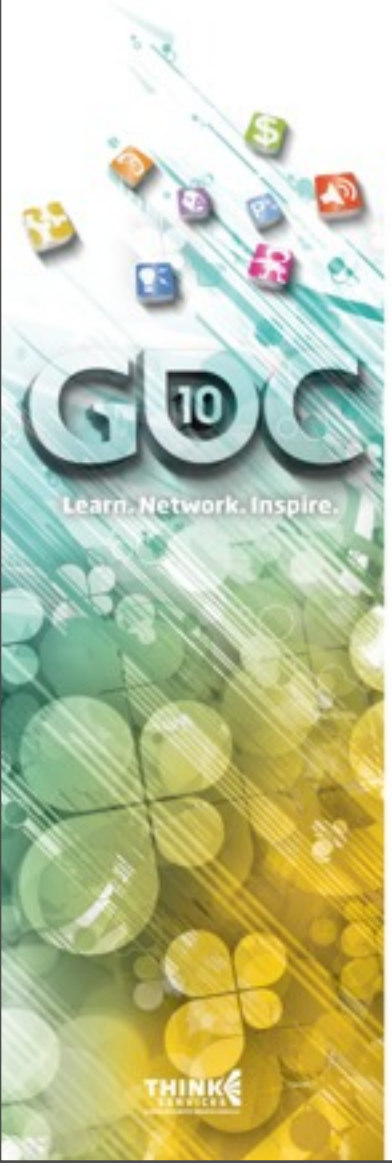
- Potential: **Millions $$$$ OMGZ!!**
- Done Good: 100K's $$$ YES!
- Realistic: 10K's $$$ Sweet!
- Reasonable: K's $$ Not bad!
- Likely: Hundreds $ Err...
- Most likely: A few bucks :(:(:(



