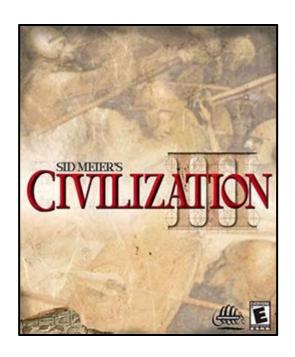
## OFFWORLD TRADING COMPANY

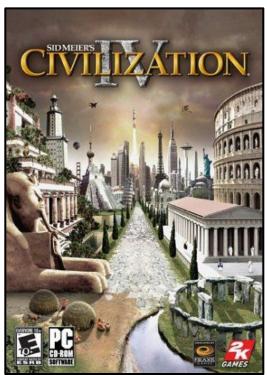
An RTS Without Guns

SOREN JOHNSON

## Who Was I?









### Who Am I?



Real-Time Strategy is

an underexplored genre



























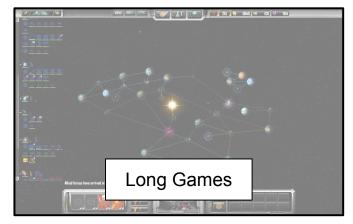












No Combat?

How can we make an

RTS without combat?

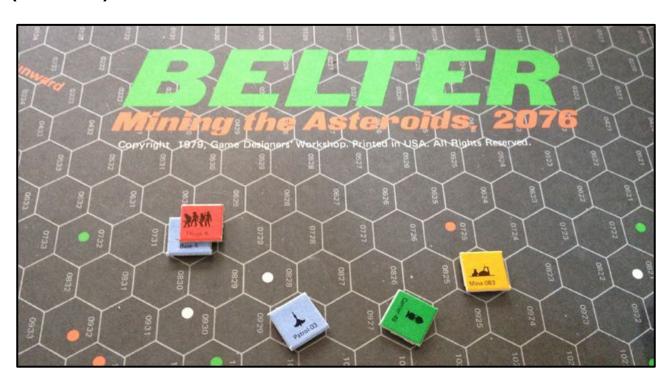
## Offworld Trading Company



## Offworld Trading Company



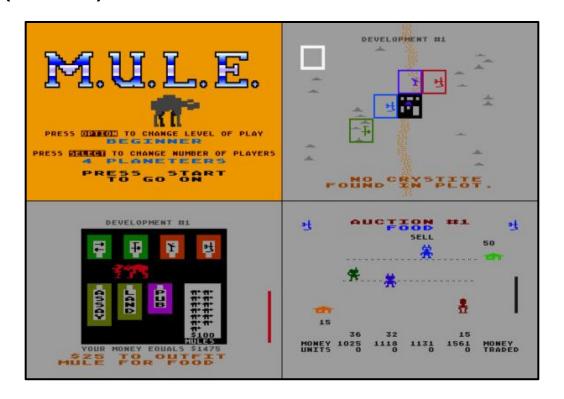
# Belter (1979)



# Belter (1979)



## M.U.L.E. (1983)



# M.U.L.E. (1983)

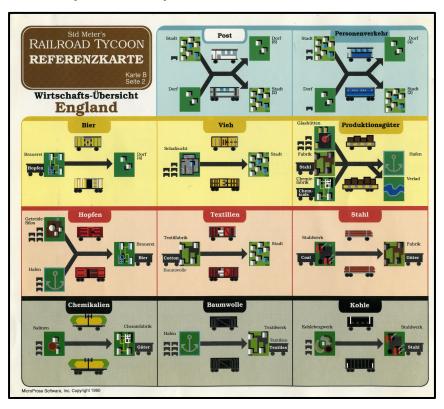




# **Board Games!** Steel Mill









# Age of Empires 2 (1999)



# Age of Empires 2 (1999)



Age of Empires 2 (1999)



