Building a Business Without a Hit … 6 months later

Brian Robbins
Founder – Riptide Games
brian@riptidegames.com
Twitter: @dubane

Slides: www.dubane.com/cons/

360iDev Austin - November 9, 2010

Strategy

Short Term

- Heavily focused on contract work
- Force focus on internal projects
- Everything has rev share
  - Unless it doesn’t
- Experience & references
- Consider multiple platforms

Long Term

- Major focus on rev share projects
- Increased Opportunity Cost for non-rev share
- Aggressive towards multiple platforms

Key Metrics

Warning: useful real numbers ahead!

Monthly Spend

- 1.5x Salary for low estimate
- 2x Salary more common

Monthly Spend

- 9 people @$60k is $45k/month salary
- 9 people @$60k is $67.5k/month total

Monthly Spend

- Riptide = my salary + minimal extra expenses ~$500/month

Contract Rates

- Must cover your own costs
- Include opportunity cost!

Rates

- $125/hr starting rate
- $75/hr minimum

Contract dev

- Time & Materials vs project estimate

Internal Projects

- $10k internal target
- $350 / month ongoing

What Really Happened

Monthly Spend

- Riptide = my salary + minimal extra expenses ~$500/month

Monthly Spend

- Riptide = salaries + contractors + minimal extra expenses ~$350/month
- + rev share
- + accounting / bookkeeping / admin time

Short Term

- Heavily focused on contract work
- Force focus on internal projects
- Everything has rev share
- Experience & references
- Consider multiple platforms

Long Term

- Major focus on rev share projects
- Increased Opportunity Cost for non-rev share
- Aggressive towards multiple platforms