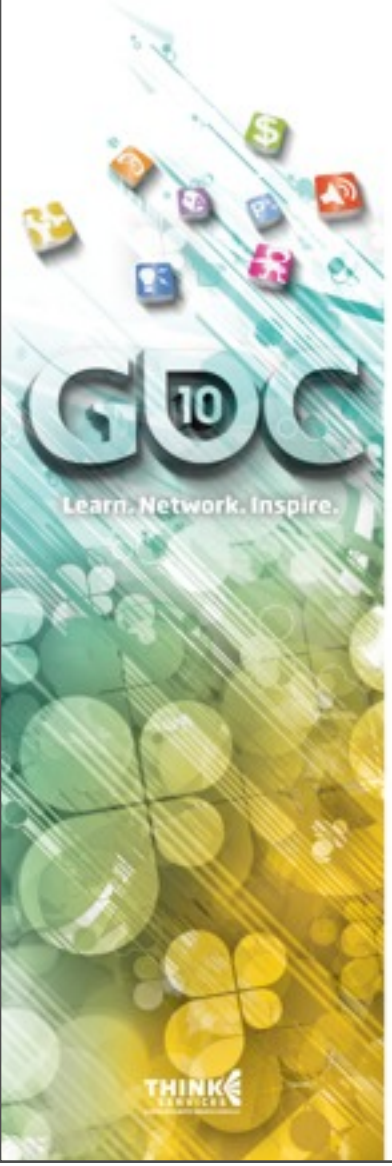
Opportunity



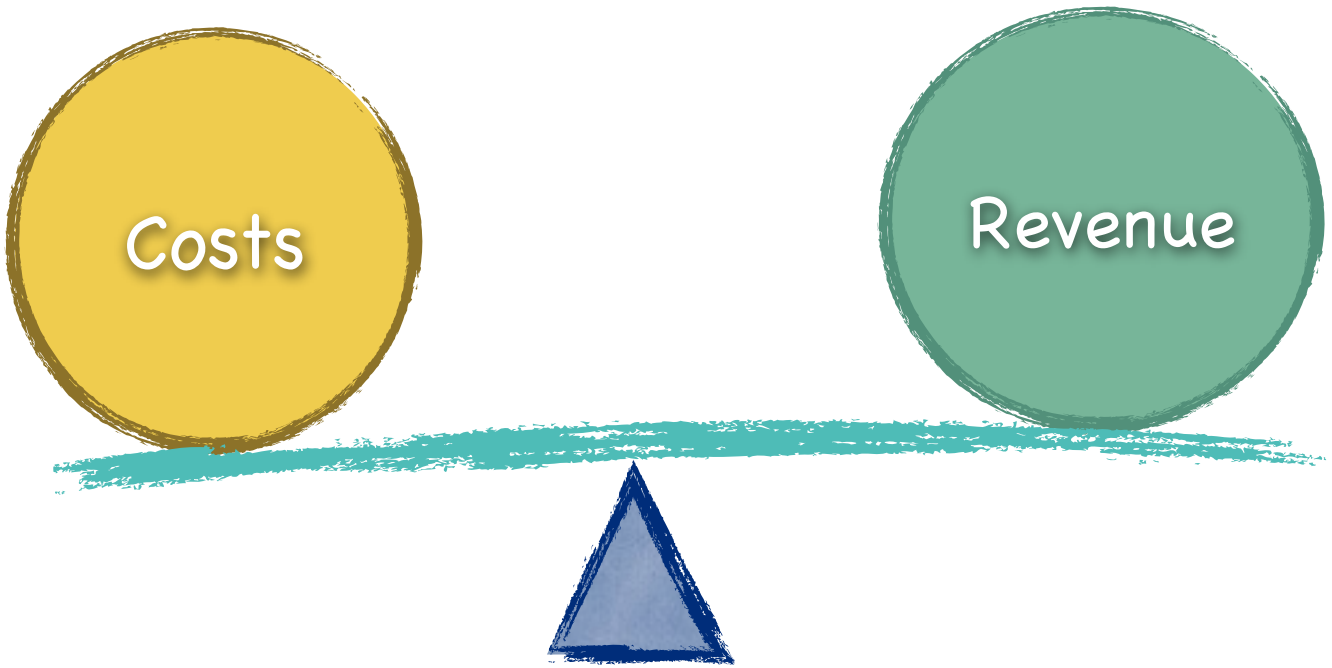
*not scientific

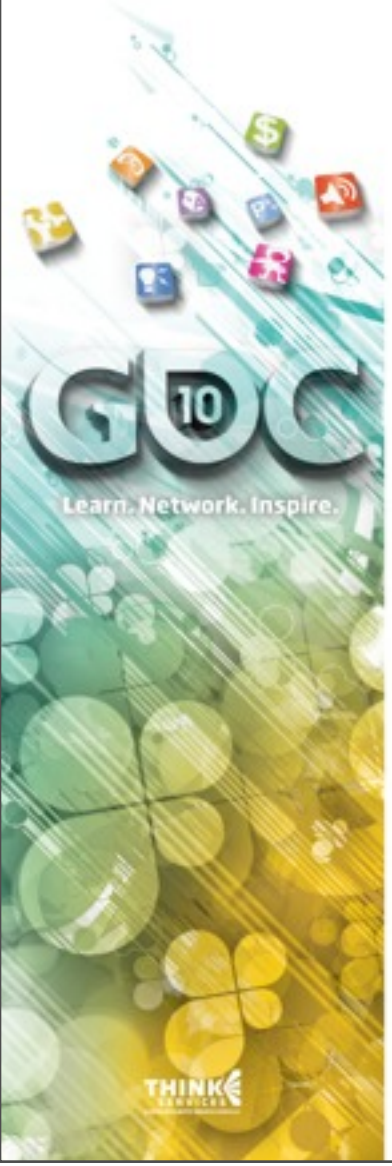


The Holistic Approach



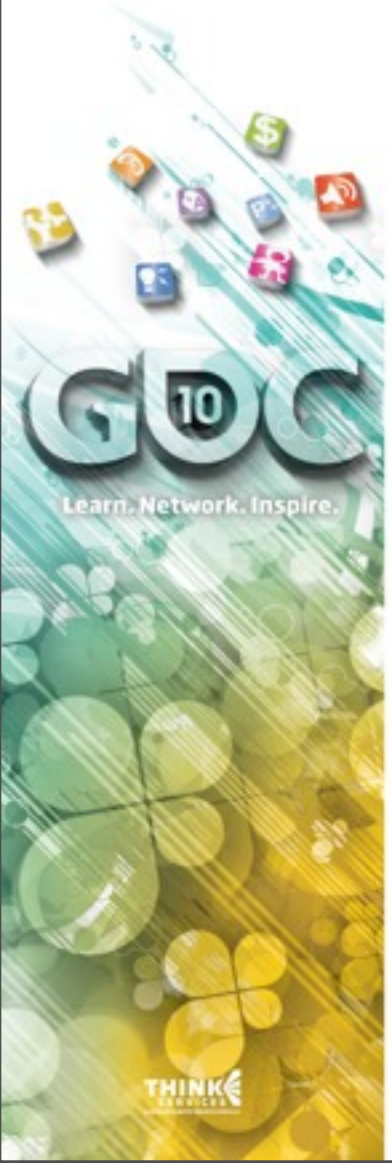
Business Goal





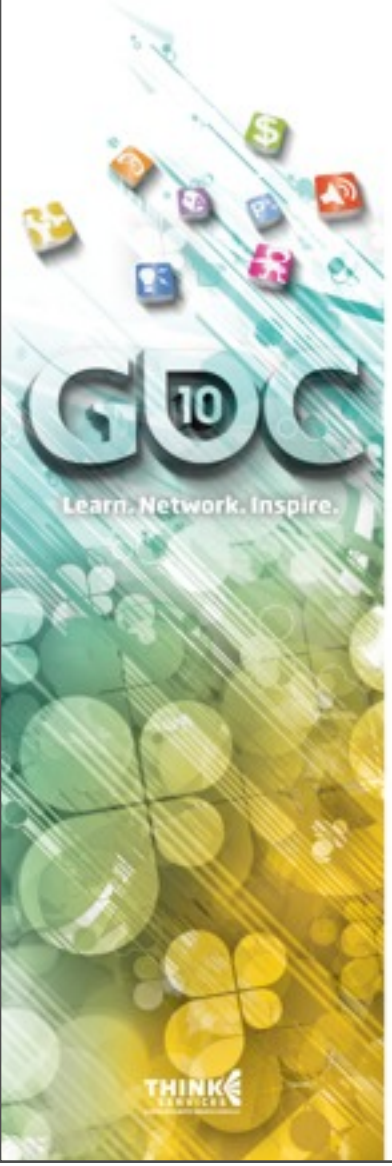
Business Goal

Keep Costs Low



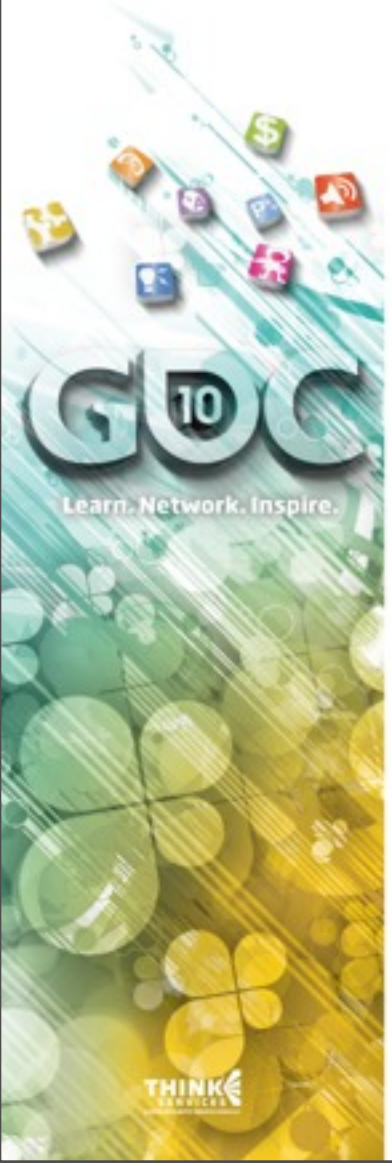
- Cost = Risk
- Time × Development + Tools
- 3 Keys To Lower Cost

1. Small Team
2. Constrained Scope
3. Use Existing Stuff



Self Assessment

- One Man Shop
- I Have A Job
  - Only spare time
- Skills
  - Coding, Game Engines
  - Some art skills (but not a lot)
  - Lots of Game Design (and Ego)
- Cash
  - Limited (Mac on a Mastercard)



Approach

- Borrow an Art Style: “geo-Style”
  - I can code that
  - I can draw that
  - Popular!
- Stick to something I know
  - Tower Defense (Love em’)
- Outsource what I hate
  - Public Relations

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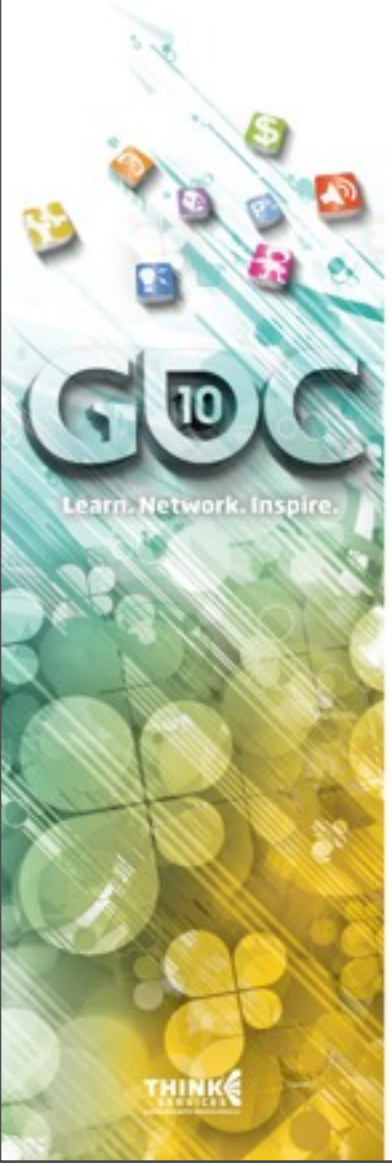
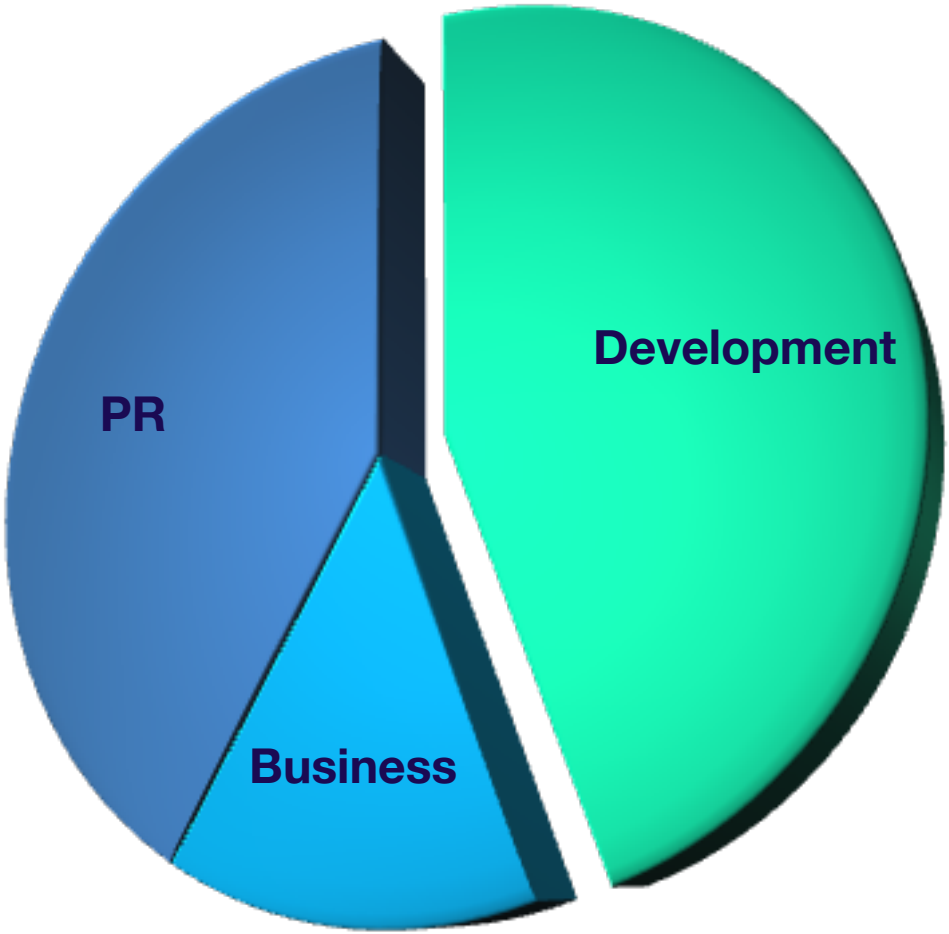
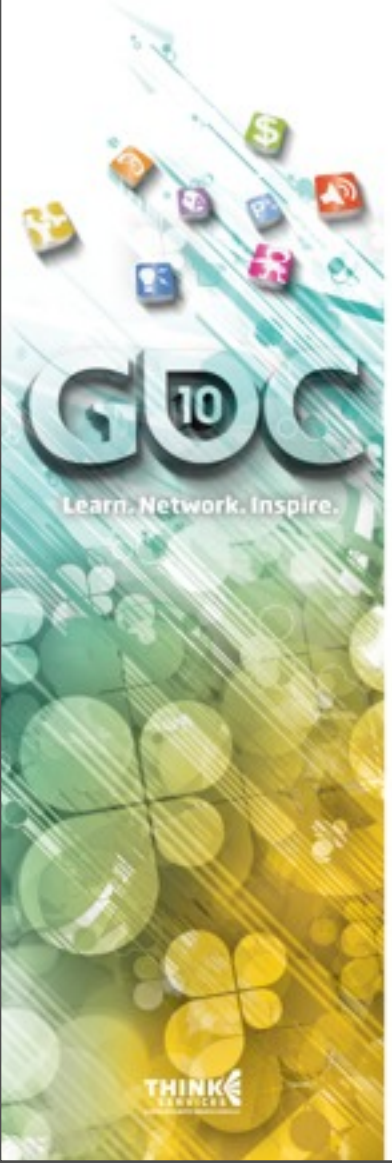
Time Allocation (Macro)





Without External Help



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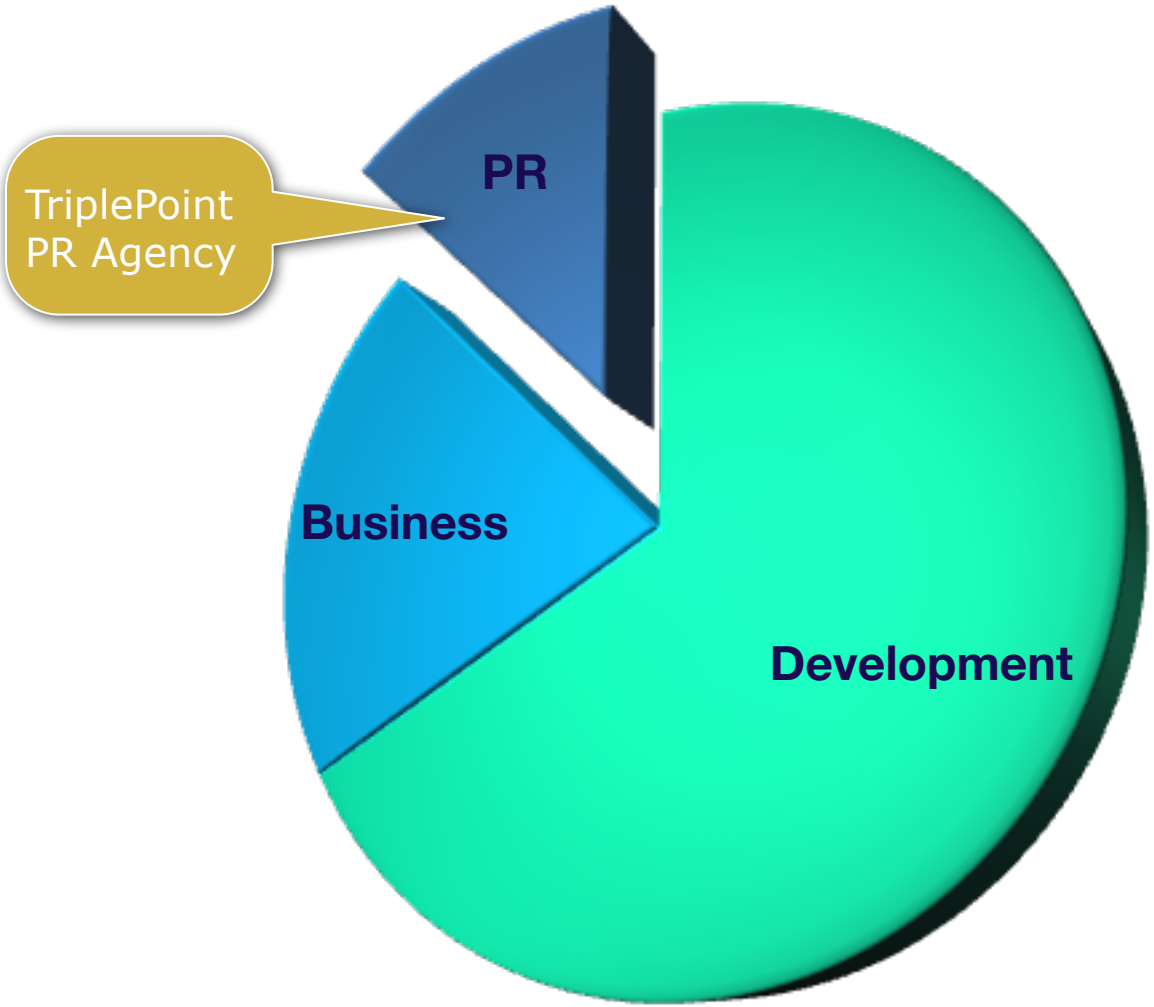