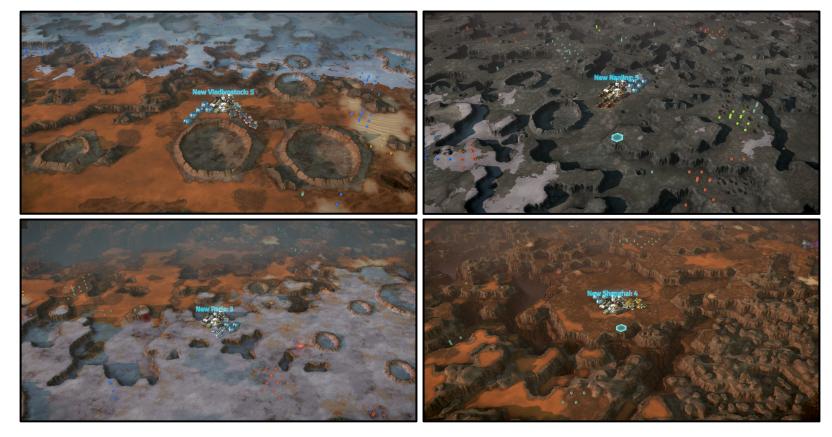
Why build a game

around a free market?

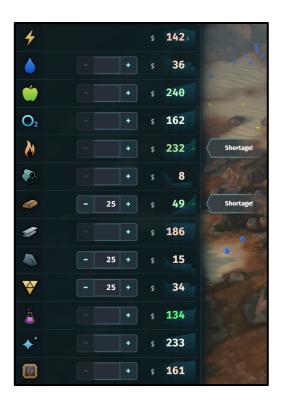
## **Adaptive Gameplay**

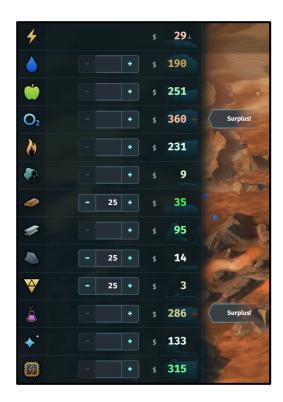


# Adaptive Gameplay: Random Maps

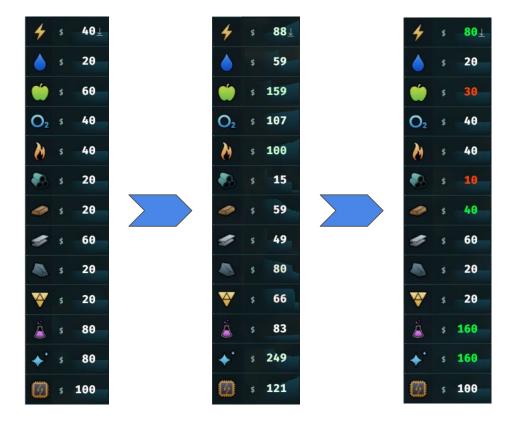


## Adaptive Gameplay: Random Events

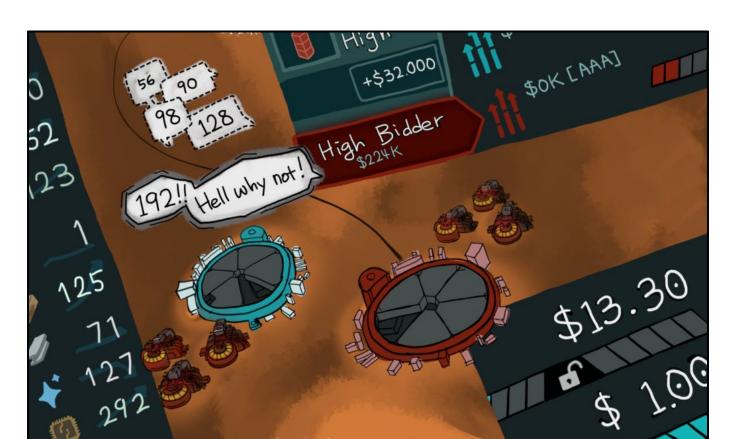




## Adaptive Gameplay: Random Prices



## Adaptive Gameplay: Random Auctions



## Adaptive Gameplay: Black Market



# Adaptive Gameplay: Opponent Decisions



## Adaptive Gameplay



# Found your HQ



# **HQs:** Expansive



#### **HQs:** Robotic





#### HQs: Scavenger



#### **HQs: Scientific**





#### Patent Lab





#### Patent Lab



Superconductor

# Hacker Array





- Global price increase allowed zero-sum gameplay



- Global price increase allowed zero-sum gameplay
- Pirates allow a tiny bit of combat without unit management