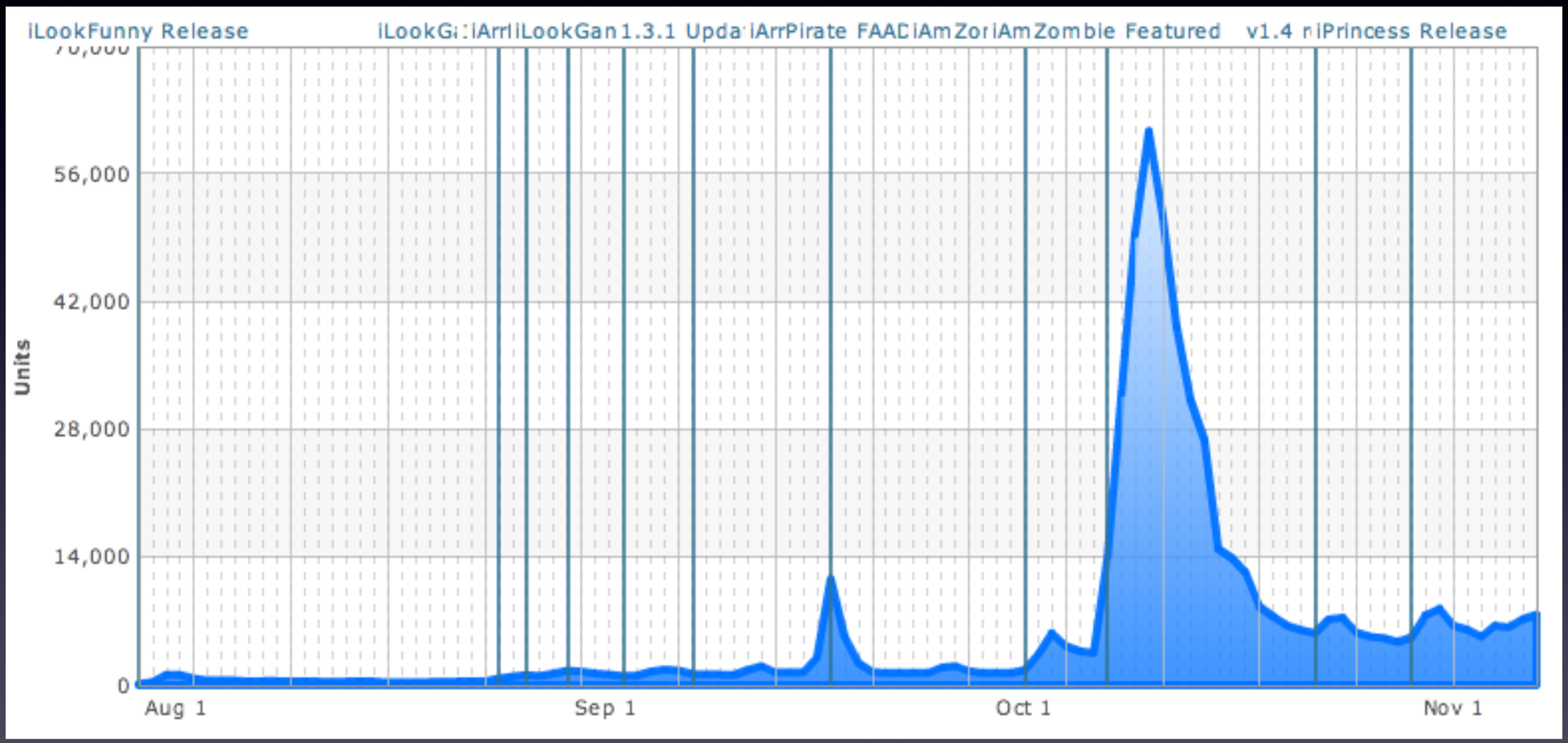
Internal Project Results

Why IAP, Ads and cross-promotion are teh awesomez

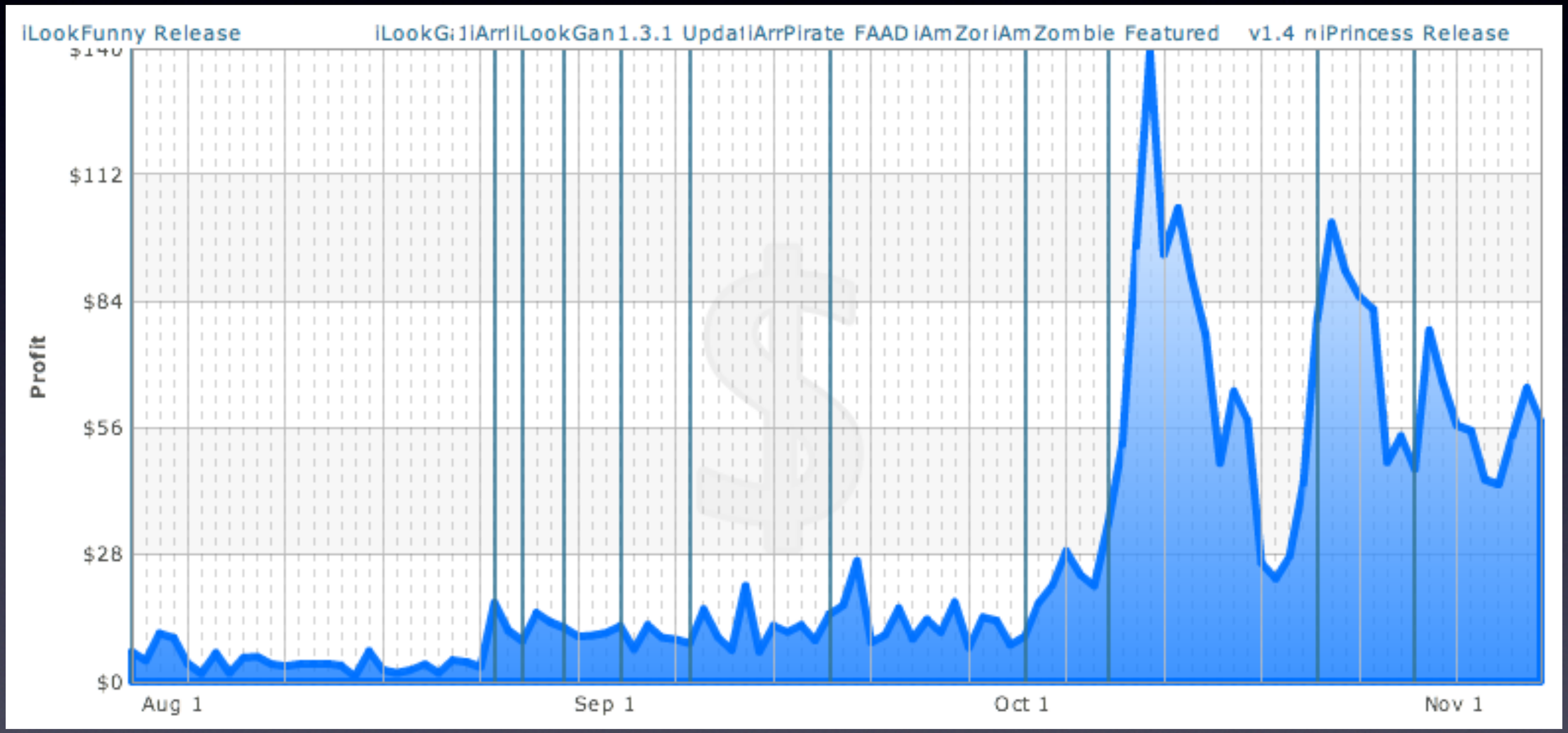
iLookApps

- Launched with iPhone 4 in July
- Really started with iLookFunny end of July
- Free and paid: Ad Free version
- Introduced IAP in late October