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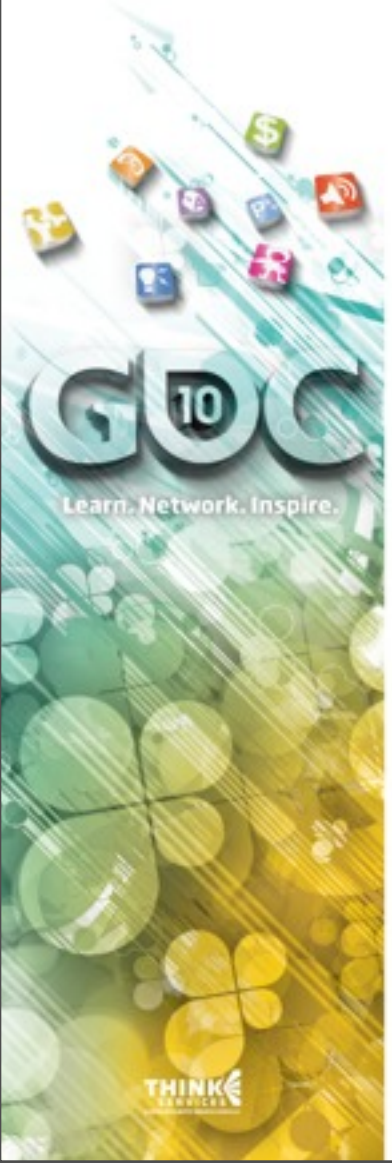
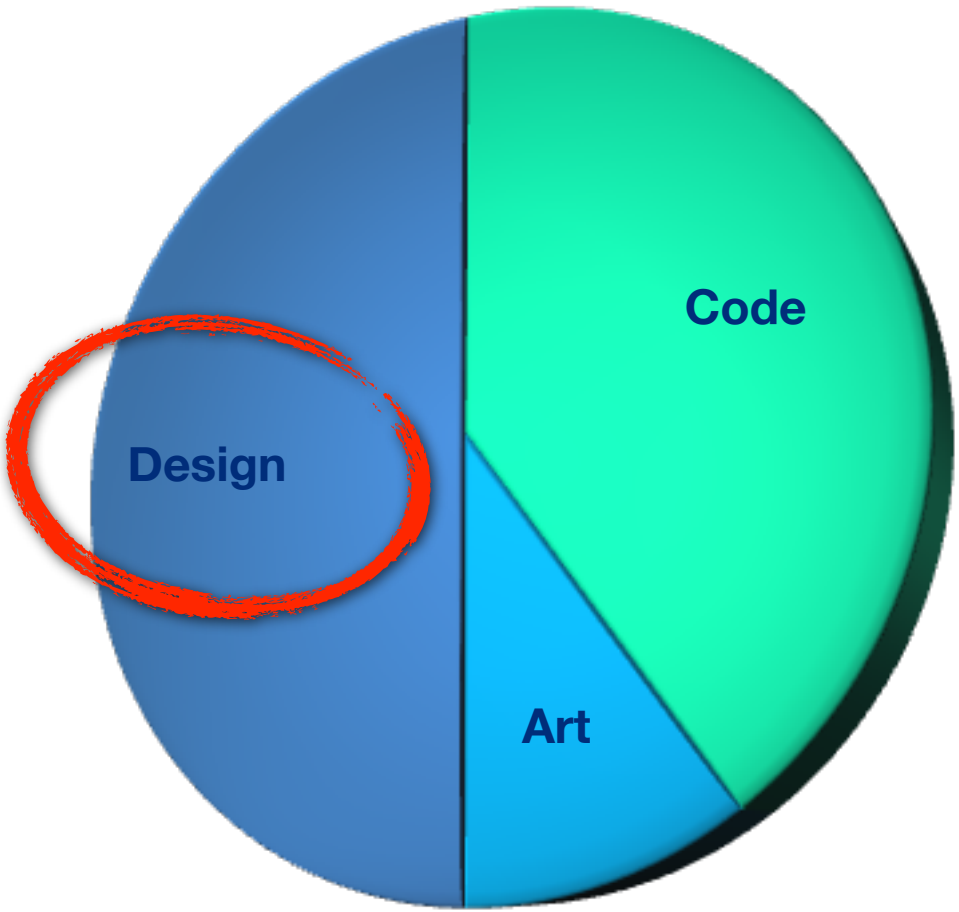
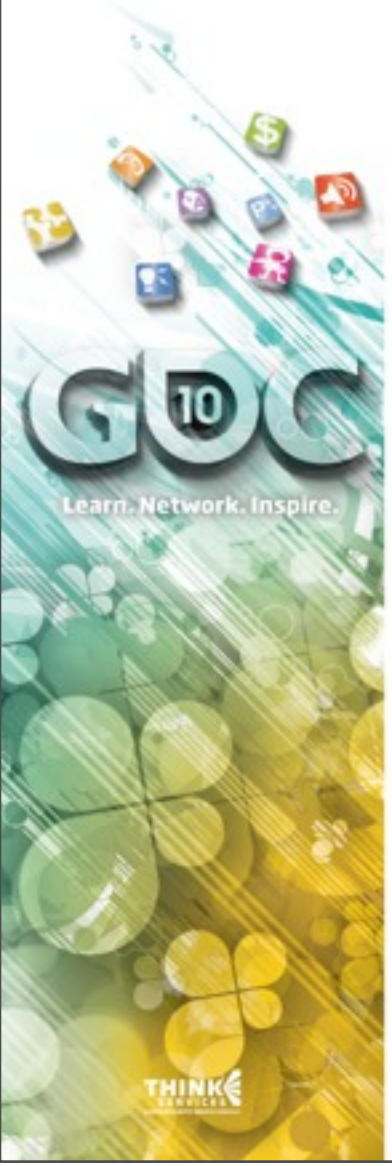
Time Allocation