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- Pirates allow a tiny bit of combat without unit management
- Holograms and Spies only made sense for MP



- Global price increase allowed zero-sum gameplay
- Pirates allow a tiny bit of combat without unit management
- Holograms and Spies only made sense for MP
- Goon Squad was crucial defensive piece



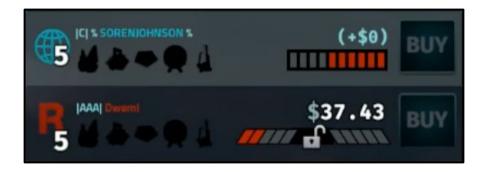
#### Stock Iteration: Buyout Other Players



#### Stock Iteration: Subsidiaries



## Stock Iteration: Majority Buyouts



#### Stock Iteration: Locked Shares



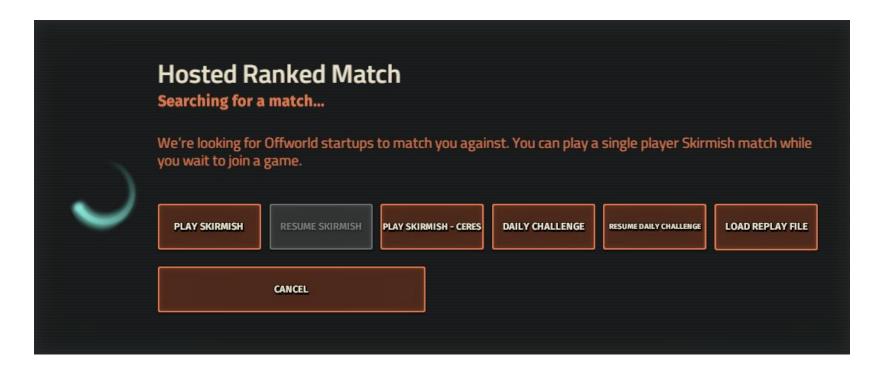
#### Masquerade Mode

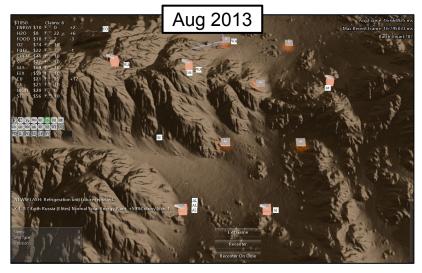


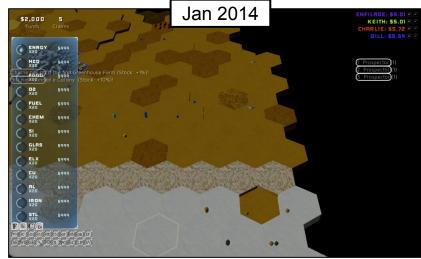
#### MP - "Game Available"



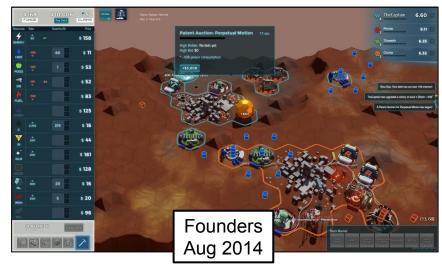
# MP - Play while waiting











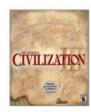








Most common problem in the industry is waste



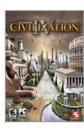


#### Metascore

Universal acclaim based on 24 Critics

What's this?