Units

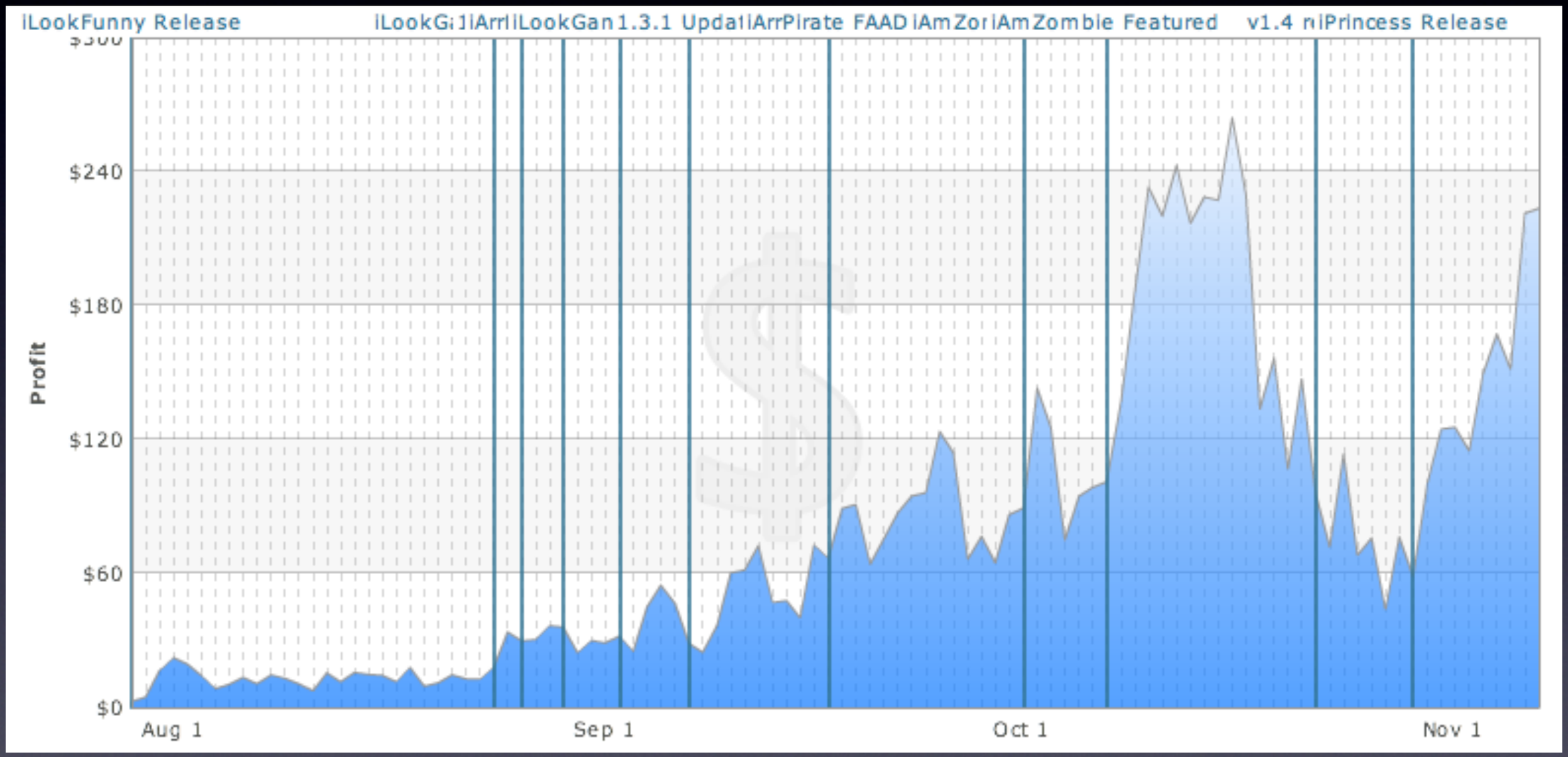

iLookFunny Release
iLookGa
iArr
iLookGan
1.3.1 Upda
iArr
Pirate FAA
iAm Zor
iAm Zombie Featured
v1.4 ri
iPrincess Release
56,000
42,000
28,000
14,000
0
Units
Aug 1
Sep 1
Oct 1
Nov 1

Sales in $

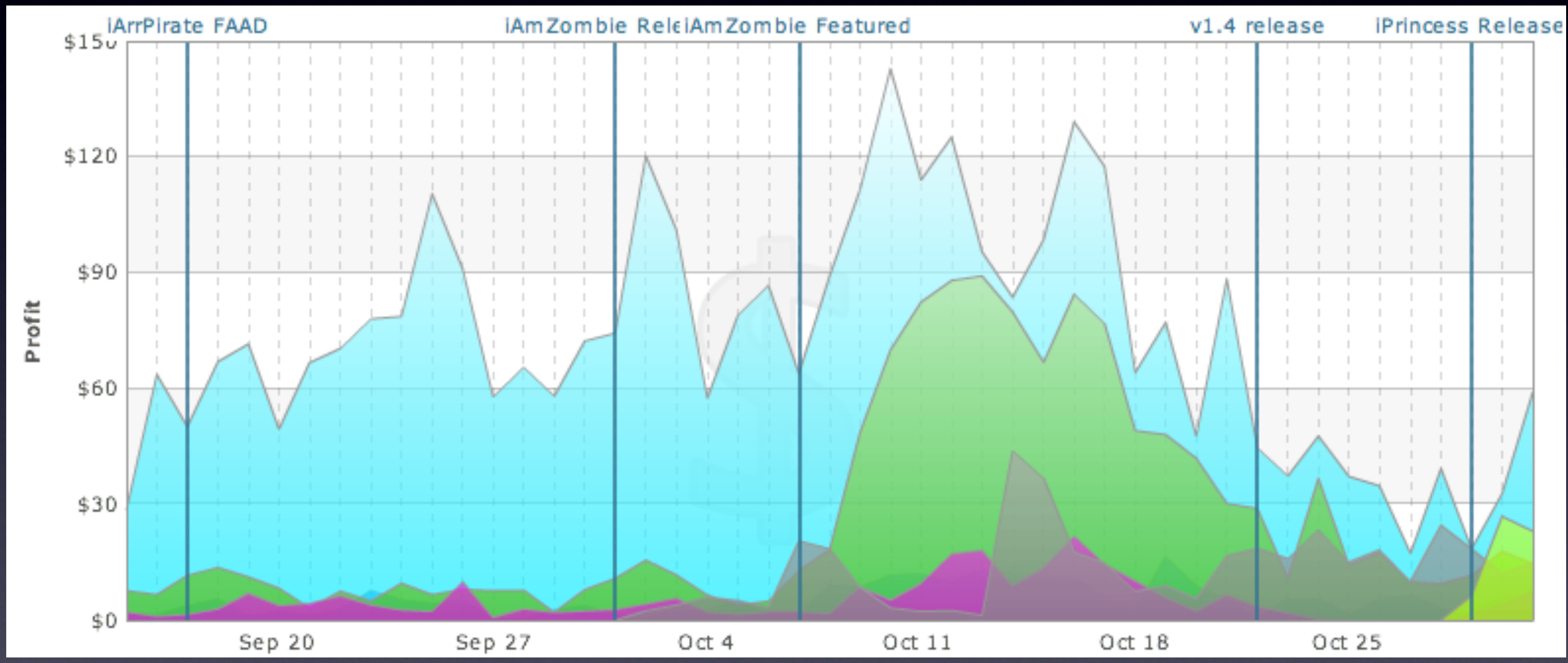


iLookFunny Release
iLookGan 1.3.1 Updat
iArrPirate FAAD
iAmZor
iAmZombie Featured
v1.4
iPrincess Release
$140
$112
$84
$56
$28
$0
Profit
Aug 1
Sep 1
Oct 1
Nov 1