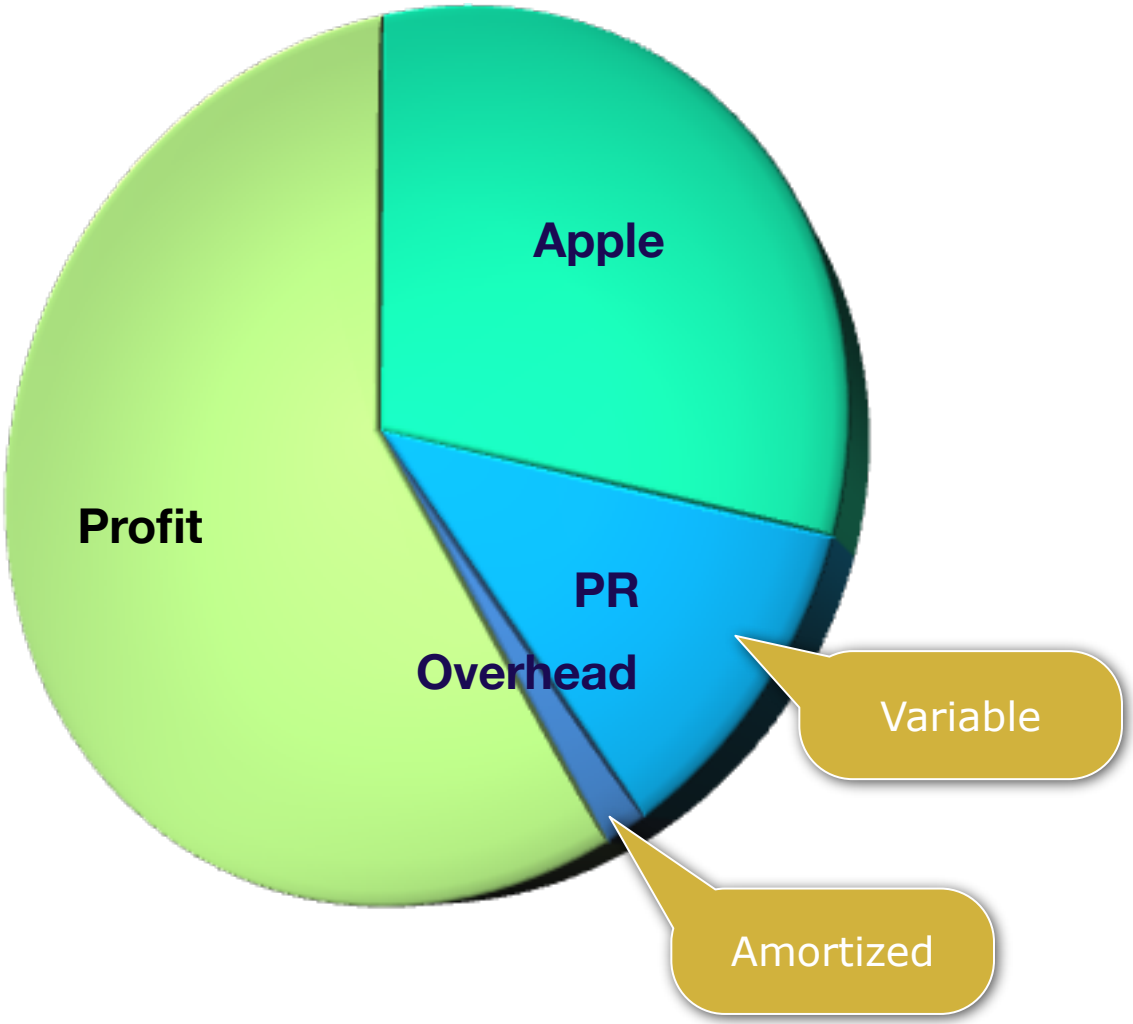




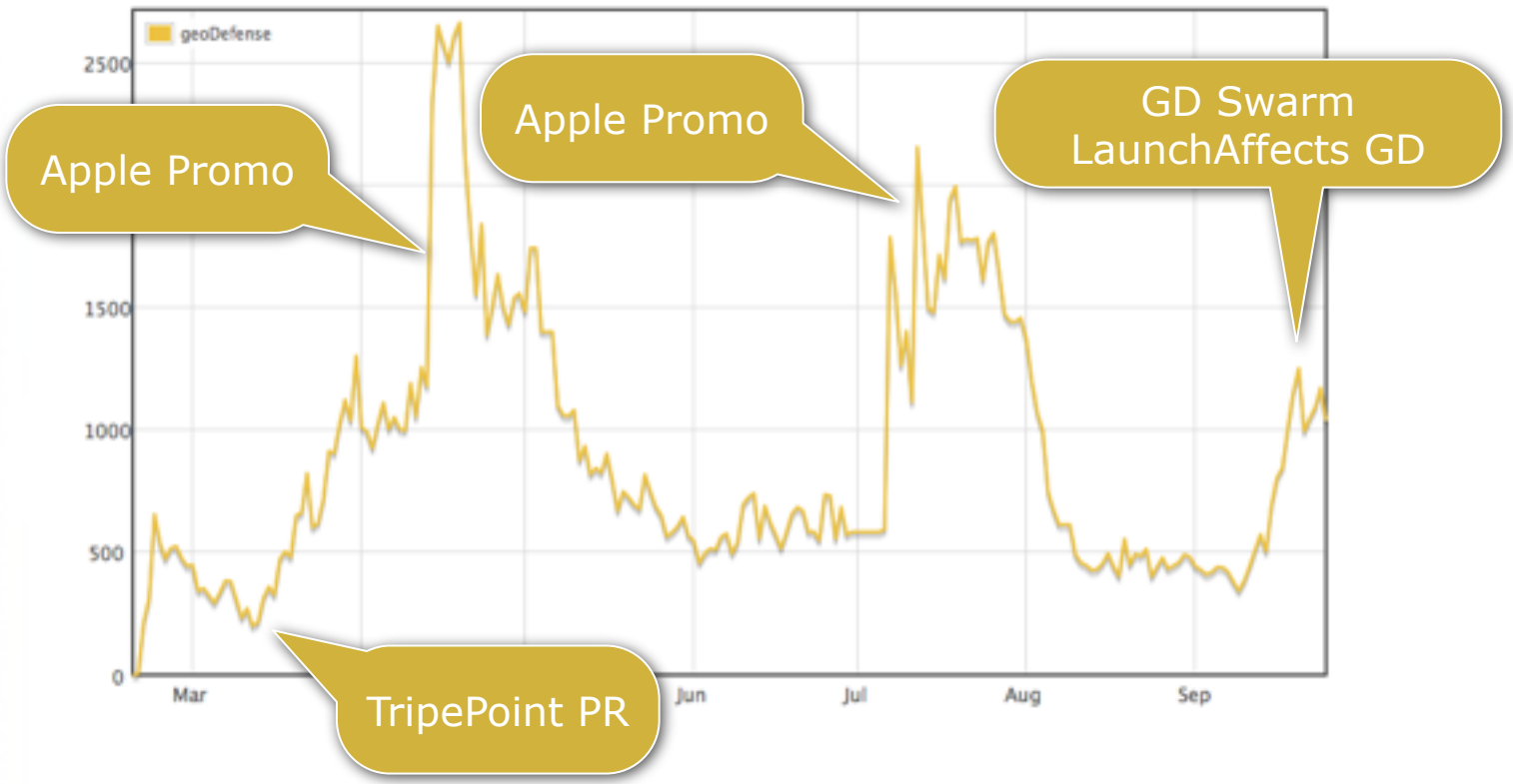
6 Month Cycle (nights/weekends only)

Revenue Allocation





geoDefense Results



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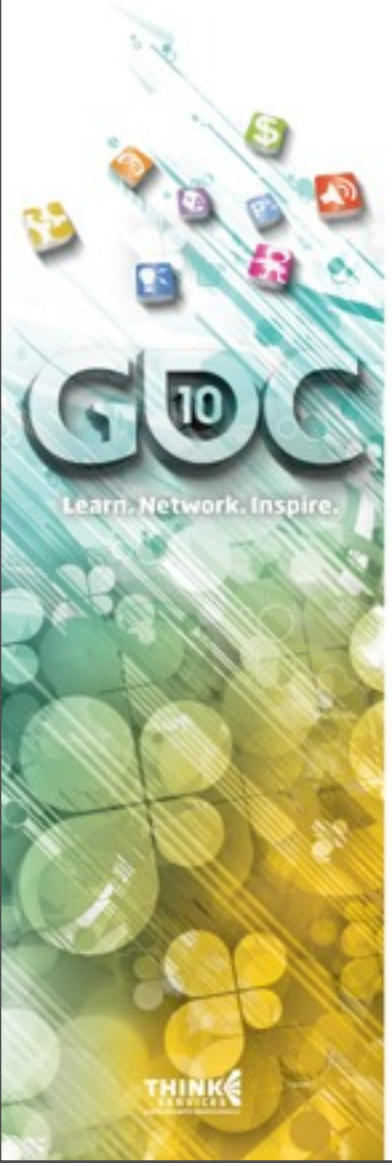

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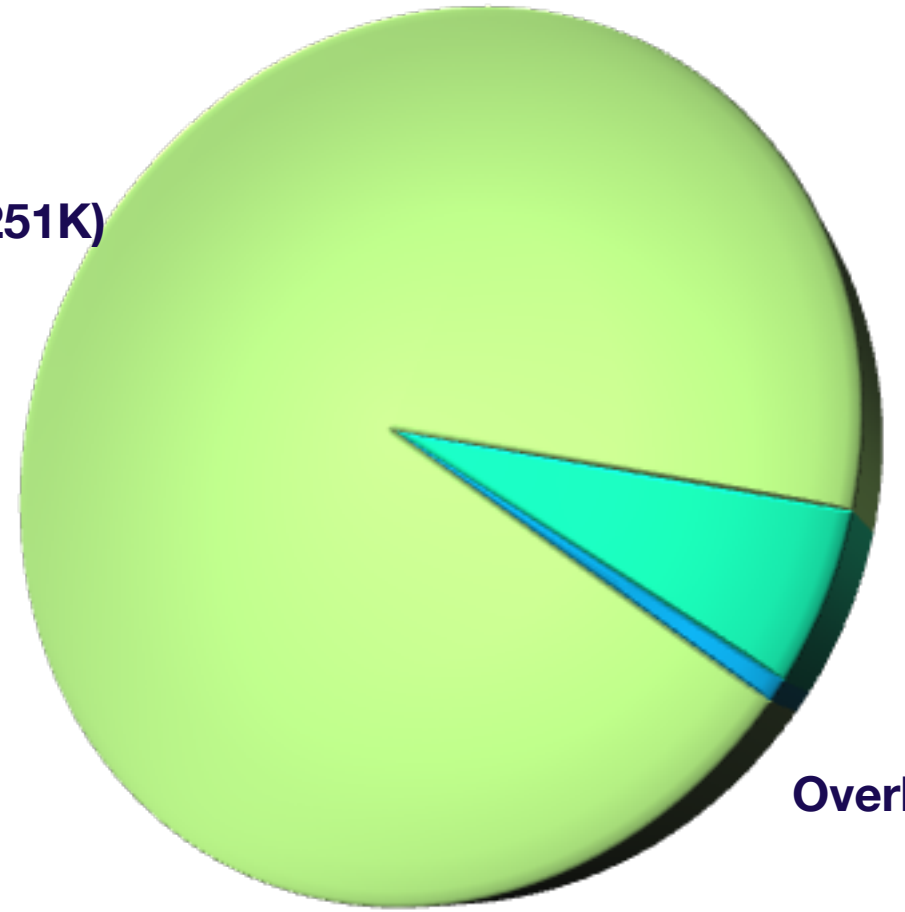

At $285K in Revenue (net after Apple)