Summery: In Civilization III, you'll find new pathways to explore and strategies to employ, greatly expanded diplomacy, more powerful combat, a new trade system, new technologies, more powerful tools to build and manage your empire, and the most detailed and beautiful art, animations and sound ever... Expand ▼



# 94

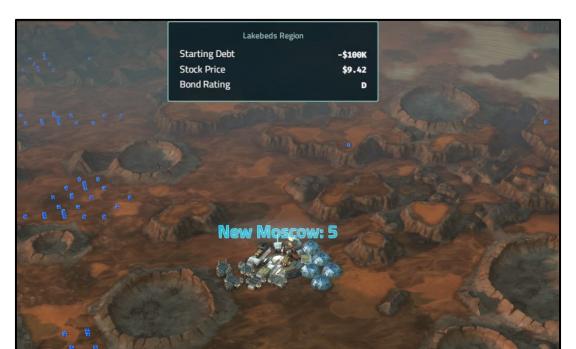
#### Metascore

Universal acclaim based on 50 Critics

What's this?

Summery: Faster-Paced Fun - Gameplay has been streamlined for a tighter, faster, and more compelling experience.Greater Accessibility and Ease of Play - An easy-to-use interface will be immediately familiar to RTS and action game players, and newcomers to the series will be able to jump in and play.... Expand ▼

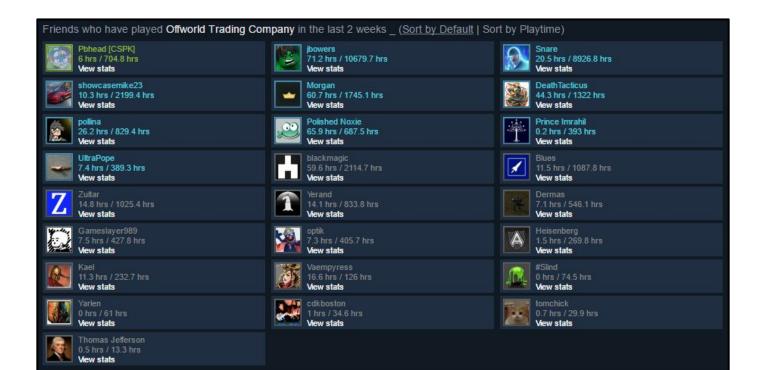
- Most common problem in the industry is waste
- We were blind to certain problems (Reveal Map option)



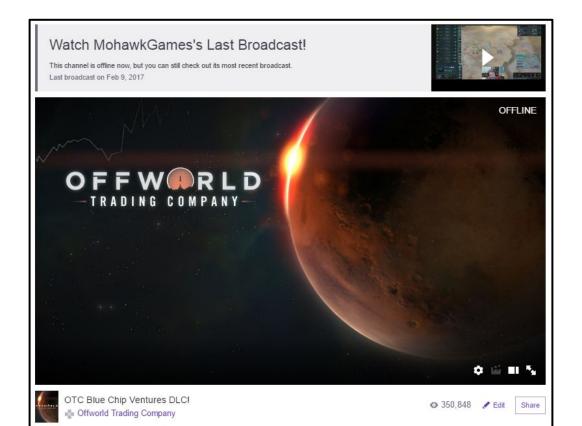
- Most common problem in the industry is waste
- We were blind to certain problems (Reveal Map option)
- Iterate on major gameplay changes with community