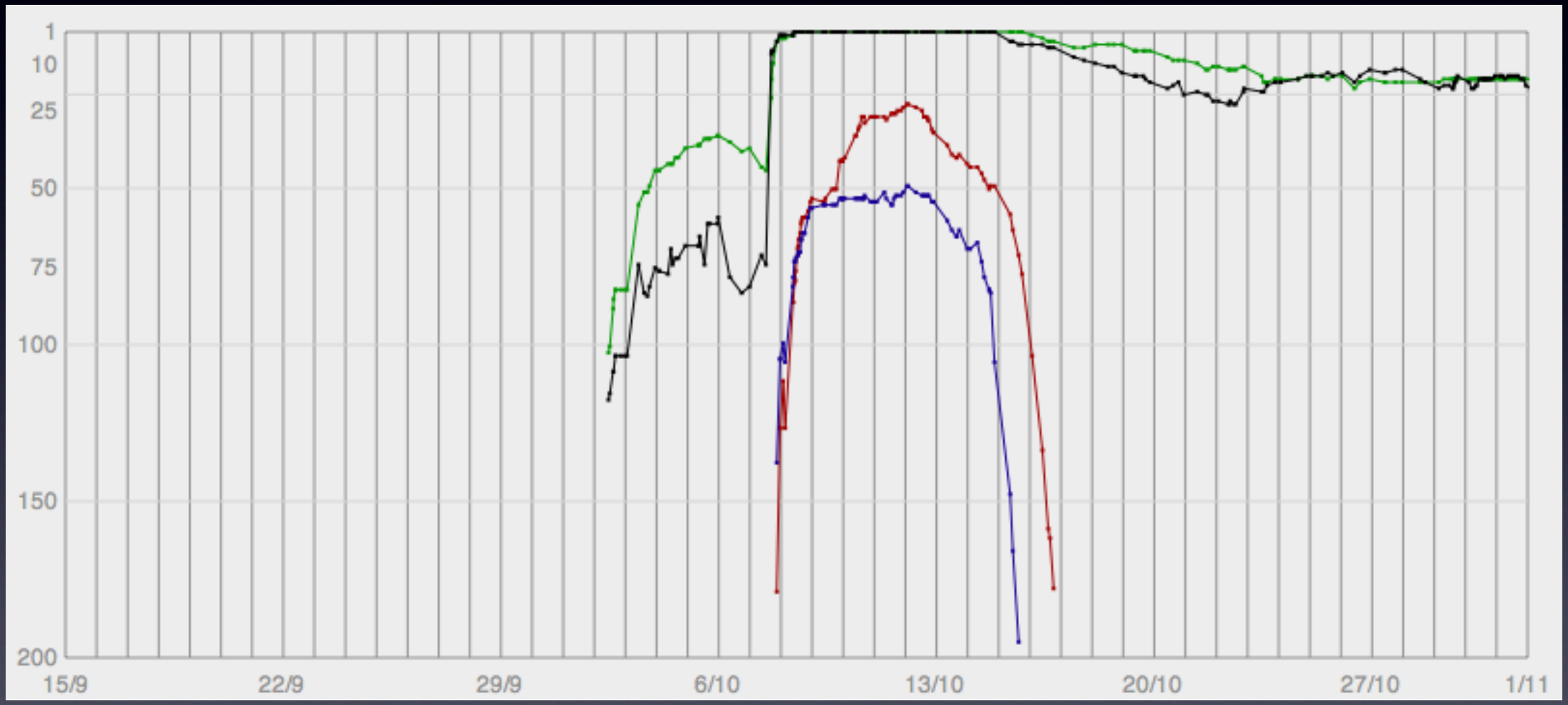
iAd Revenue


iLookFunny Release
iLookGi1iArr
iLookGan 1.3.1 Upda
iArrPirate FAAD
iAmZor
iAmZombie Featured
v1.4 ni
iPrincess Release
$300
$240
$180
$120
$60
$0
Profit
Aug 1
Sep 1
Oct 1
Nov 1