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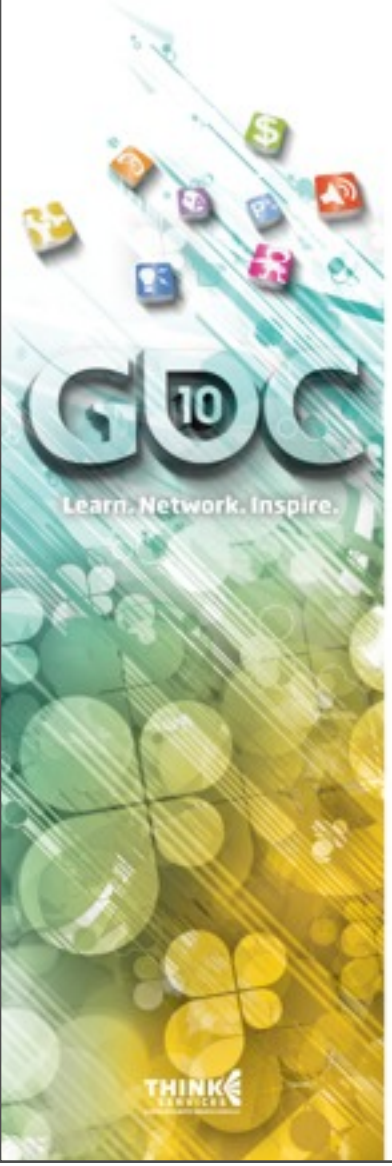
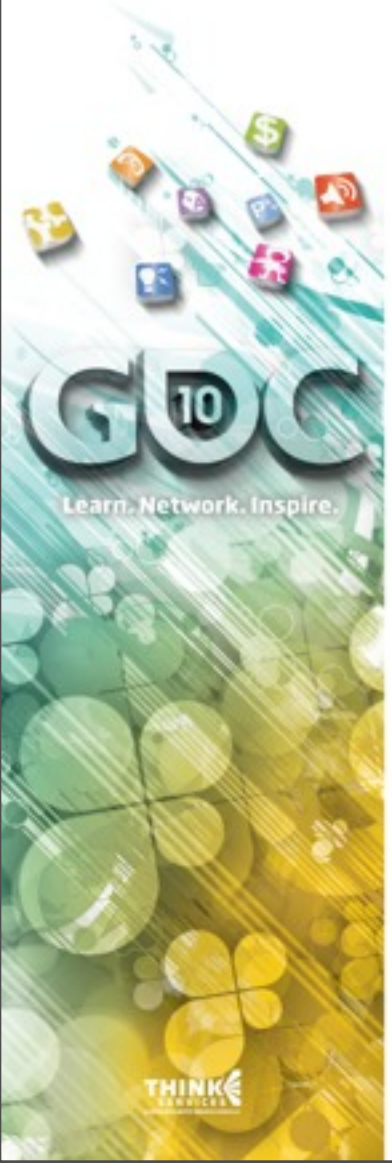
geoDefense Results



Rever



Postmortem

- High Margins
- Time to Market: Fast
- Design is Key
- PR is Key
  - PR gets Media Attention
  - Media Attention gets Apple Attention
  - Apple Attention gets Apple PR
  - Apple Promo ***can be*** Gold
- Spare Time, but a lot of it!

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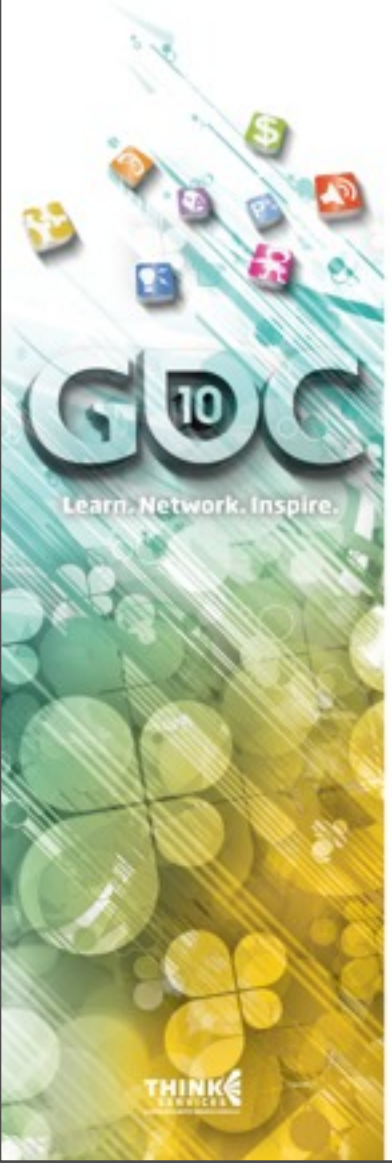
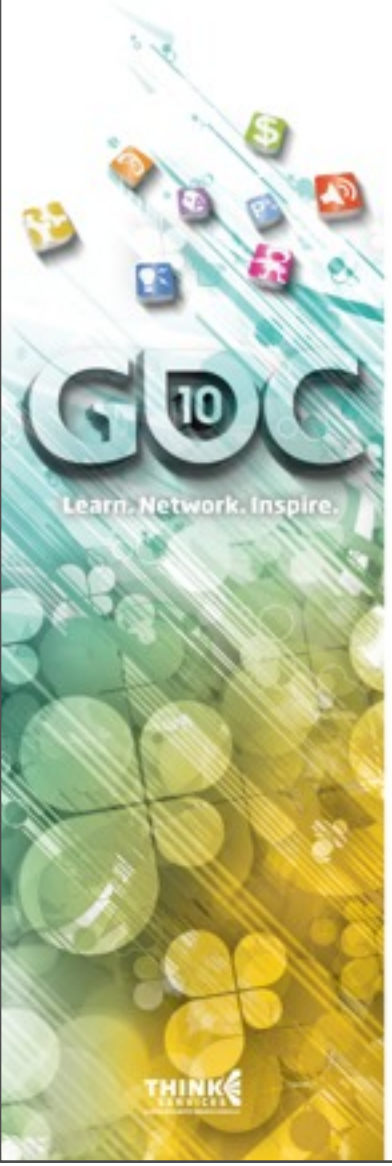
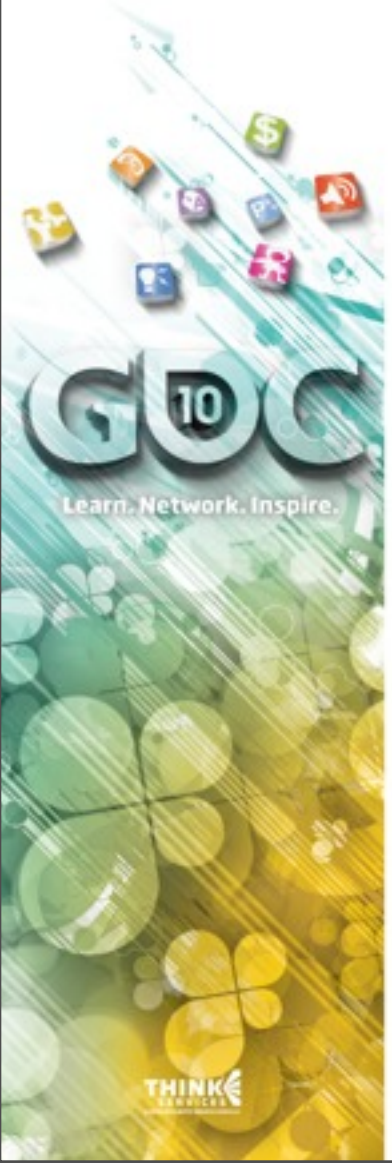
geoDefense Swarm





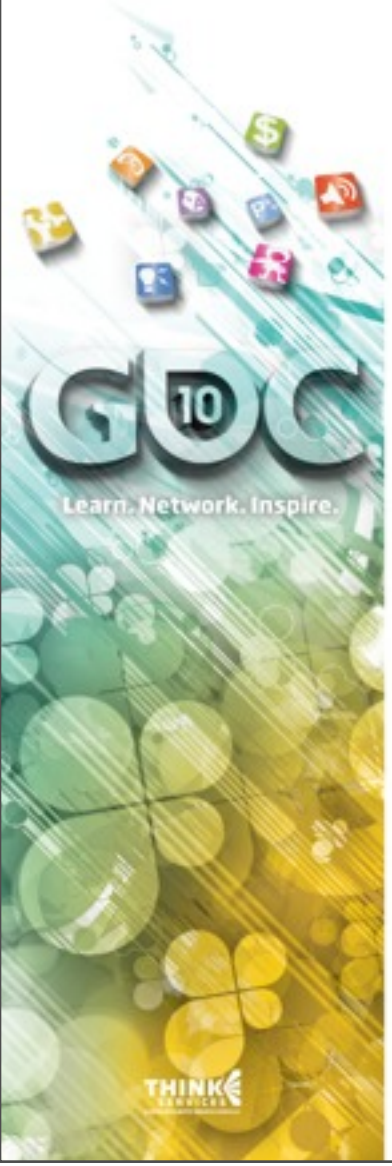
Self Assessment

- I’m Awesome!



Self Assessment

- First Product
  - Critical and Commercial Success
- PR Firm
  - Works. Can better utilize!
- Have Assets
  - Cash
  - Enthusiastic Audience
  - Media Attention (and Apple too!)



Approach

- Reuse 90% of Work
  - Code, Art, Sound, etc.
- Trade Cash for Time To Market
  - Hire level designer
- Focus on Game Play
- Unleash full power of PR Firm