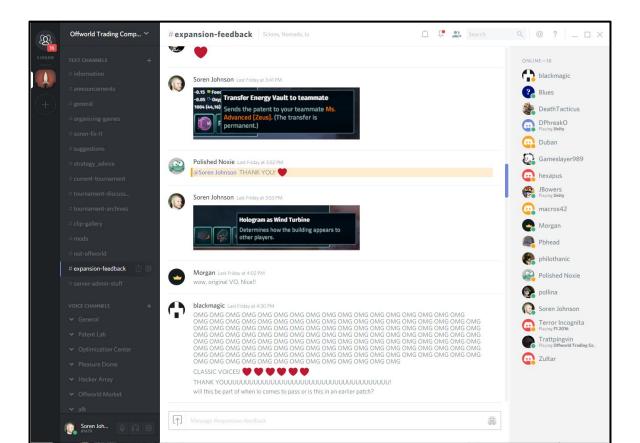
## **Befriend Your Community**



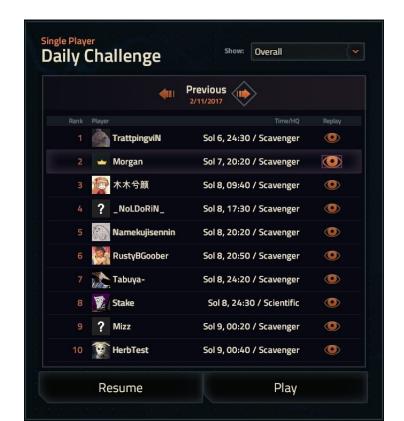
# Twitch: Our Public Space



#### Discord: Real-Time Forum



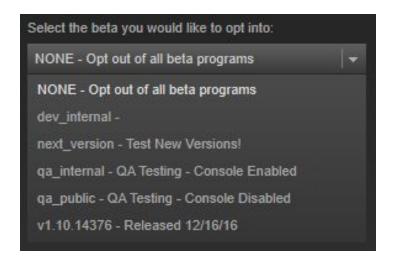
# Daily Challenge Al Iterations



#### Community Extends The Game

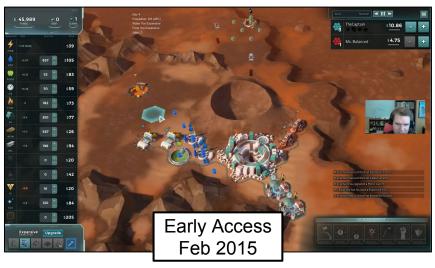
- 1.5m YouTube views on release week
- Community tournaments for veterans and casuals
- Volunteer replay coaching on Discord
- Superfans help development (Zultar, Cubit, Blues)

Less testing, auto-update the game

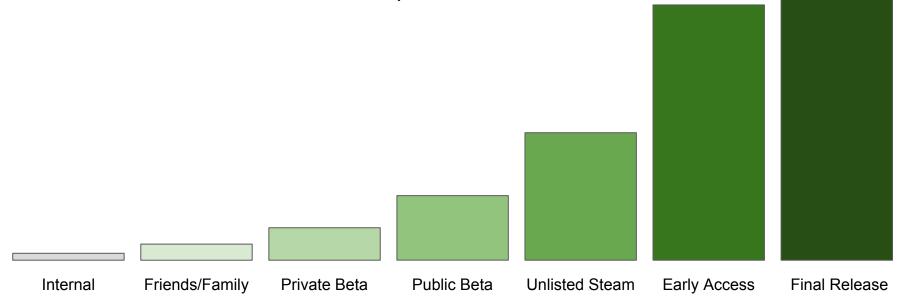


- Less testing, auto-update the game
- Wait longer to go up on Early Access

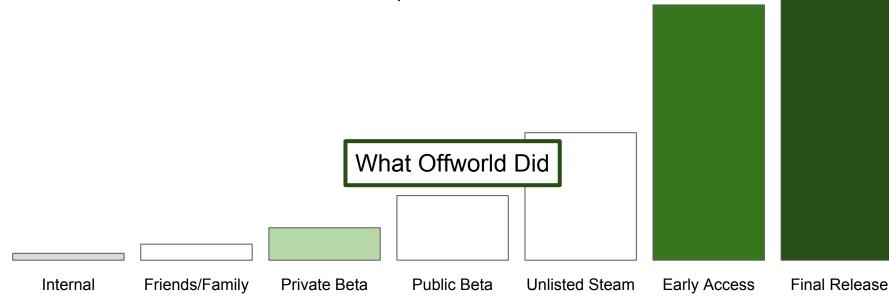




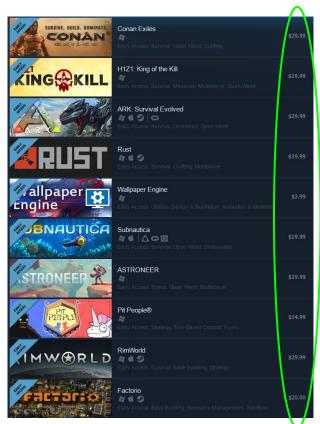
- Less testing, auto-update the game
- Wait longer to go up on Early Access
- Double audience with each step



- Less testing, auto-update the game
- Wait longer to go up on Early Access
- Double audience with each step



Charge less on Early Access?