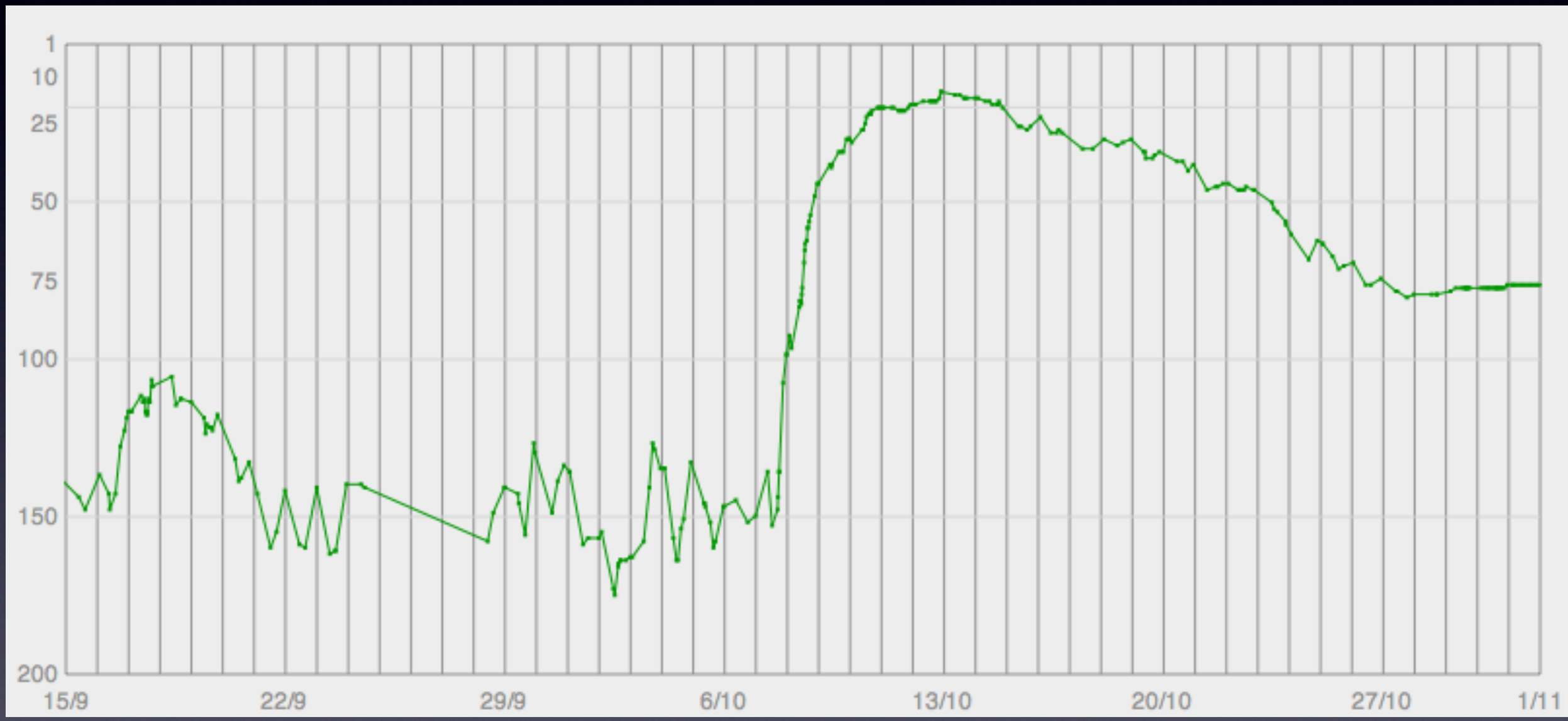
iAmZombie Feature



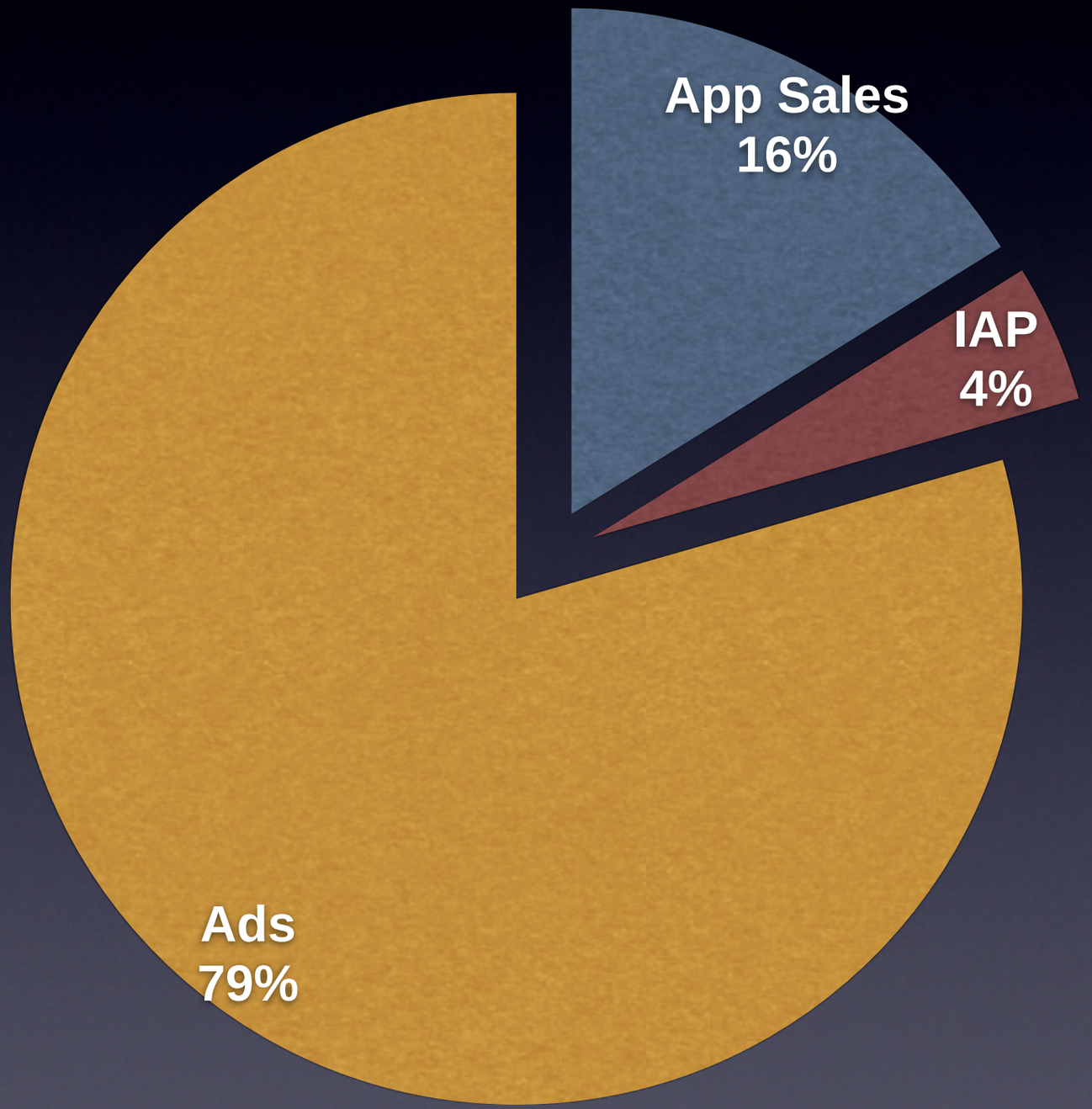
iAmZombie Rank



