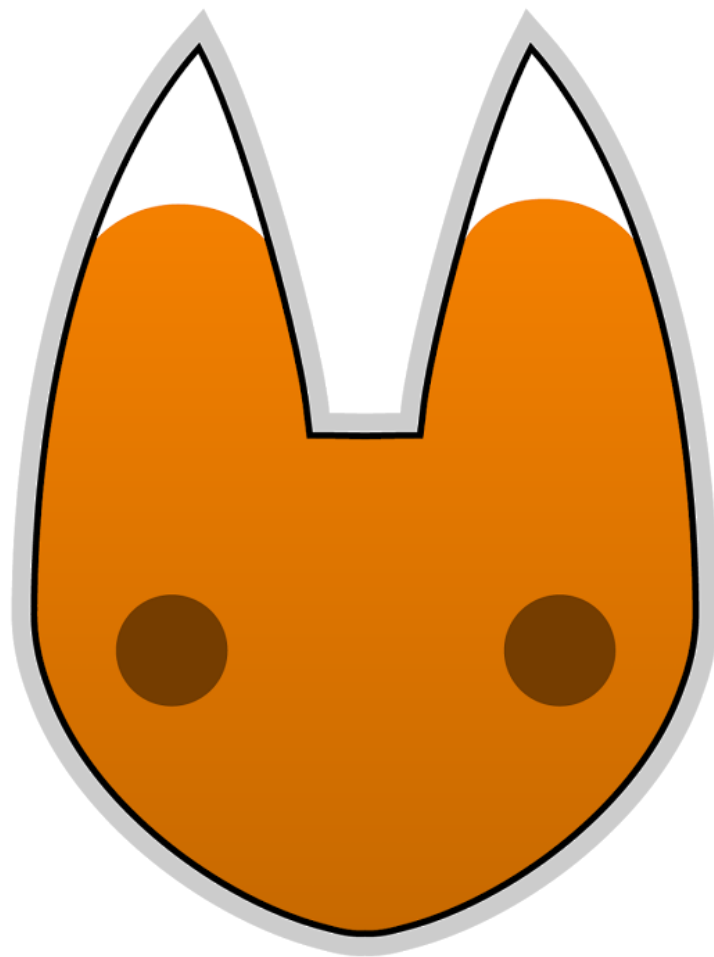


Road Not Taken

From Mobile to Console

Daniel Cook
18 years of design



SPRYFOX



TripleTown

3,070

pts



Goal: 20,000 points

15%



Store (tap to buy)

2850



place some grass

1,485 turns left





S> Essence Tap/Para
Attack ring 1 speed each

SELLING PARA DEF

SELLING NECRO 2 DEF

k

ik but what ur offer?
need good bow

- ★ <Carlooga> k
- ★ <DricePACK> S> Essence Tap/Para Attack ring 1 speed each
- ★ <Baitos> ty
- ★ <TigerDrago> ik but what ur offer?
need good bow
- ★ <Flblades> meh
- ★ <XMikex> S> Cwand
- ★ <Socketnoob> my friend has a tralizu
- ★ Donv
- ★ Jade
- ★ ShellyA
- ★ Drayconic
- ★ Egoi
- ★ Frozenghi
- ★ Deskjet
- ★ Tez
- ★ Steakmule
- ★ Abbysal

Road Not Taken

A puzzle game about life's surprises





Why invest in a
new market?