Average Price: \$20.89

Your players understand your

game better than you do

#### How Valve Should Now Do Early Access...

Unlisted Store Pages



### How Valve Should Now Do Early Access...

- Unlisted Store Pages
- Early Access Category for Reviews

#### User reviews:

RECENT: Very Positive (419 reviews)

OVERALL: Mostly Positive (9,256 reviews)

#### User reviews:

RECENT: Mixed (26 reviews)

OVERALL: Mostly Positive (2,317 reviews)

#### User reviews:

RECENT: Mostly Positive (507 reviews)

OVERALL: Very Positive (4,319 reviews)

### How Valve Should Now Do Early Access...

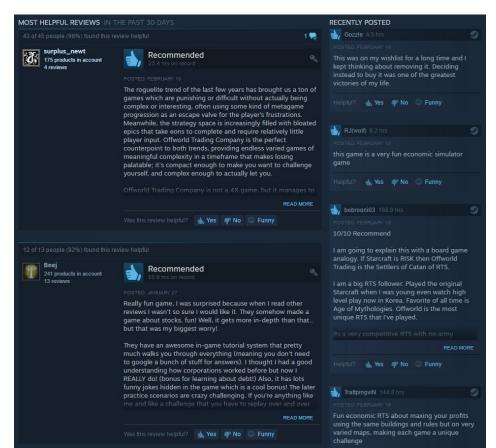
- Unlisted Store Pages
- Early Access Category for Reviews
- No refunds or sales during Early Access

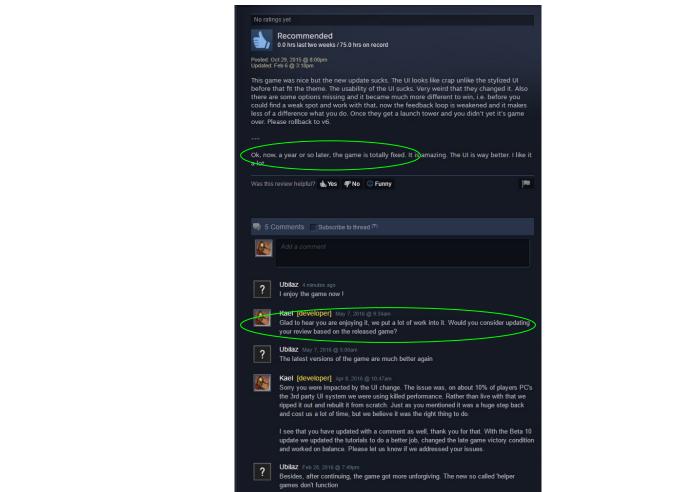
"Subnautica is a game that is still very much in development, and we don't need to bring in a large influx of players right now. When the sale price is lowered by a large margin, it tends to attract a group of people who are less willing and dedicated to giving the game a real chance. . . . [M]any of those people either never end up playing it or end up playing it for a short amount of time and posting a negative review because they likely didn't research it."

Early Access is better

with fewer players

#### **Steam User Reviews**







	Then pay the same again (or more) for DLC which perhaps makes it a tiny bit better than of the same again (or more) for DLC which perhaps makes it a tiny bit better than of the same will probably just seem like a chewing exercise.	DK.
1	Skirmish Win (Applicant) Won a Skirmish while playing as an Applicant (or Higher)	Unlocked Jun 26, 2016 @ 5:14pm
1	Skirmish Win (Intern) Won a Skirmish while playing as an Intern (or Higher)	Unlocked Jun 26, 2016 @ 5:42pm
1	Campaign Win (Applicant) Won a Campaign while playing as an Applicant (or Higher)	Unlocked Jun 30, 2016 @ 9:32am
1	Campaign Win (Intern) Won a Campaign while playing as an Intern (or Higher)	Unlocked Jun 30, 2016 @ 9:32am

