



# Butterscotch Shenanigans: From Early Failures to Cross-platform Success

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# BUTTERSCOTCH SHENANIGANS

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







Seth  
Programming



Sam  
Art



Adam  
PhD





# 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



# TOWEL FIGHT 2

## THE MONOCLE OF DESTINY





# Towelfight 2: The Monocle of Destiny

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





KOTAKU

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



Mike Fahey

2/27/13 10:15am · Filed to: TOWELFIGHT 2



3.9K



5





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	<b>-\$8,055</b>

- 4,360 purchasing players
- 97% piracy rate



# QUADROPUS RAMPAGE





# 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	<b>\$10,005.22</b>
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:
  - 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~~
  - ~~Money for Seth~~
- Keep us sane.
- Epic crafting ARPG





Adam  
PhD  
Paid \$0!





# BETA BscotchID

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





# Flop Rocket

- Launched February, 2015
- **Cost: \$3,375**
  - 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
  - \$15 on Steam, \$5 on mobile
- Save bridge
  - Players can buy on two platforms (PC + Mobile) and move their save back and forth





# BETA BscotchID

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



# CRASHLANDS





# 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	<b>+555,000</b>

- 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?





# BETA BscotchID

- ~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](https://twitter.com/bscotchshenani)

