GDC

Butterscotch Shenanigans: From Early Failures to Cross-platform Success

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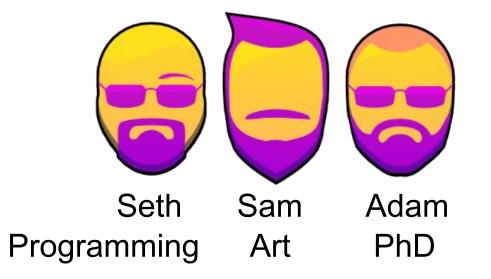
UBM



- Independent
- 4 years old (Toddler status)
- ~5 million players
 + 5 million pirates
- 5 Games thus far
 - 4 on mobile
 - 1 on PC & Mobile









Bootstrappin' time

- Savings : \$20,000 total
- Investment : \$1,500 (\$500ea)
- Salary : \$0
- Inkscape : \$0
- GIT : \$0
- Dropbox : **\$10/mo/ea**
- GameMaker Studio : **\$500 one-time fee**
- Legalzoom LLC Incorporation : \$~150 one-time fee

Monthly burn rate

Dropbox + Survival costs in St. Louis
\$20 + \$1,500(*2 Devs)

- \$3,020 per month



What's your definition of success?

- Sustainable income
 - \$40,000 per year, per person
 - ~\$114,000 yearly game revenue
- 2 games in 6 months, both on Mobile
- Premium games

THE MONDELE OF DESTINY

Towelfight 2: The Monocle of Destiny

UBM

- Launched February, 2013
- Total cost of dev & launch : ~\$12,000
 - \$3k for PR
 - \$9k for two devs to live for 3 months

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As Calls to Action Go, 'Shoot Animals Out of Your Face' is Right Up There



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Highest Rated Android game of February 2013

2nd Highest Rated Android game of Q1

#10 on New and Updated Games listing



Towelfight 2: The Monocle of Destiny (90 days)

Dev Cost	Revenue	Take-home	Net
\$12,000	\$5,636	\$3,945	-\$8,055

UBM

- 4,360 purchasing players
- 97% piracy rate



Quadropus Rampage

- Launched June, 2013
- Tool for acquiring fans
- Total cost: ~\$9,000
 - 2 devs x 3 months



Quadropus Rampage (first 3 months)

Platform	Featuring	Downloads	Total Take-home
Google Play	Huge Banner	625,968	\$10,005.22
iTunes	New & Noteworthy	74,000	

We made some dollars! (and I took most of them)



Featuring appears to have a 10x multiplier on revenue & downloads





Industry Game Launches in 2016*

Platform	Total in 2016	Launches / Day
PS4	780	2
Steam	4,207	11
Mobile	271,010	750

*via metacritic, steamspy, & pocketgamer.biz

Next game!

- Freemium, endless runner
- Tool for:
 - \circ More fans
 - Money for Seth



What do we actually want to be doing?

What do we want to make before I die?

Crashlands

- Freemium, endless runner
- Tool for:
 - More fans
- Keep us sane.
- Epic crafting ARPG

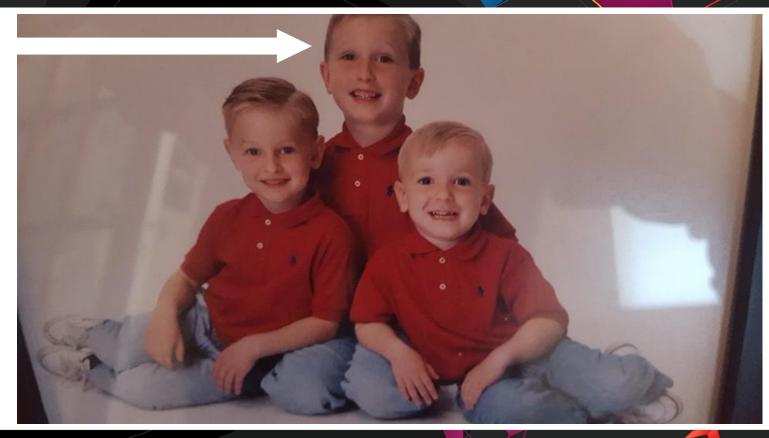




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Adam PhD Paid \$0!







Proprietary login system with game-enhancing features

- 1. Cross-game achievements
- 2. Save bridge: platform agnostic saves
- 3. Stability

8 weeks build time





Flop Rocket

- Launched February, 2015
- Cost: \$3,375
 - o 3 humans x 2 weeks
- \$45,000
- +40,000 BscotchID users!



Crashlands Launch Plans

- Launch January, 2016
- Simultaneous launch
 - Steam, iTunes, & Google Play
 - Maximize exposure with feature-blast
 - Treat each platform the same
- Pricing differential
 - \circ \$15 on Steam, \$5 on mobile
- Save bridge
 - Players can buy on two platforms (PC + Mobile) and move their save back and forth







- Emailed 32,000 people for Greenlight
- Only 10% open rate | ~3,200 people
- Passed Greenlight in 42 hours



Crashlands (first 10 days) 132,000 units | \$873,000 Revenue

Platform	Featuring	% units	% revenue
Steam	Pop-Up, Algoirthmic	16.6%	35%
iTunes	Editor's Choice, iPad, iPhone	62%	47.8%
Google Play	New & Updated (Subfeature)	23%	16.9%



Crashlands (last 30 days) 11,509 units

Platform	% units	% revenue
Steam	11%	31%
iTunes	45%	34.9%
Google Play	42.8%	34%



Crashlands ROI (10 days)

Dev Cost	Revenue	Net
\$56,000	\$873,000	+555,000

UBM

- 10 days ROI : 10x
- If we were paid : 1.69x

Crashlands (1/21/2016 - Now) 374,157 units | \$2.28m Revenue

Platform	% units	% revenue
Steam	15.4%	32.5%
iTunes	52.3%	41%
Google Play	31%	24.7%



What about CANNIBALS?!

- Can't measure cannibals but:
 - 30% of all Steam owners also purchase on mobile(!!!)
 - Probably due to the save bridge?



- ~350,000 users
- Average email open rate of ~34%
- Estimated # of users who will be shown the next game: 50,000



How we built this:

- Low cost of living in St. Louis
- View games as tools for the studio
- Build relationships with platform holders
- Experiment like mad

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Twitter is garbage. @bscotchshenani