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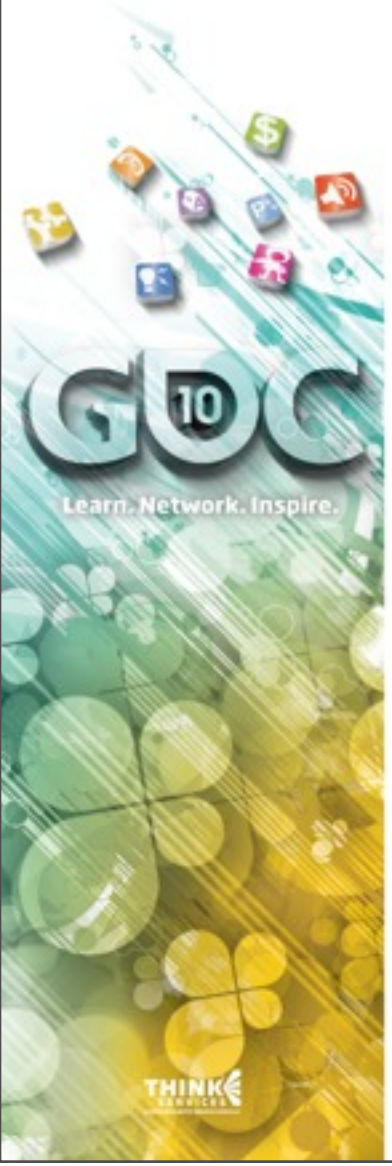
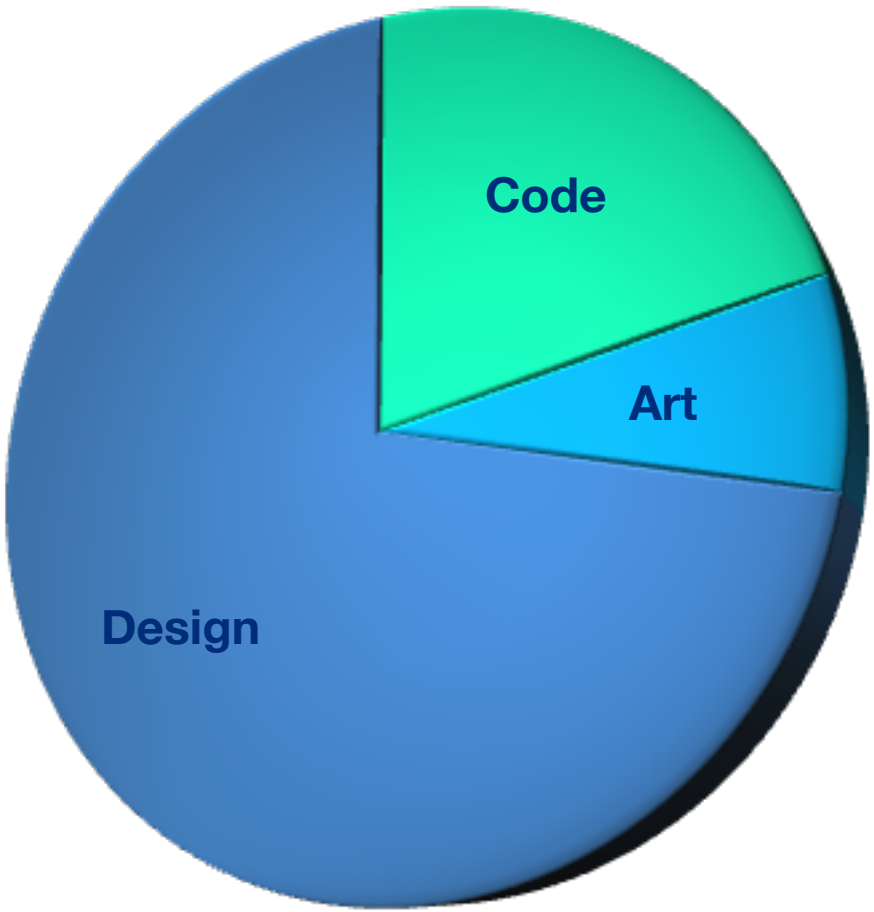
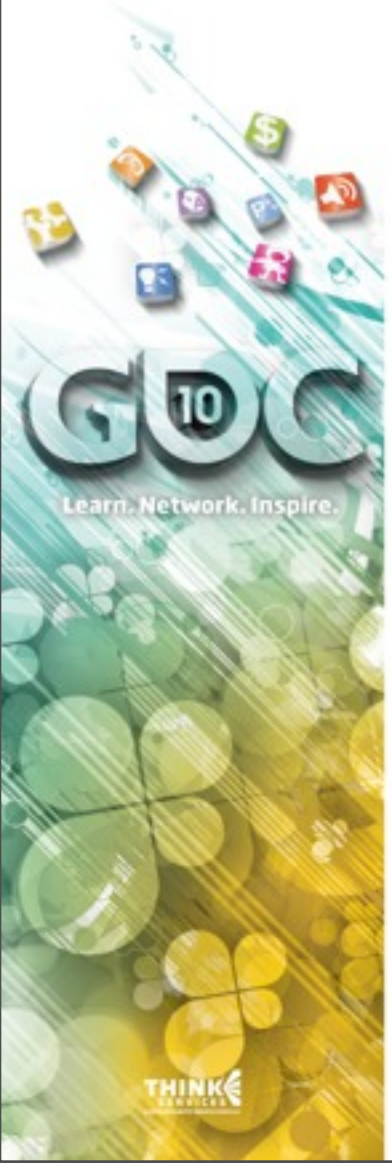


Time Allocation



4 Month Cycle



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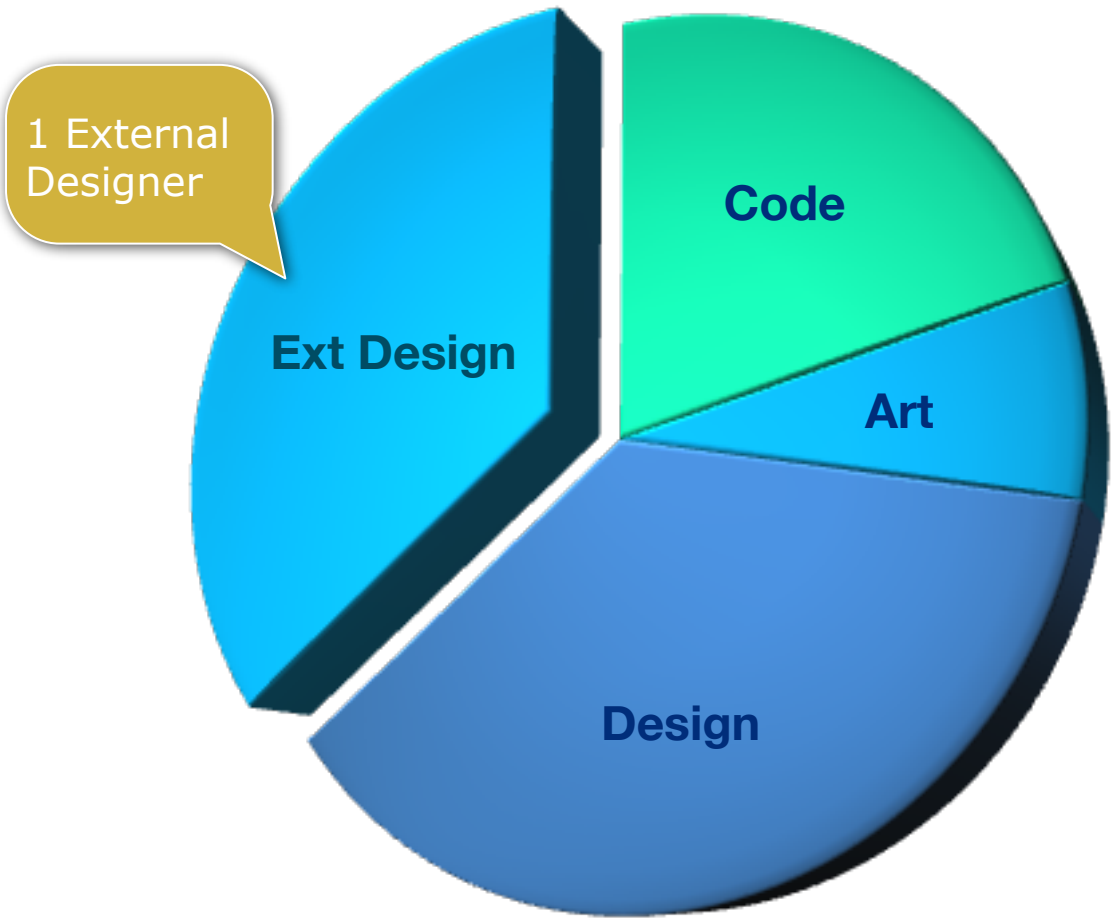
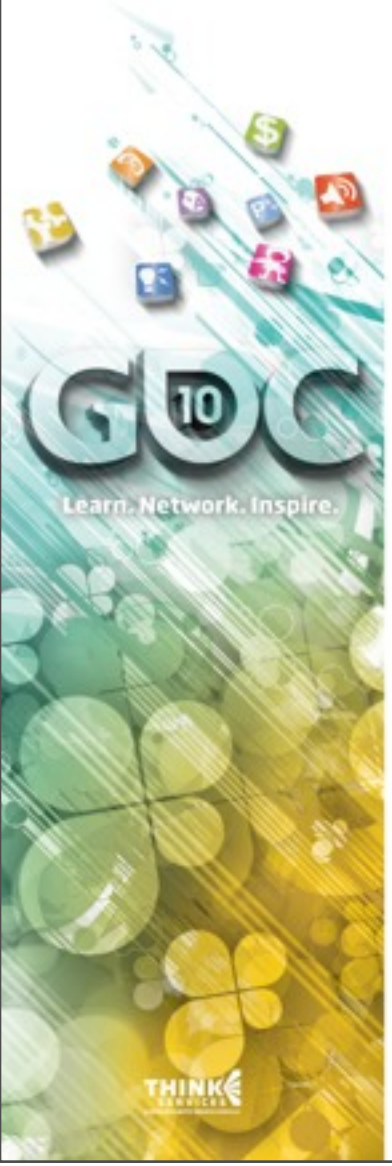
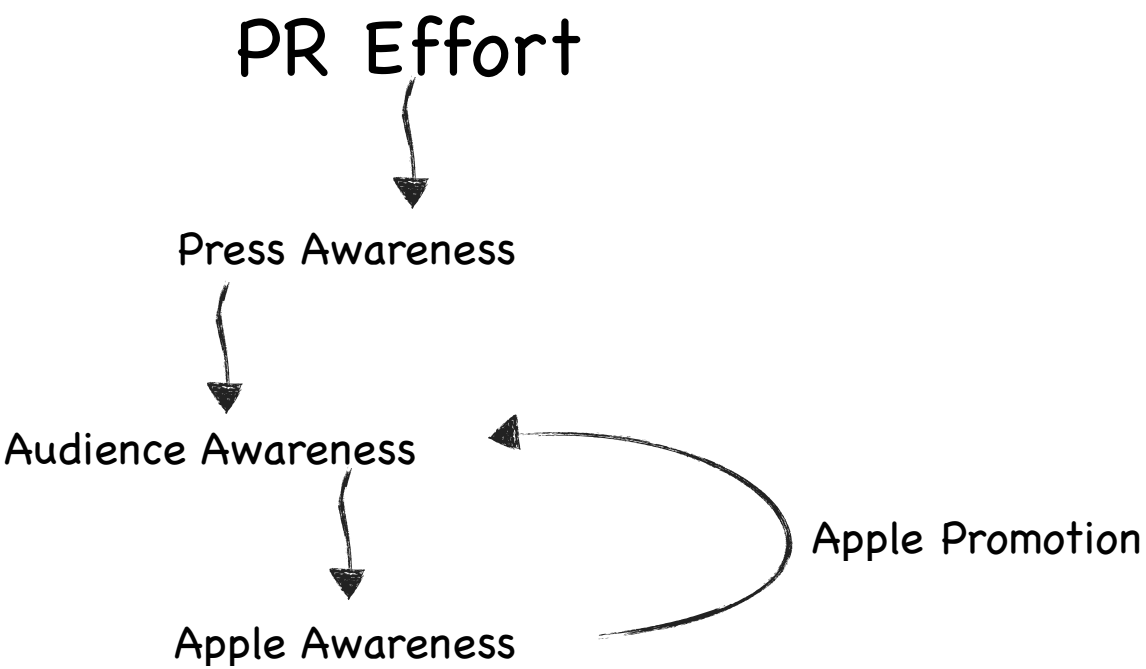