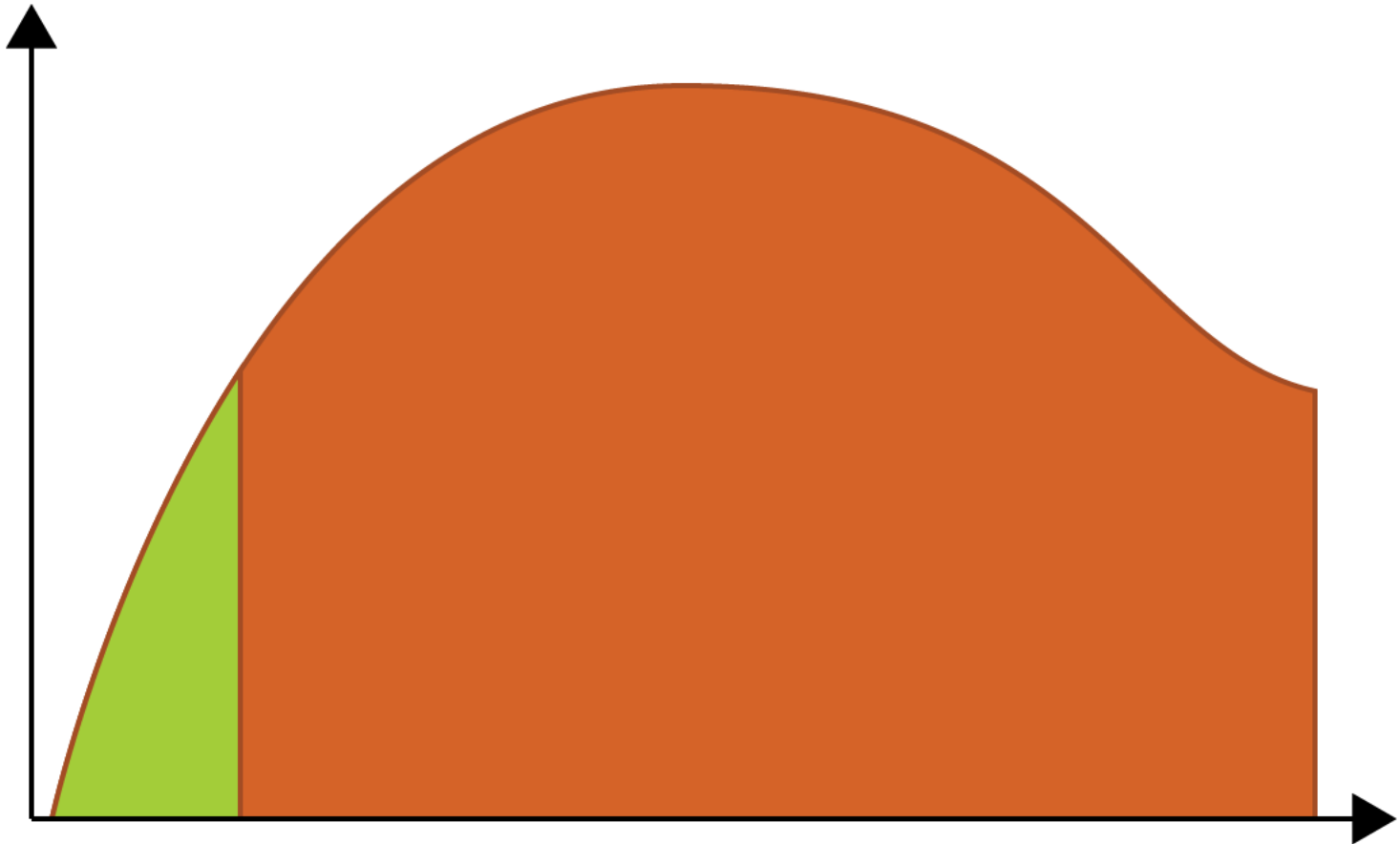
What Spry Fox is good at?