#### We Did Get a Second Launch

#### Early Access (Feb '15)

First 2 Weeks: 23,607 units

Total (14 months): 94K units

#### Final Release (Apr '16)

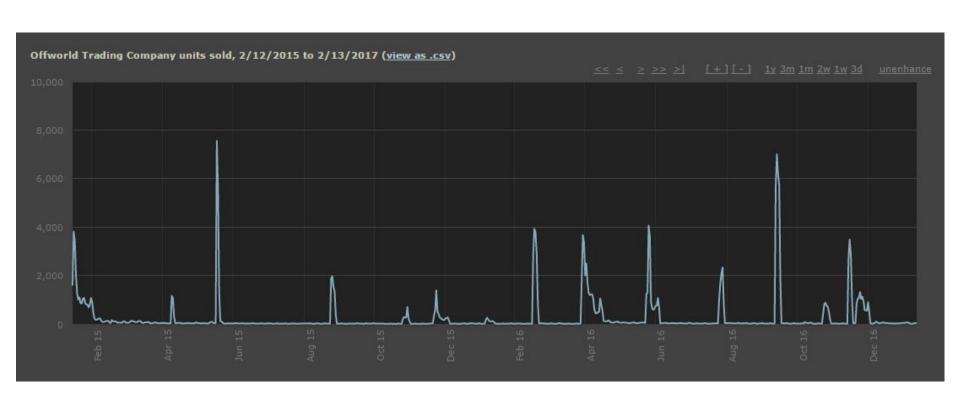
First 2 Weeks: 23,457 units

Total (10 months): 129K units

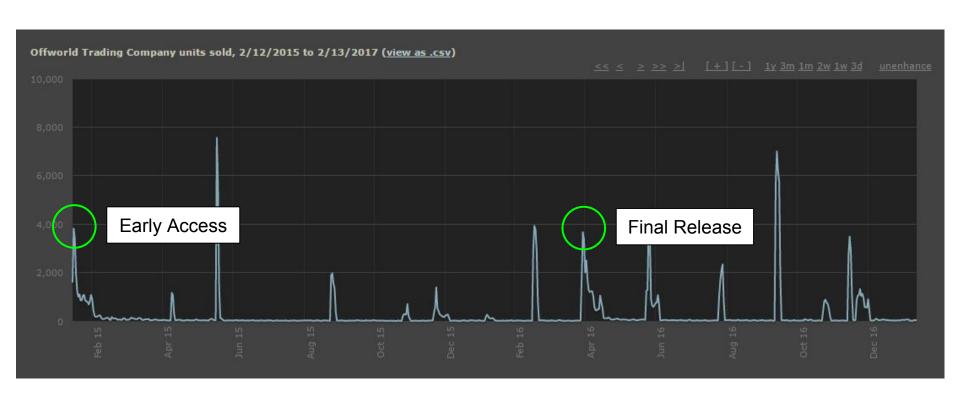
Total sales: 223K units

DLC sales: 307K units

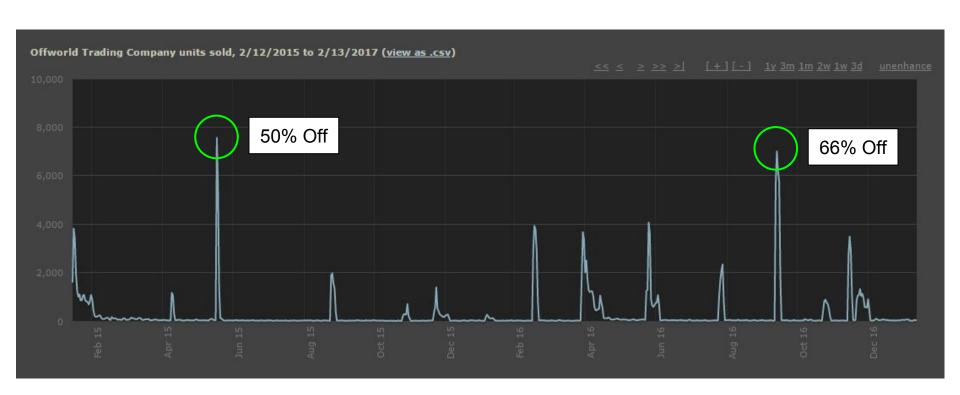
### Sales Graph



## Sales Graph: Release Dates



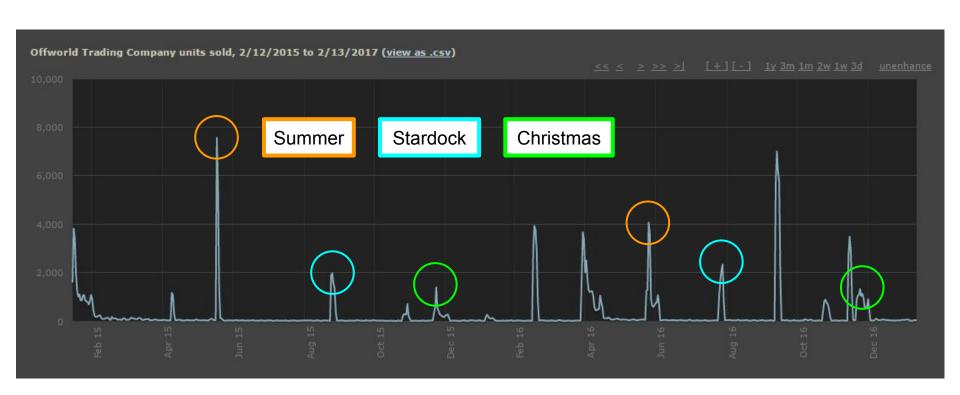
