

# Success Through Not Doing What Everyone Tells You To Do

**Simon Flessner & Magnus “Gordon” Gardebäck**  
Simogo



**SMARTPHONE & TABLET GAMES**  
SUMMIT

**GAME DEVELOPERS CONFERENCE™ EUROPE**  
COLOGNE, GERMANY  
AUGUST 13-15, 2012 **2012**



**SIMOGO**

















# Pre-Simogo



**2010**



**Self funded**  
**Games, Toys & Art**

**Character + Personality**





**2010**  
**iOS**



**2011**

**iOS (+Mac/Pc 2012)**

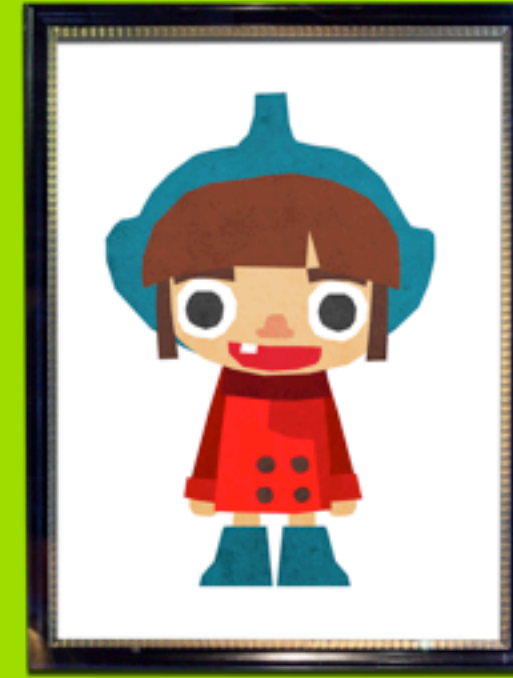
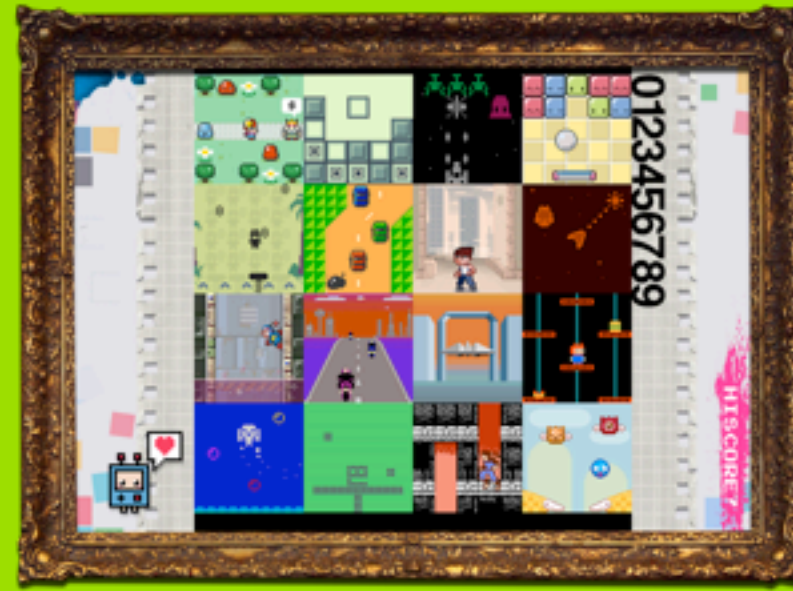




2012  
iOS







**SUCCESS THROUGH NOT  
DOING WHAT EVERYONE  
TELLS YOU TO DO™**



**What is success?**

# Short Term Financial Success



**Long Term Financial Success**  
+ Stability  
+ Sustainability

**Success  $\neq$  Financial Success**



**Creative Feat**

**Technical Feat**



# Personal Development

# Beat Sneak Bandit

Simogo | Release Date: Feb 16, 2012

Tweet

4

Like

5

Summary

Critic Reviews

User Reviews

Details & Credits

Trailers & Videos

92

**Metascore**  
Universal acclaim  
based on 19 Critics

**Critic score distribution:**  
Positive: 19  
Mixed: 0  
Negative: 0

Critic Score

Most active

Publication

Most clicked

view 30 | 100 per page

100

**Gamezebo**  
Feb 27, 2012  
A true work of art, in so many ways. It's smart. It's challenging. It's gorgeous. But most importantly, it's fun - dizzying, dreamy, and delightful fun.  
[All this publication's reviews](#) | [Read full review](#)

100

**Slide to Play**  
Feb 20, 2012  
Beat Sneak Bandit is quite unlike any other rhythm game on the market.  
[All this publication's reviews](#) | [Read full review](#)

100

**AppSpy**  
Feb 16, 2012  
The sort of game that comes from a mad fever dream that mixes games like Trilby: The Art of Theft and Dance Dance Revolution... the end result is something that carefully balances its puzzles with a rhythm based system, sucking you right in and not letting go until you're done.  
[All this publication's reviews](#) | [Read full review](#)

100

**TouchArcade**  
Feb 16, 2012  
It's rare to find a game that does something so original so well, with every element of gameplay and design falling into place. Simogo has pulled it off with Beat Sneak Bandit. In my books it's a must buy, and such a shame it would be to miss out.  
[All this publication's reviews](#) | [Read full review](#)

100

**TouchGen**  
Feb 16, 2012  
Like many success stories on the AppStore, it's the simplicity that makes Beat Sneak Bandit shine. On the face of it it looks like any other platformer, with elements from classics such as Donkey Kong, Manic Miner and Mario. But by injecting it all with rhythm, Simogo have created something truly unique.  
[All this publication's reviews](#) | [Read full review](#)

90

**IGN**  
Feb 22, 2012  
Polished, challenging, wholly original and a heck of a lot of fun. It's a great example of how presentation, control and design can come together to create a cohesive and extremely fun package. Don't miss it!  
[All this publication's reviews](#) | [Read full review](#)

90

**Edge Magazine**  
Feb 22, 2012  
There's a remarkable consistency to the design even as the levels gets steadily bolder until, after hovering vacuums, teleporters, and levers that freeze time, Simogo throws in a climactic boss battle that is as nerve-wracking as it is joyous. It's a compliment to say that Beat Sneak Bandit feels like a Rhythm Tengoku minigame taken to its logical extreme; it's constructed with a precision and a sense of mischief - and, in its final surprise, a generosity of spirit - that echoes