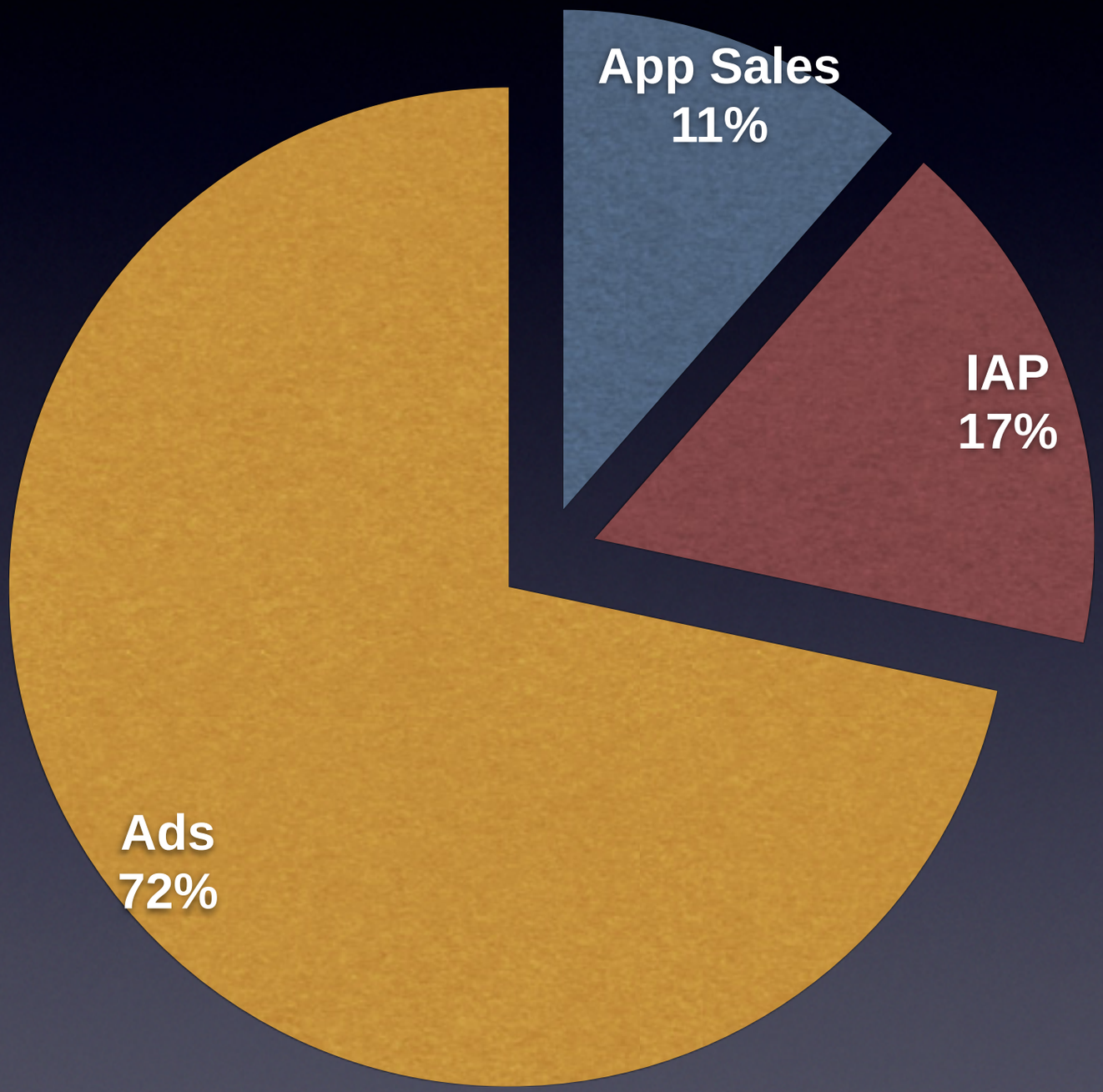
iLookGangsta Rank



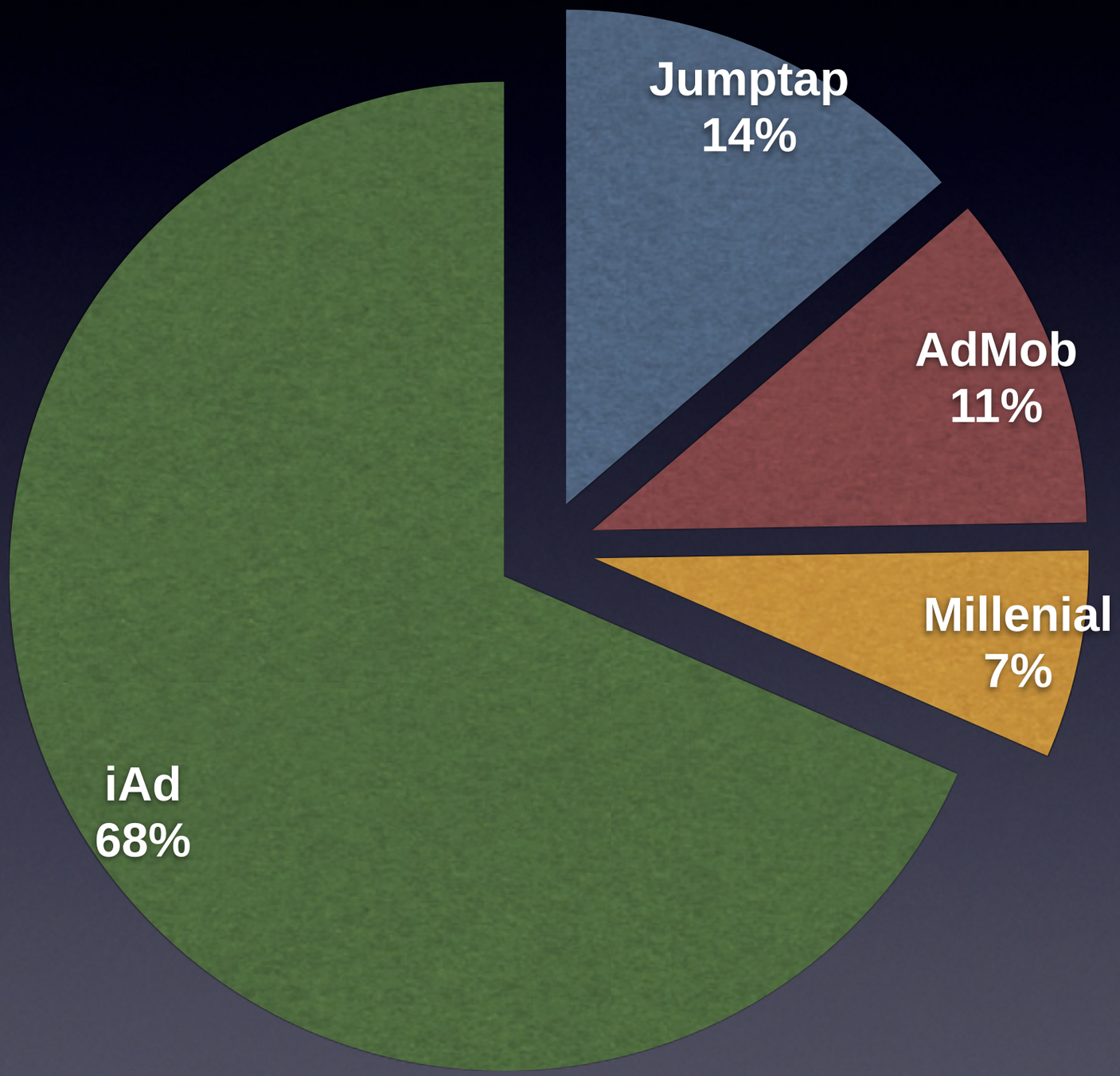