4 Month Cycle (again, nights/weekends)

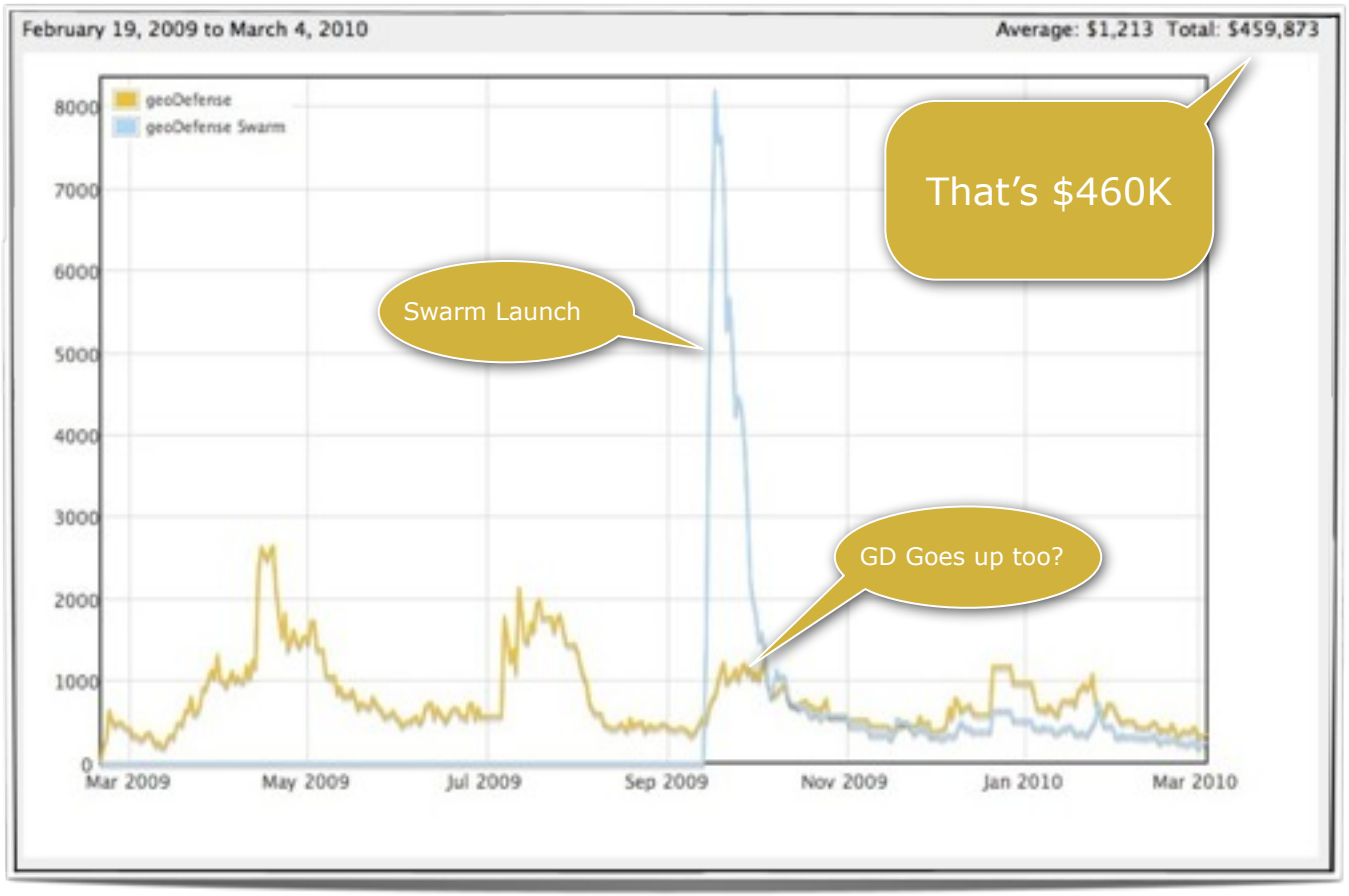


Swarm Promotion

- Have: Enthusiastic Audience
- So: Pre-Launch Hype



GD Swarm Results



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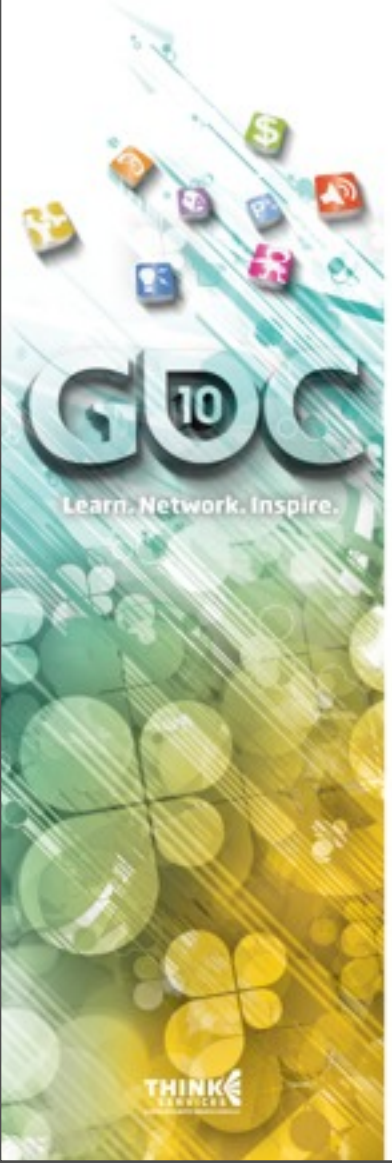
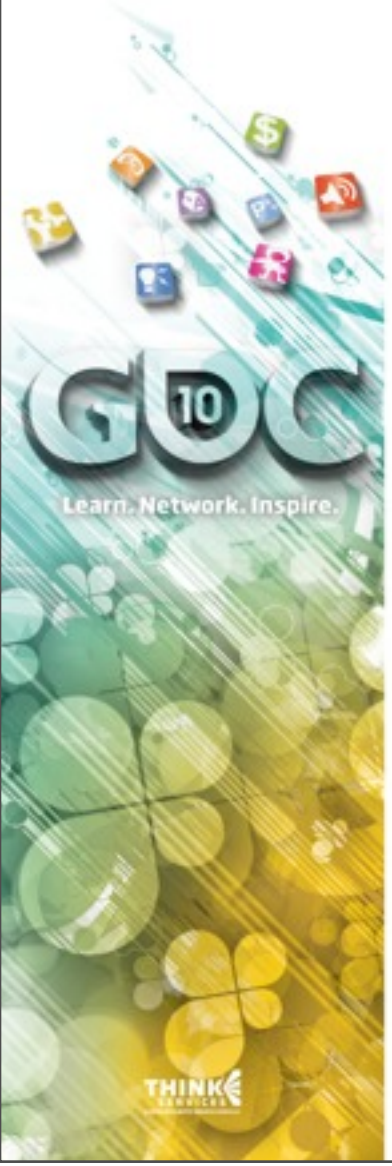
Here's How

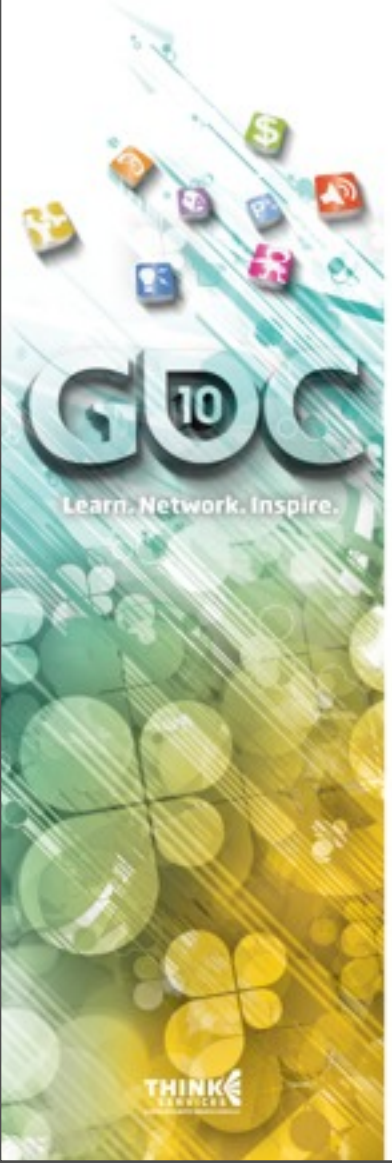


Factor



Here's How

- X Factor
  - **Fun, Compelling Game**
  - *(See other talks at GDC 2010!)*
- Everything else is a Force Multiplier
- 0 x anything is still 0
- Cuts both ways!



Here's How...

- Clearly establish your business goals
- Assess your Situation
  - Resources, Skills, *Weaknesses*
  - **Risk Tolerance**
- Constraint your product goals
- Assemble your Team (Dev, Business, External)
- Focus on your audience
  - Design, Design, Design
- ***Other People's Code*** *(OPC!)*

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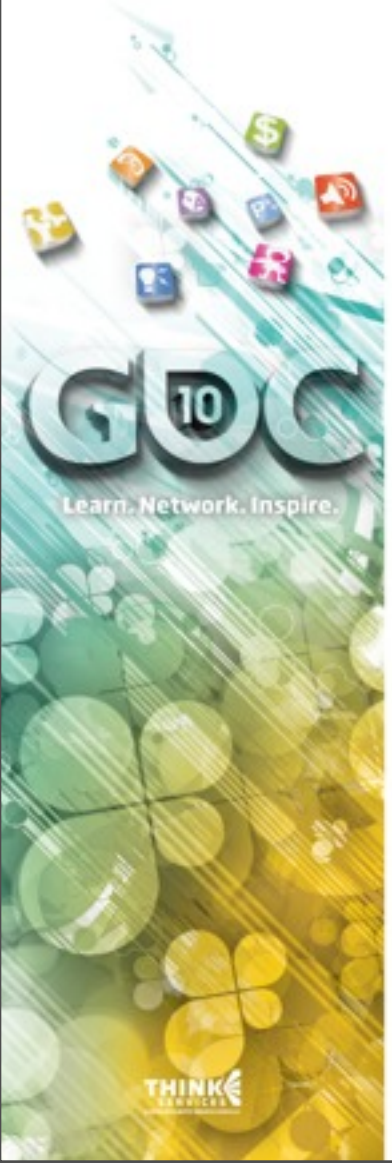

TriplePoint

- Game PR by gamers for gamers.
- Not Madison Avenue. No suits.