# Dangers of success



**“Imagine that you are Coca-Cola, and you  
want to change your taste.**

**How do you think people will react?”**



**Modest Success**

**=**

**Creative Freedom**



# Recipe For Success



+



-



# Price





# Download Size



**Casual**





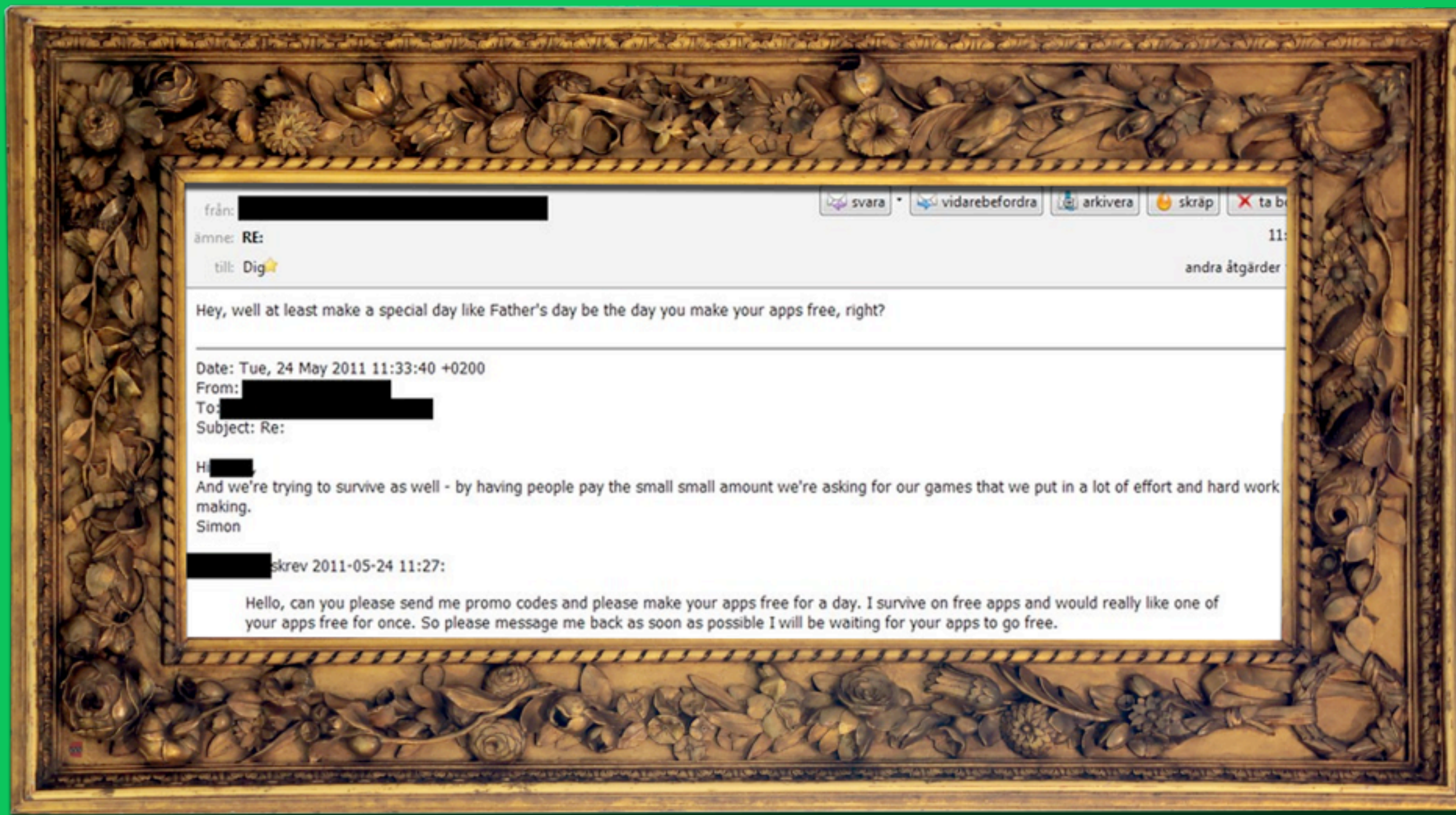
# Updates





**Facebook**





# Free Promotion

# Familiar Concepts





# Space Theme



# Ball Physics



# Spherical Gravity



**FART  
IN  
SPACE**



**Let's base decisions on what feels right  
...instead of what is *considered* right**

**Still made some so-so decisions**



**Huge updates**

**Sales**

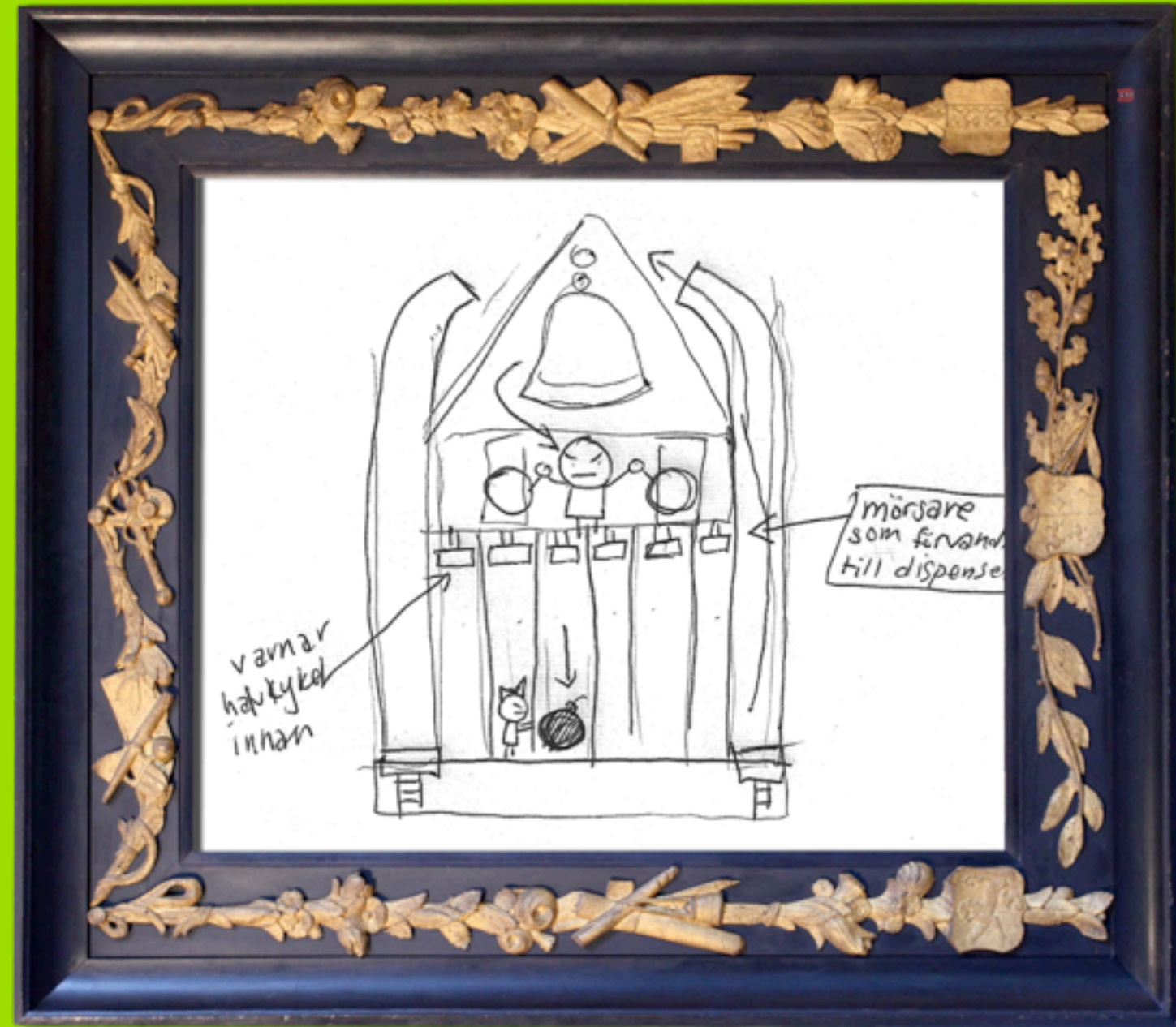
**(They were good lessons, though!)**





**Things Done Differently**

**DESIGN**



# No Game Design Document





# Music Based Game 2012



**Niche/Hardcore/Gamey**





**Difficult**





**Tap to the beat  
(without visual cues)**