#### Sales Graph: First Major Discounts



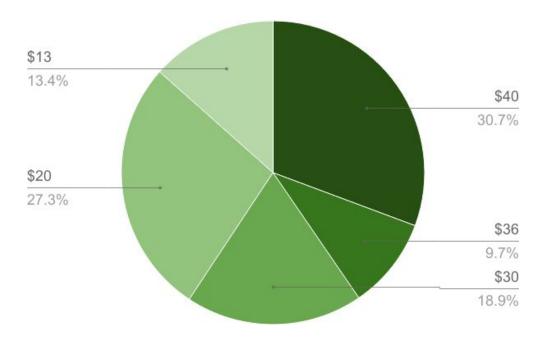
## Sales Graph: Capsule Events



# Sales Graph: Events Sales



# Total Revenue by Price



~40% of revenue at 10% off or less

# Why Make Offworld Trading Company?

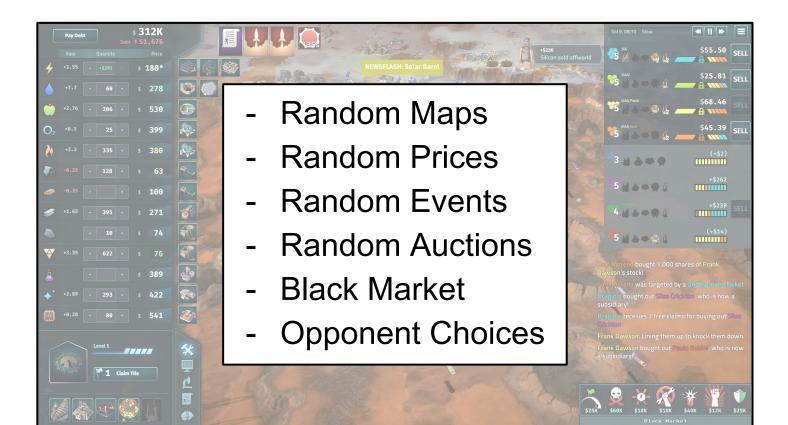




# Why Make Offworld Trading Company?



#### "Well, it depends..."



#### Thank You

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