- Web Site: triplepointpr.com
- Inquire: info@triplepointpr.com

- Just ask!

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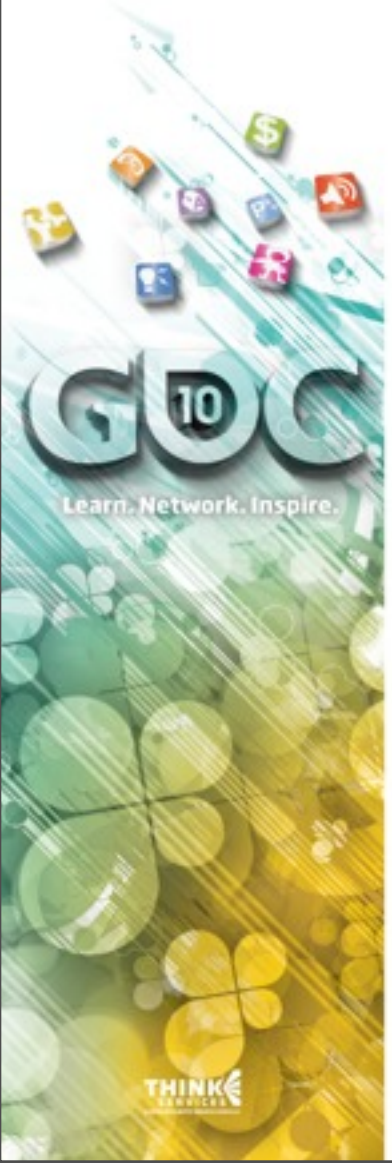
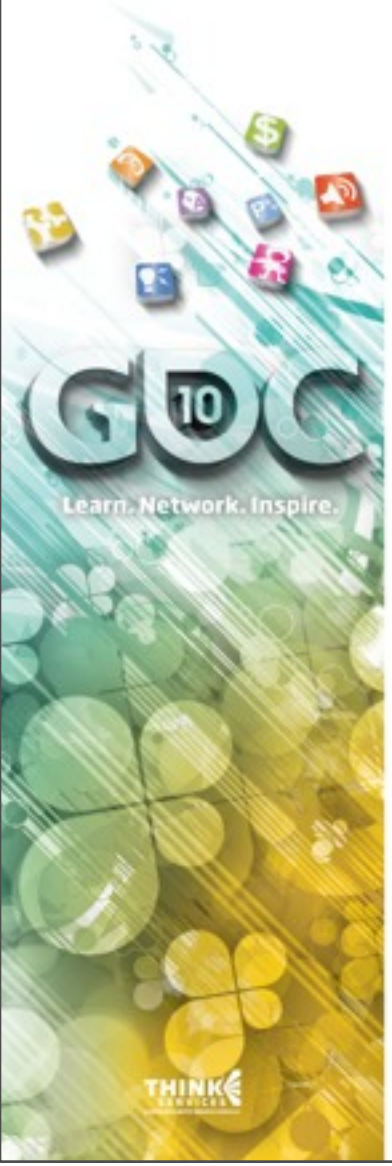


OPC!

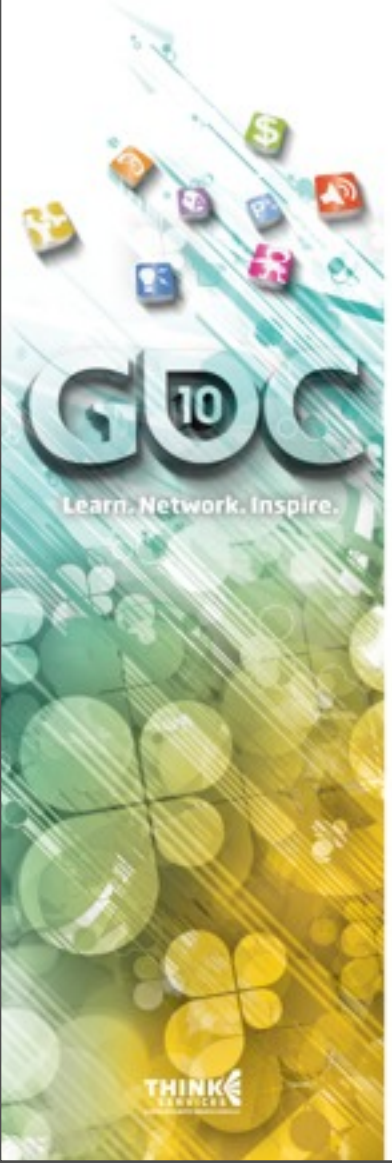
- Write less code, *design more!*
- Reinventing the wheel is for wheel inventors
- Today there's tons of it!
  - Game Engines
  - Leader boards, social networking
  - Boatloads of useful thingies

iphonedevdepot.com



OPC: Game Engines

- cocos2d
- Unity 3D
- Torque 2D
- Torque 3D
- GameSalad
- Shiva
- Oolong
- SIO2
- Bork 3D
- Game Haxe
- SDL
- GLBasic
- Corona
- Flash CS5
- PhoneGap
- etc.

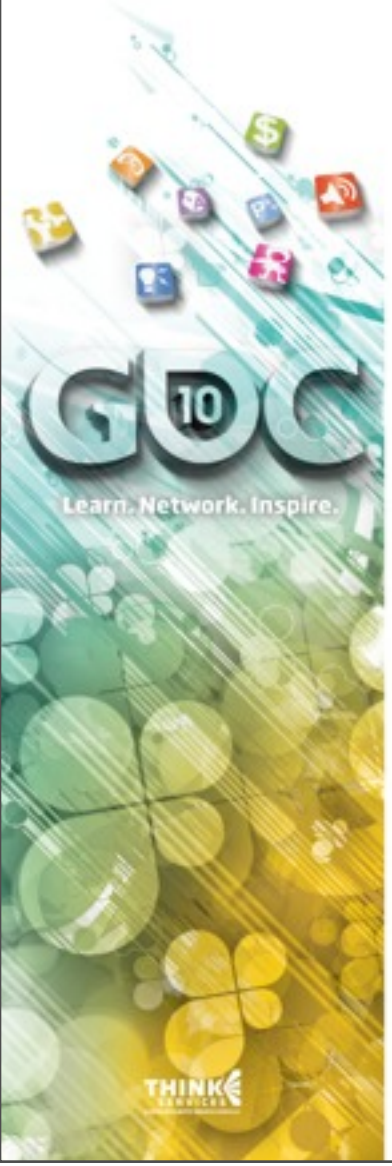


Other People's Code

- OpenFeint
- Plus+
- Agon

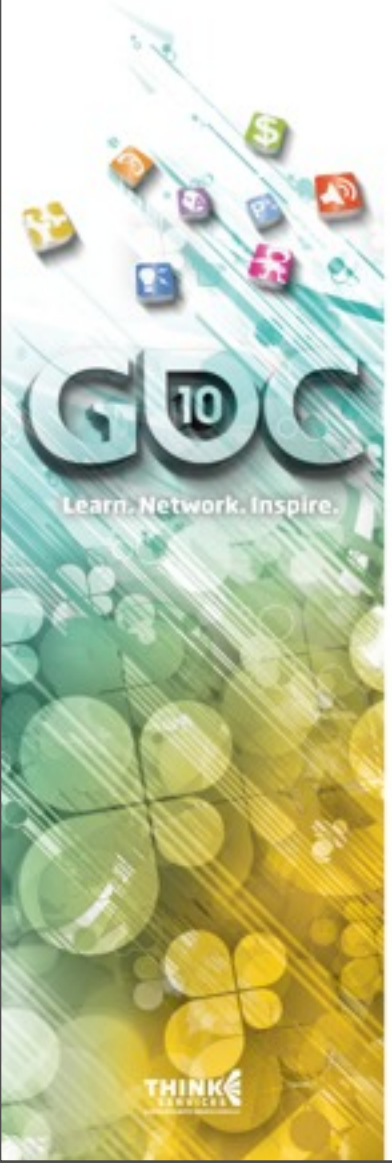
FLIPPIN' FREE!

Leaderboards
Facebook/Twitter Integration
Friends, Challenges
Cross Promotion
etc. etc. etc.



Eliminating Piracy

- Make a game no one wants.



geoDefense: What's Next?

- geoDefense 2
  - iPhone & iPad
  - New Code Base
    - cocos2d + Chimpmunk Physics
  - Same PR Team
    - TriplePoint

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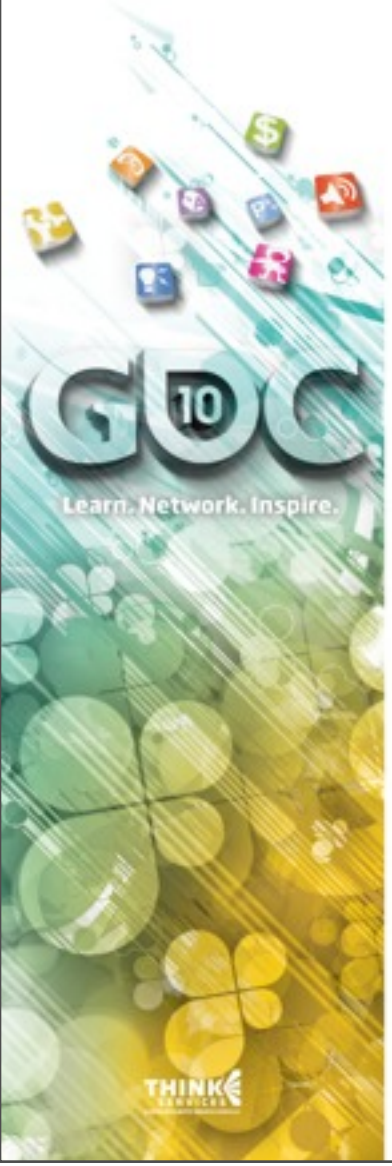

geoSpark

Creating an iPhoe Game from a Beach in Bali. For realz.