- Innovative mechanics
- Efficient development
- Proven

We thrive in markets with

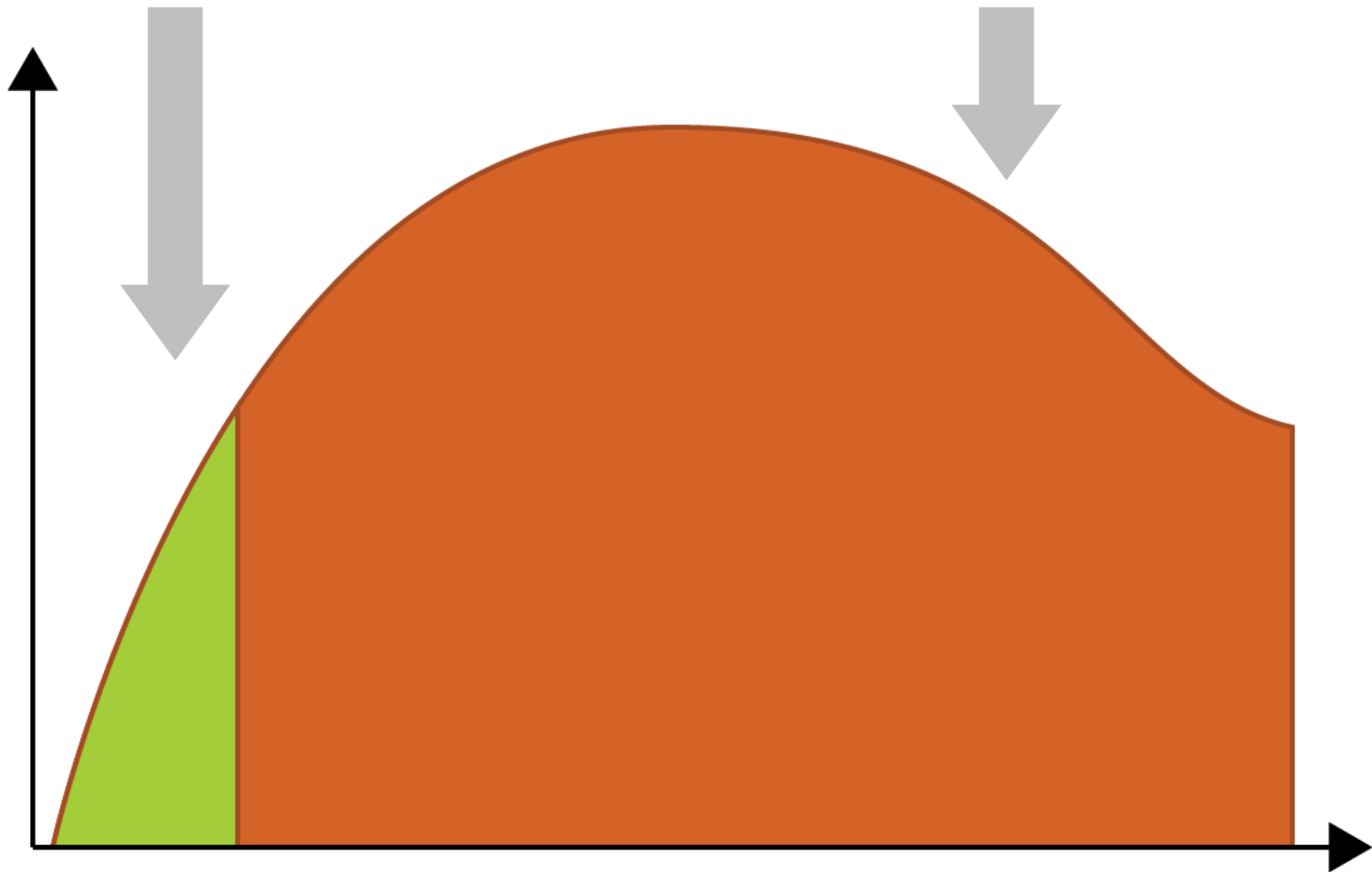
- Weak competition
- High platform support
- Large audience

Platform Lifecycle



Investment

Extraction



Lessons

1

Consoles
are about
consumable media

Mobile sell **Services**

- Retention
- Long term relationships
- Constant adaptation
- Robust user acquisition