**Patience**



**Only playable with sound**



**Staying true to the vision**

**ENGAGING**

**REMEMBERABLE**



**The opposite of a  
time waster**

**TECH**



**Using Unity...**





**...To Make a Rhythm Game**  
(impossible!)



**Not in Full Control**

# BASICS



**Looping cycle**

**32 “ticks” (0.25 sec)**

**Complete cycle: 8 sec**

**(120 beats per minute)**



**guard turns right**

**teleport buzz**

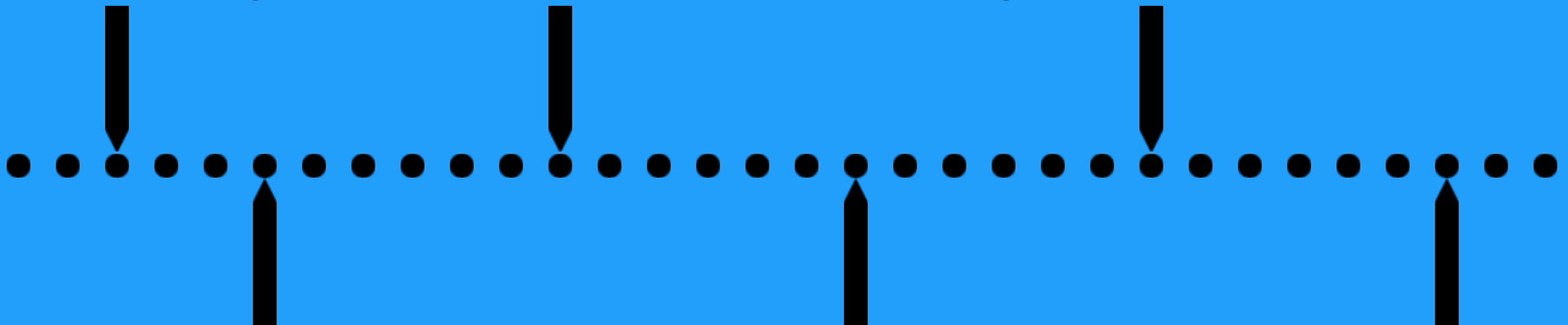
**guard turns left**

**teleport buzz**

**door opens**

**door closes**

**...and so on**





**Keeping everything  
in sync**



**Main track**

**One tick in advance**

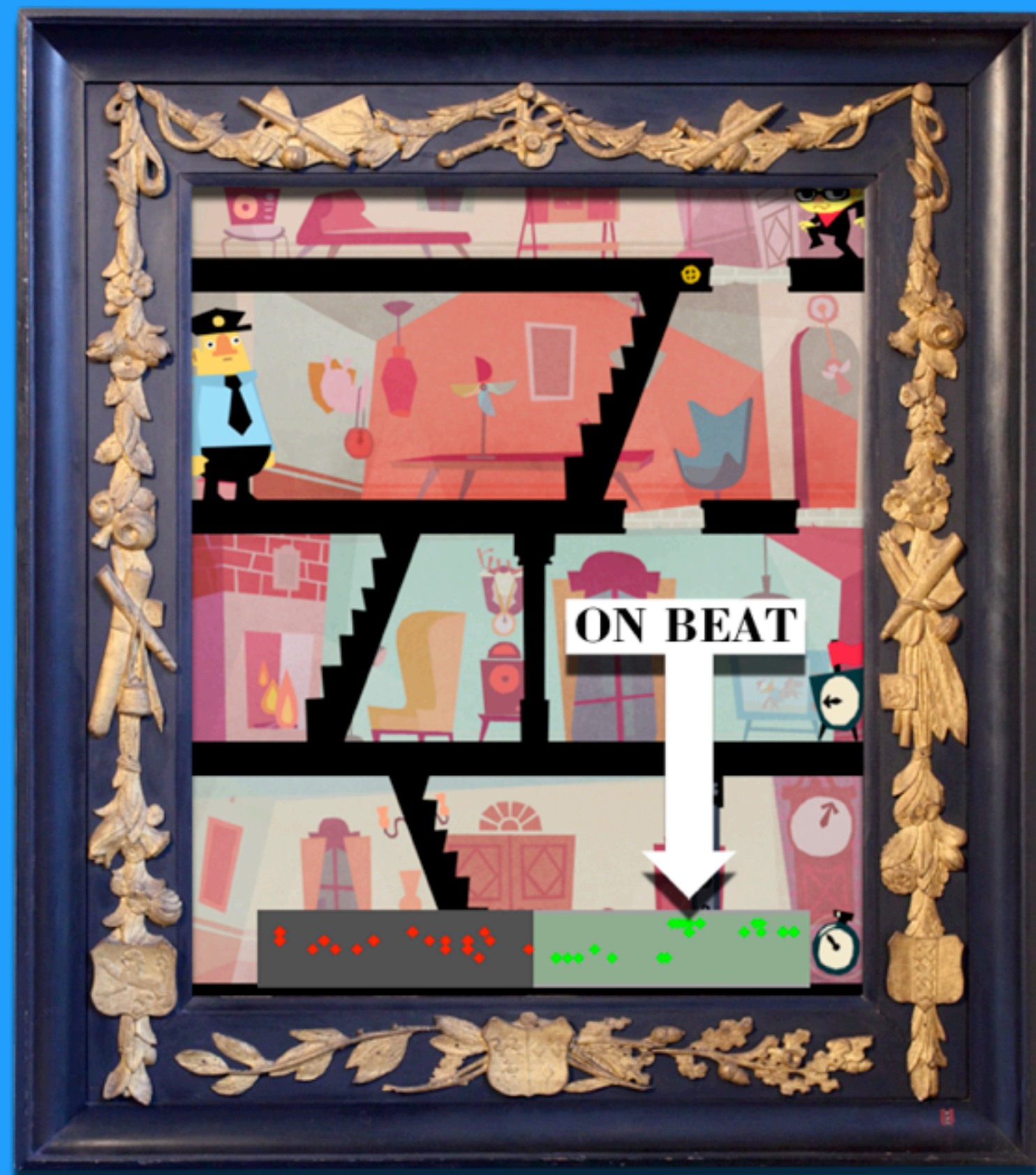
A thick, dark blue curved arrow originates from the bottom of the letter 'O' in 'One' and curves upwards and to the right, ending with a triangular arrowhead pointing at the end of the word 'advance'.