Console sell **Media**

- Have a great pitch
- Massive marketing
- Point of purchase support

- Popular genre: **Rogue-like**
- Marketing: **Community**
- Support: **Feature?**

2

Platform controls distribution

- ☐ Advertising
- ☐ Mailing lists
- ☐ Cross promotion
- ☐ Press
- ☐ Streamers (twitch)
- ☐ Platform feature

☐ Advertising

☐ Mailing lists

☐ Cross promotion

☒ ~~Press~~

☐ Streamers (twitch)

☐ Platform feature

☒ ~~Advertising~~

☐ Mailing lists

☐ Cross promotion

☒ ~~Press~~

☐ Streamers (twitch)

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☒ ~~Advertising~~

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☒ ~~Press~~

☐ Streamers (twitch)

☐ Platform feature

☒ ~~Advertising~~

☒ ~~Mailing lists~~

☒ ~~Cross promotion~~

☒ ~~Press~~

☐ Streamers (twitch)

☐ **Platform feature**

PlayStation®Plus

Featured

Become A Member!

Free Games

Other Freebies

Discounts

Exclusives

Timed Trials



EXPERIENCE MORE TOGETHER™

Membership Benefits Extend to:



PlayStation®4



PlayStation®3



PlayStation®Vita



PlayStation.Plus



New Arrivals | [see all](#)



Contrast

PSN Game PS4

Purchased



RESOGUN™

PSN Game PS4

Purchased



Binary Domain

Full Game PS3

Purchased



Worms™2:
Armageddon

PSN Game PS3

\$14.99

+\$4.50



3

Rush to meet **release**
date

**August
5th, 2014**

Press

Features

Certification

Platform Promotion

Certification



Console:

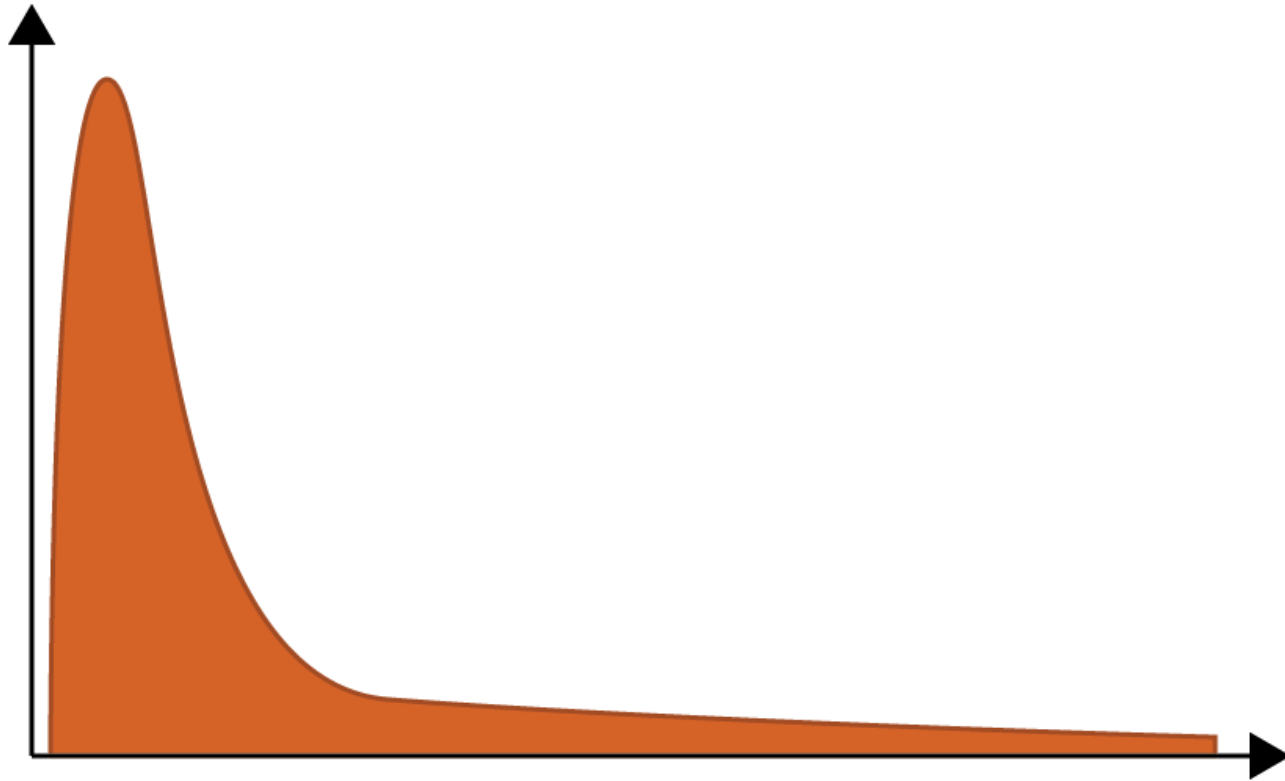
Hit your deadline or die

Android/Web:

When its ready

4

Big Bang Release



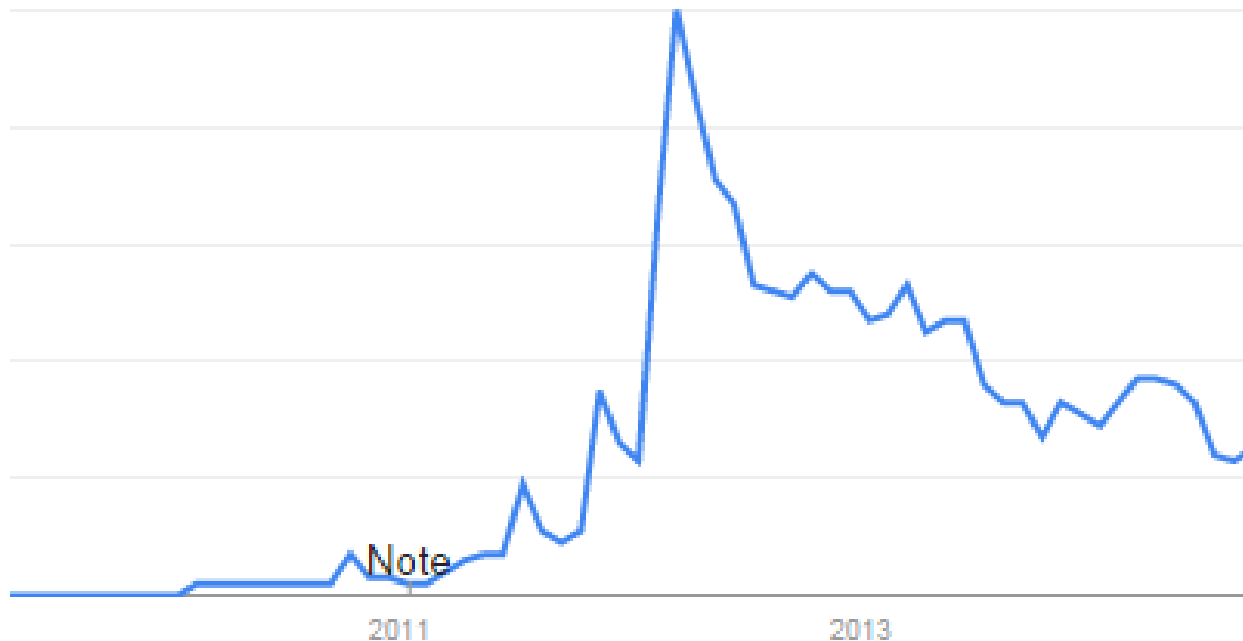
Triple Town



Development: **3 months**

Post release: **3 years**

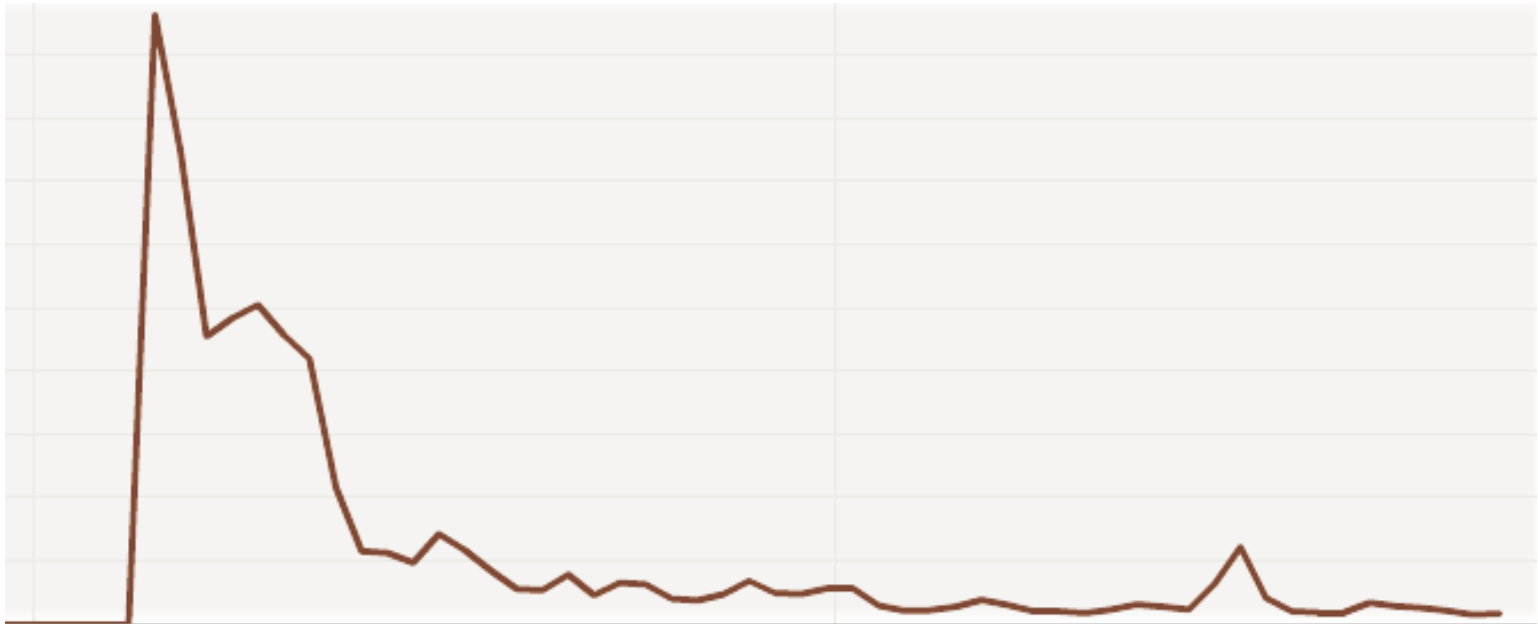
Realm of the Mad God



Development: **6 months**

Post release: **4 years**

Road Not Taken



Development: **2 years**

Post release: **2 month**

Long update cycle
kills momentum





63

1 / 8



2



5



2



7



2

Year 7



X

3 days to tune and test

3 days to tune and test

3+ weeks to release

Console: **1-3 weeks**

Android/Web: **<1 hour**

dev



release

Small releases are dumb



So you make big releases





6

Established Culture

New Markets value
Surprise



Mature markets value
Familiarity



Conclusion

- Popular genre: ~~Rogue-like~~
- Marketing: ~~Community~~
- Support: **PlayStation Plus**



Questions

@dantheduck on Twitter

lostgarden.com

spryfox.com

Road Not Taken



6 to 40 hours

Console gamers play
many games