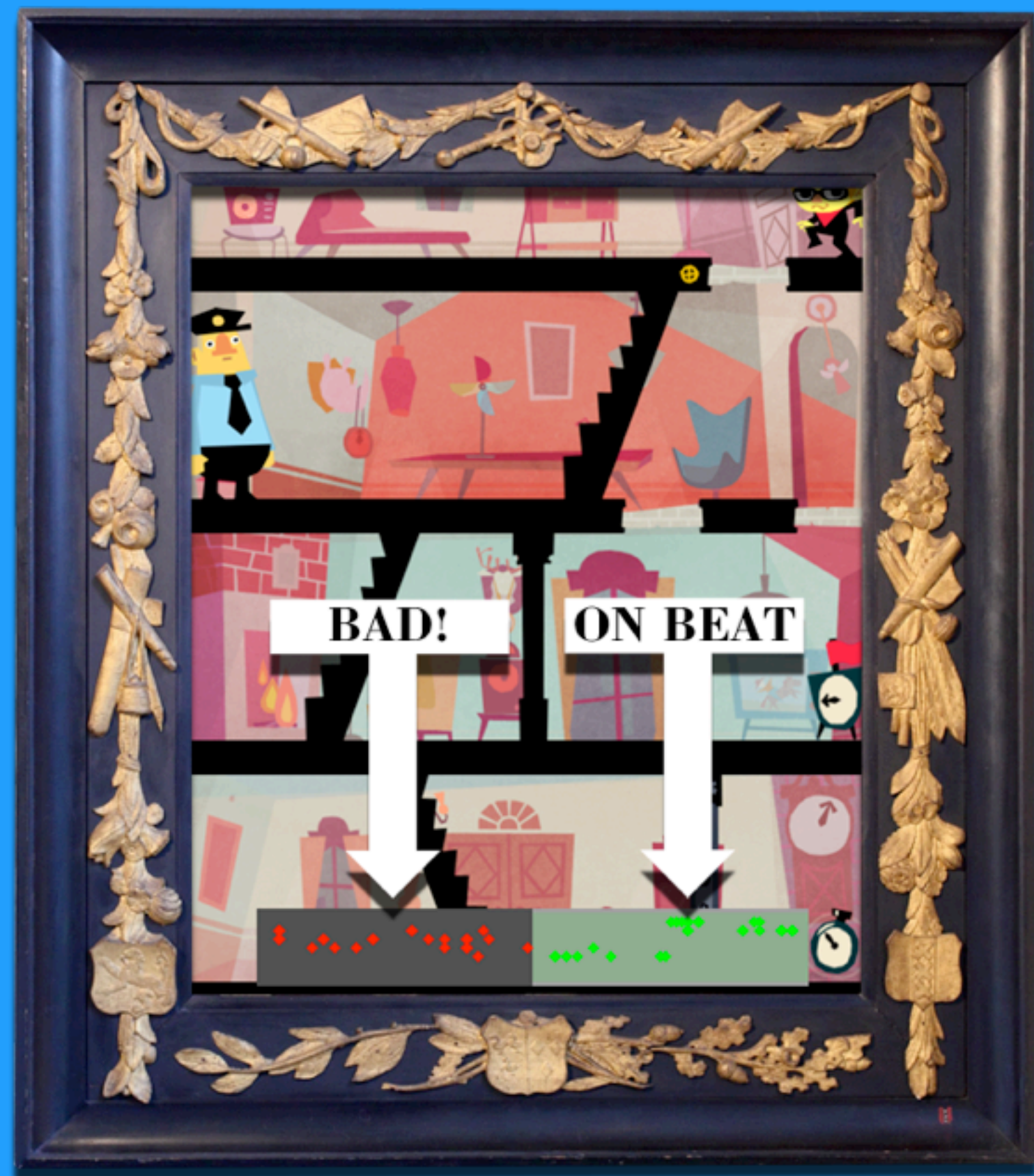
# Uncompressed Audio



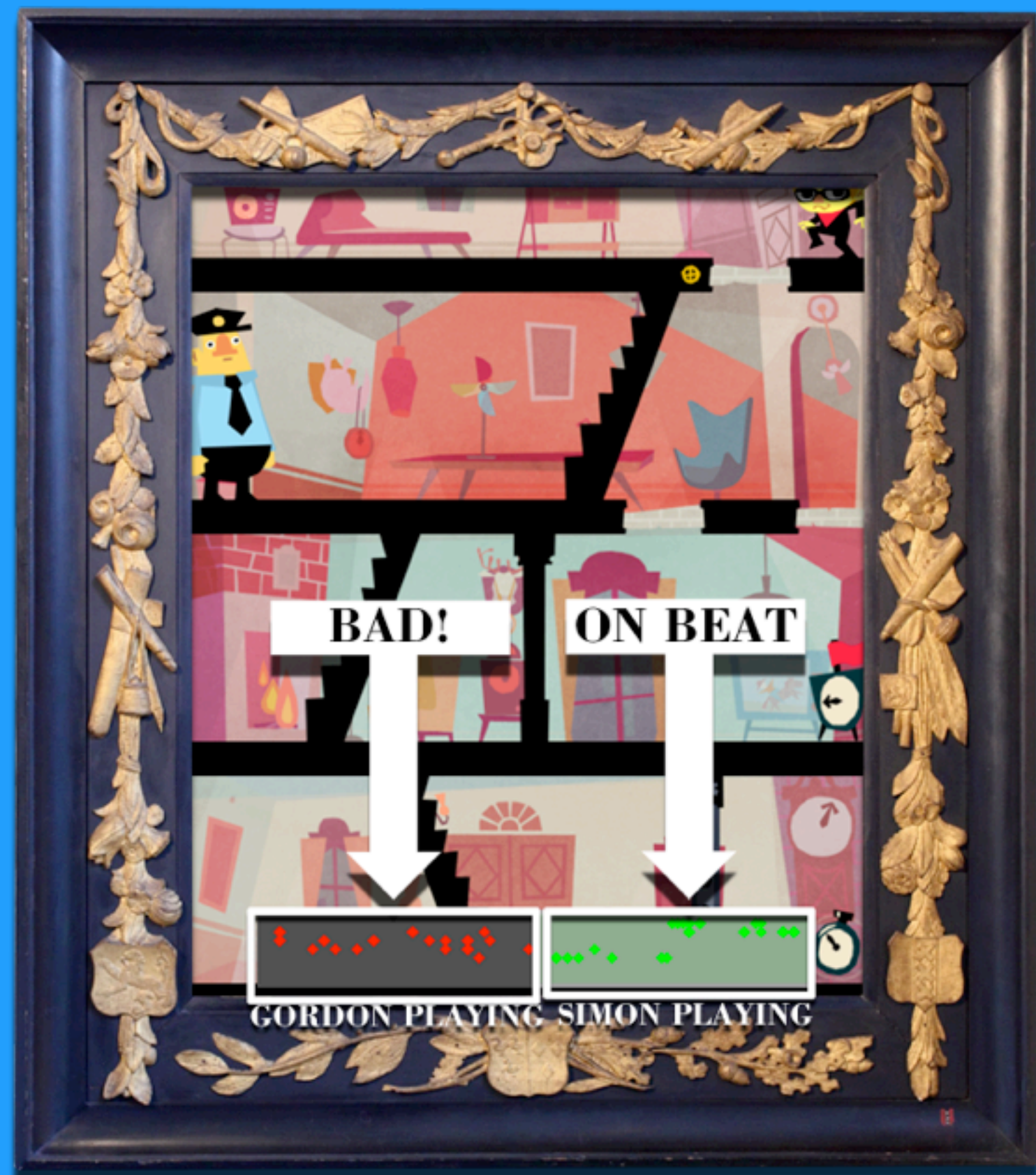










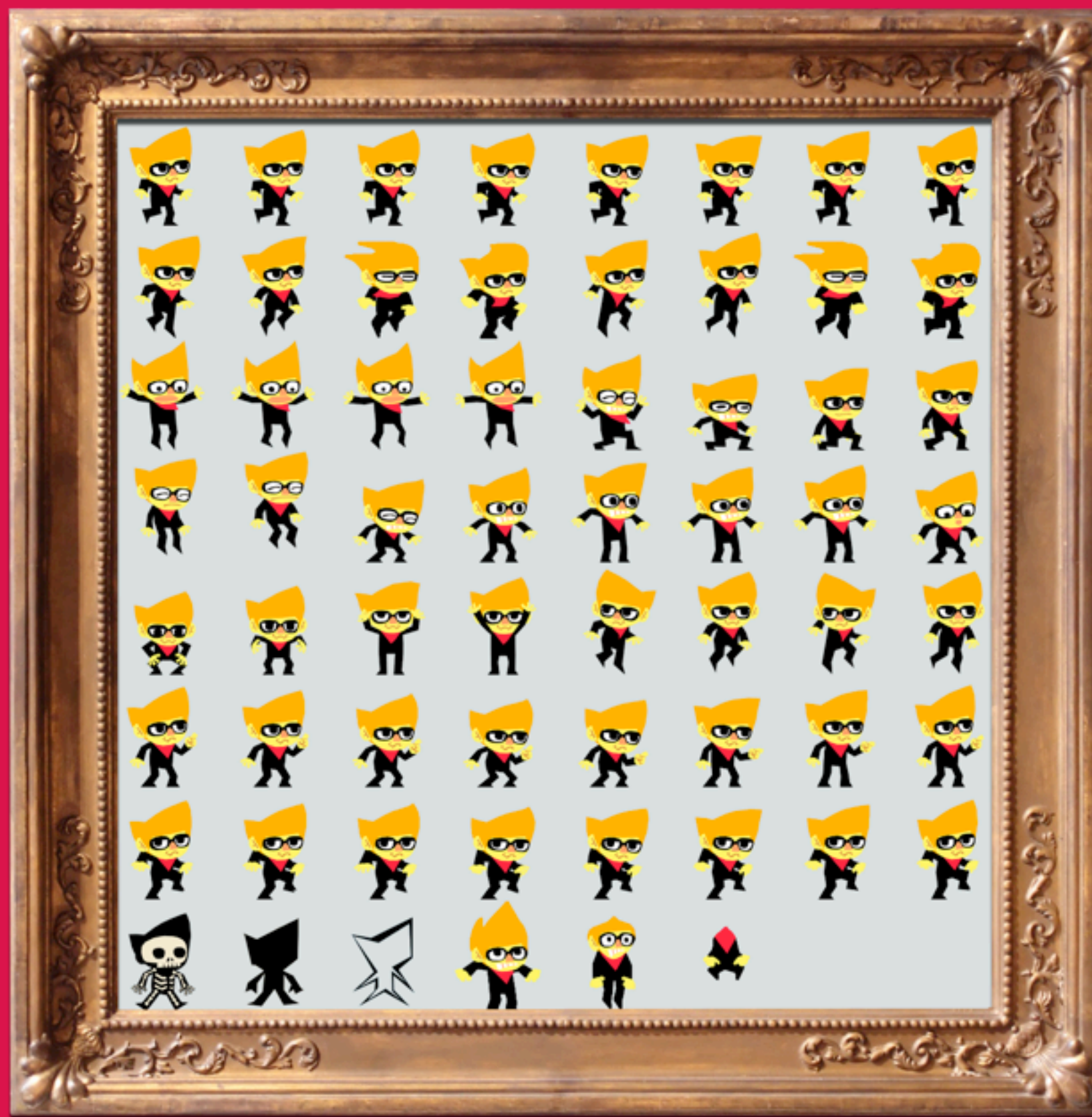




**GAME = MOVIE?**

```
// Action Flags
public const int ACTION_COUNTING           = 0;
public const int ACTION_IDLE               = 1;
public const int ACTION_WALK_LEFT          = 2;
public const int ACTION_WALK_RIGHT         = 3;
public const int ACTION_TURN_LEFT          = 4;
public const int ACTION_TURN_RIGHT         = 5;
public const int ACTION_LEFTCLIMB_BEGIN    = 6;
public const int ACTION_RIGHTCLIMB_BEGIN   = 7;
public const int ACTION_LEFTCLIMB          = 8;
public const int ACTION_RIGHTCLIMB         = 9;
public const int ACTION_FALL_BEGIN         = 10;
public const int ACTION_FALL               = 11;
public const int ACTION_LAND               = 12;
public const int ACTION_STOMP_WALK_LEFT    = 13;
public const int ACTION_STOMP_WALK_RIGHT   = 14;
public const int ACTION_STOMP_TURN_LEFT    = 15;
public const int ACTION_STOMP_TURN_RIGHT   = 16;
public const int ACTION_STOMP_FALL_LEFT    = 17;
public const int ACTION_STOMP_FALL_RIGHT   = 18;
public const int ACTION_TELEPORT_IN        = 19;
public const int ACTION_TELEPORT_LIMBO     = 20;
public const int ACTION_TELEPORT_OUT       = 21;
public const int ACTION_BOUNCE             = 22;
public const int ACTION_DIZZY              = 23;
public const int ACTION_BUSTED             = 24;
public const int ACTION_WIN                = 25;
```

# A Different Kind of Animation System







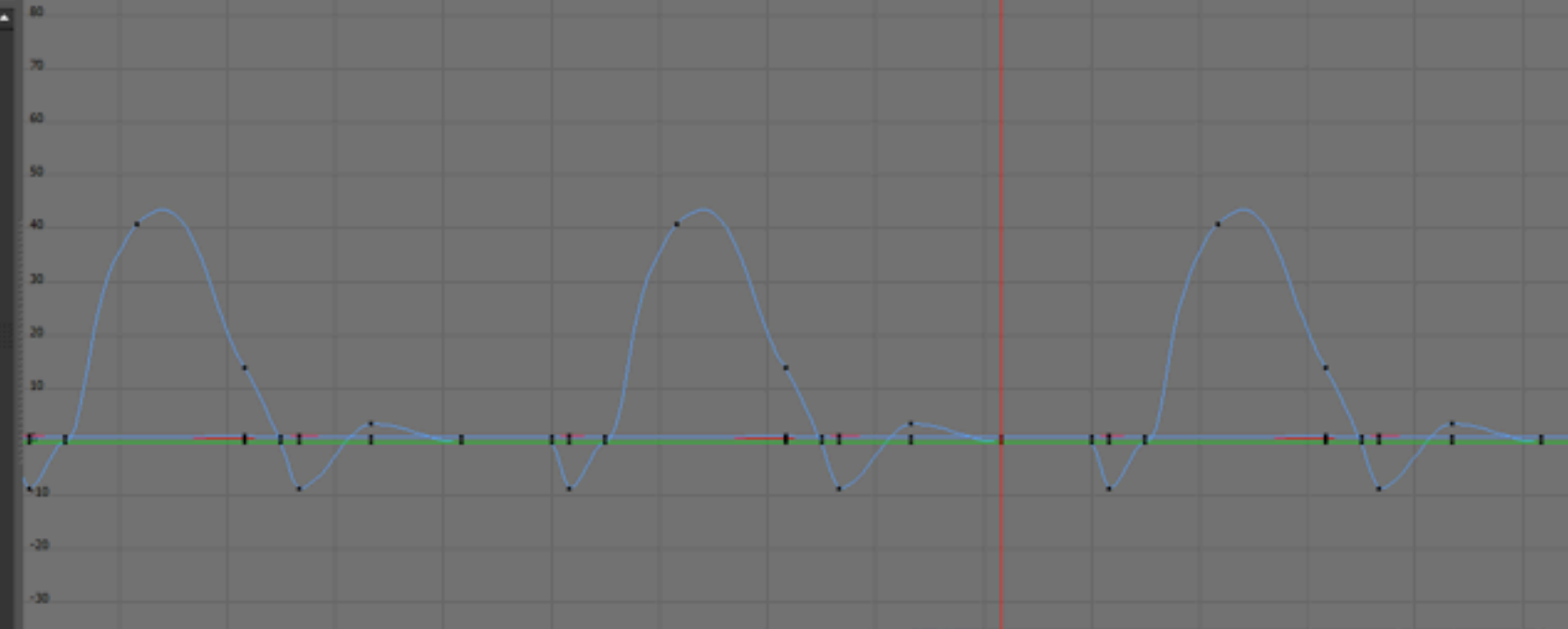


persp

Select Curves Keys Tangents List Show Panels



pPlane2  
Translate X  
Translate Z  
Rotate Y  
Scale X  
Scale Z





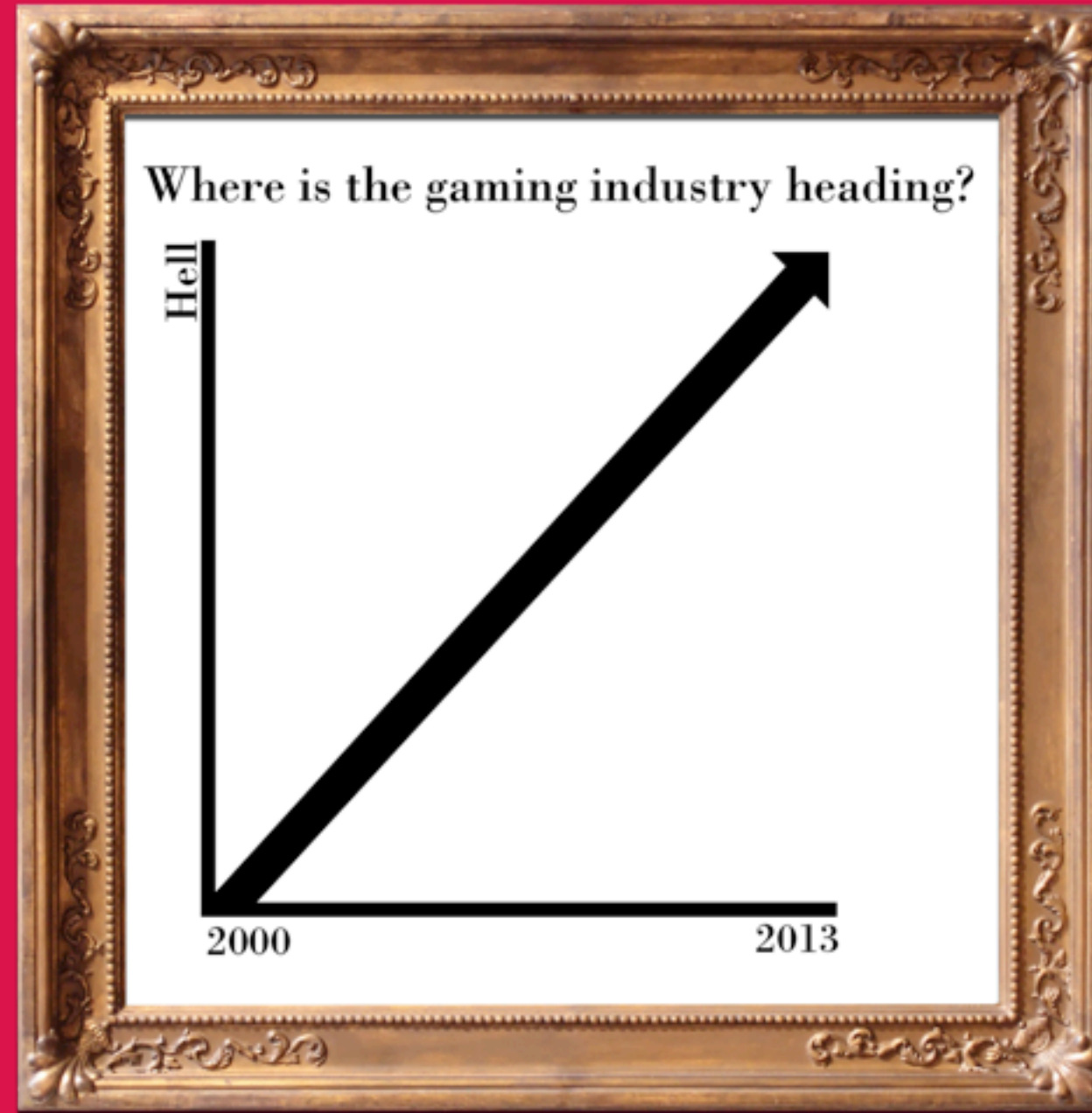


**BizNiz**





**No Bumpy Road 2**

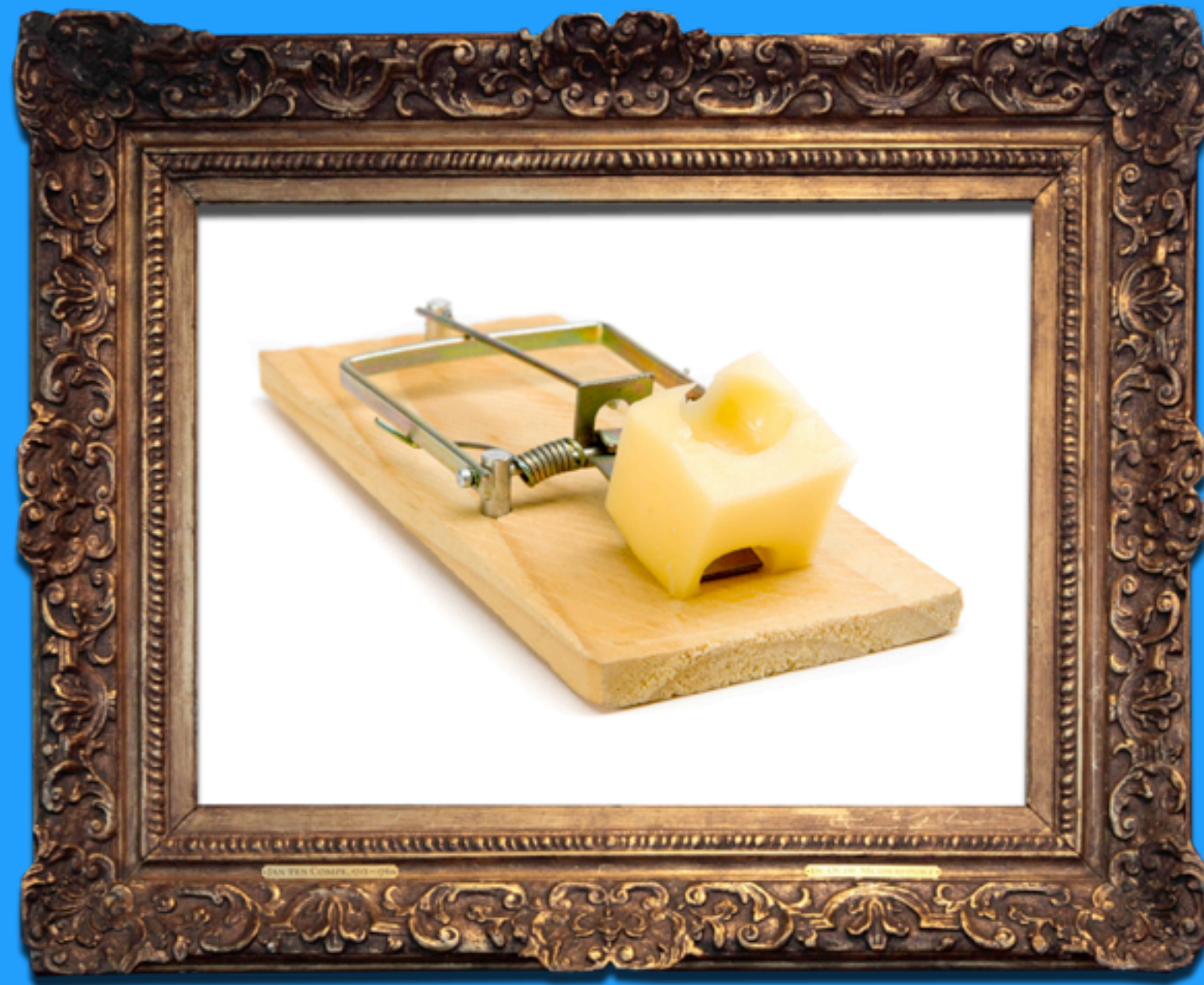


# No Analytics



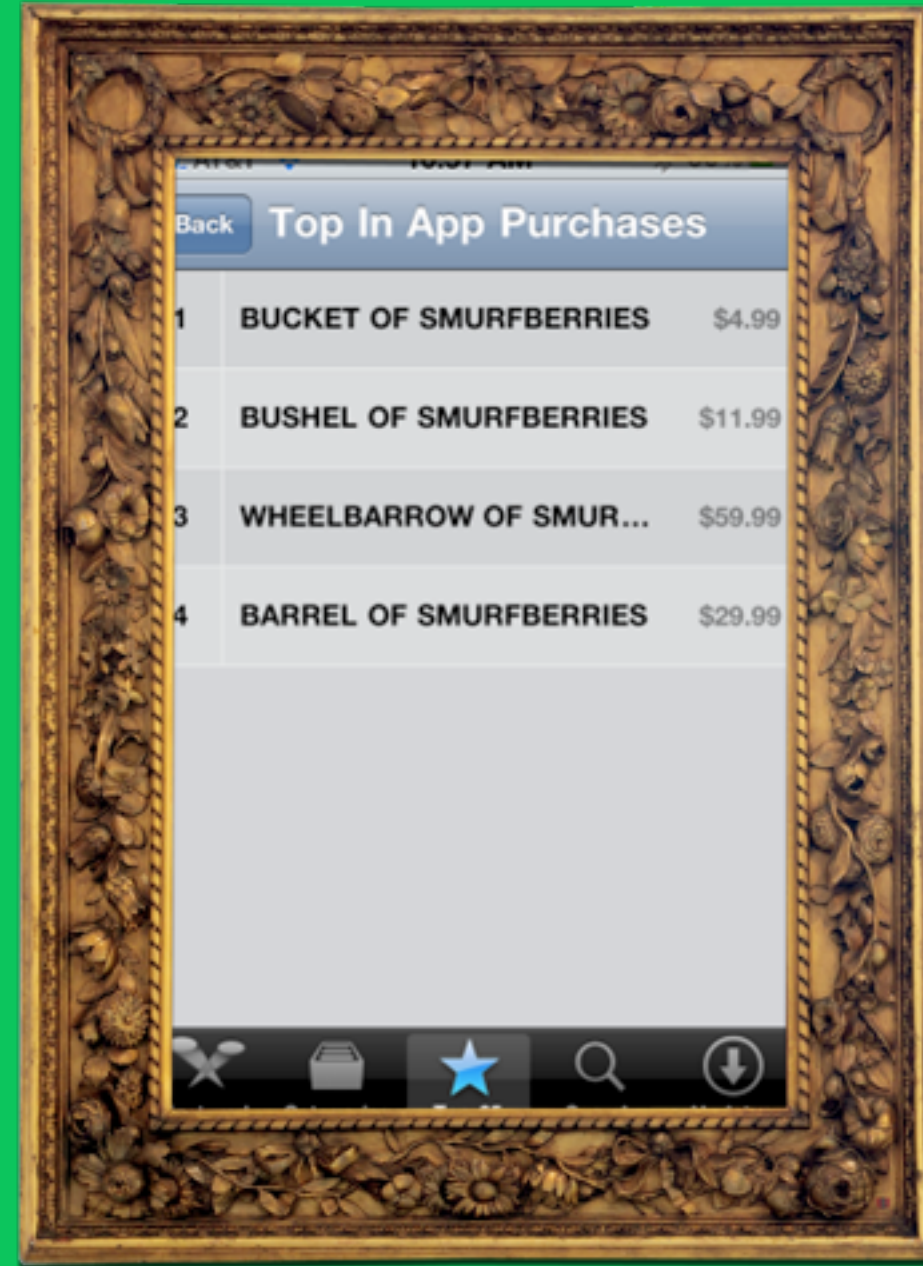
**Price**





**Not Free to Play**





# No in App Purchases



# No Cross Promotion



**No Updates**





**No Sales**



# Universal App





No Port



**Before all decisions  
we ask ourselves:**

**How would we want to be  
treated as consumers  
ourselves?**

**CONCLUSION**



**If you have a really good  
feeling about something,  
don't let popular opinion get  
in the way of it.**

**BUT**

**Don't be stubborn!  
Question yourself,  
question your decisions,  
question why you think a  
certain way.**





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