Revenue since launch



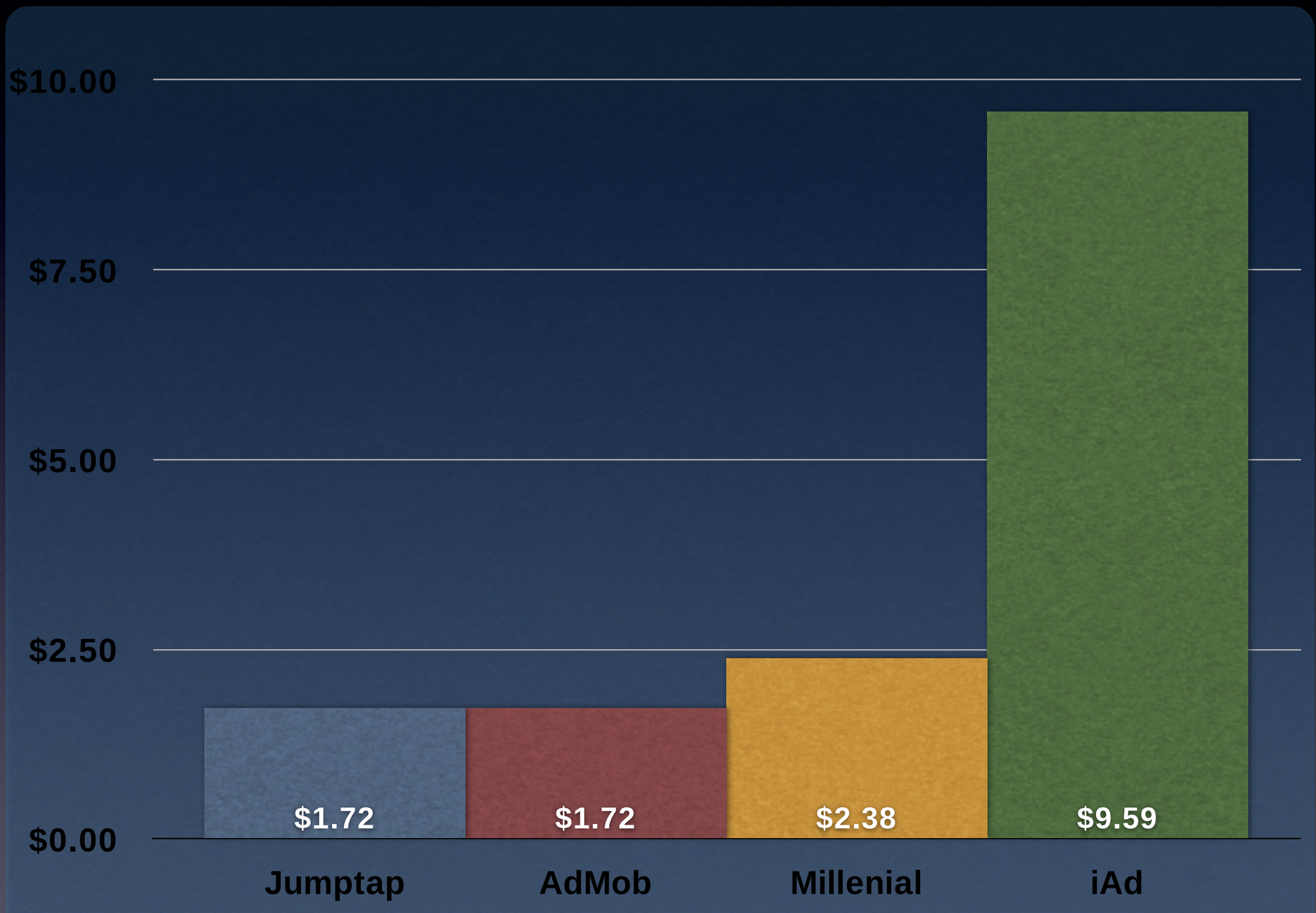
Revenue since IAP



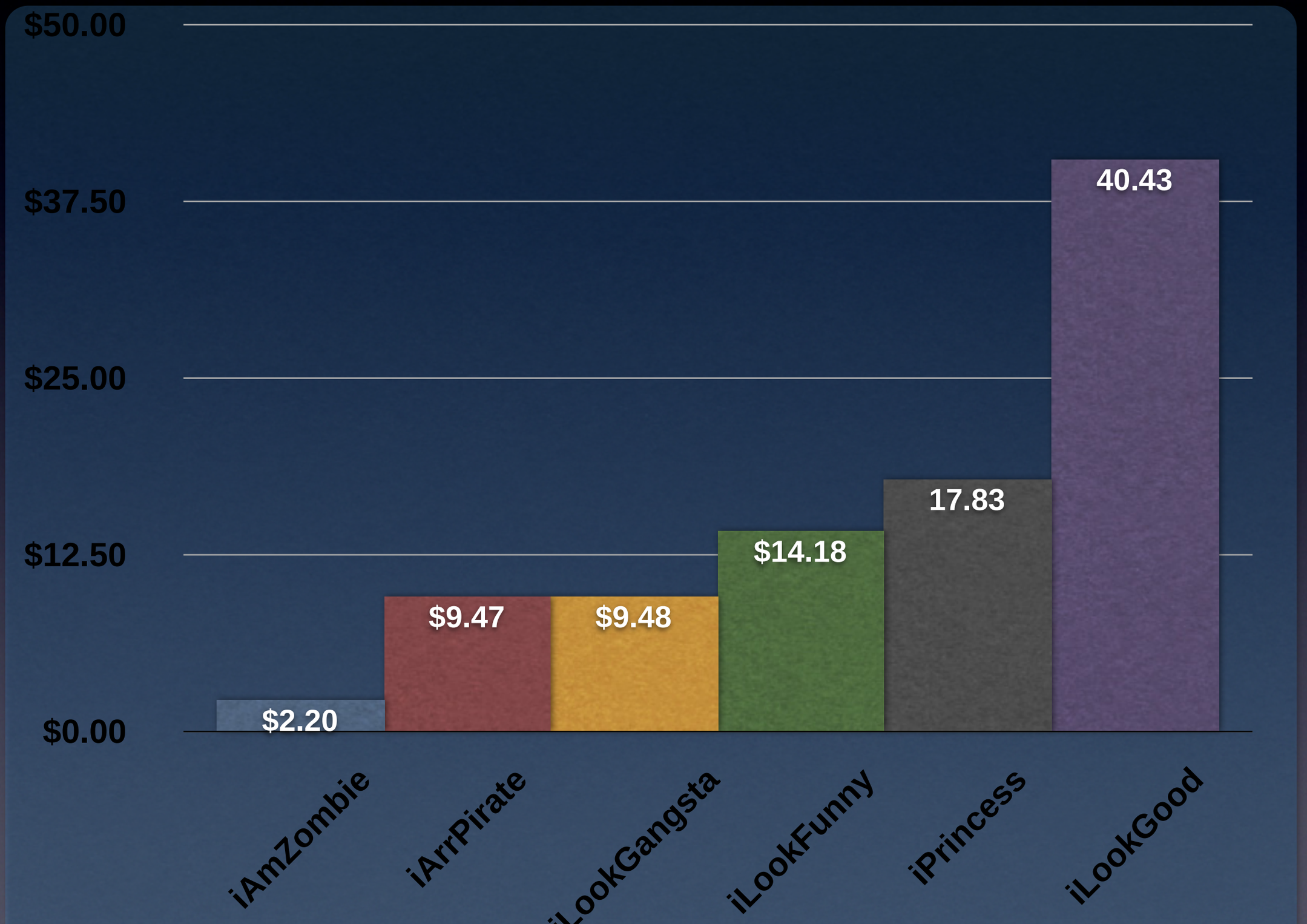
Ad Revenue Detail



eCPM


$10.00
$7.50
$5.00
$2.50
$0.00
$1.72
$1.72
$2.38
$9.59
Jumptap
AdMob
Millenial
iAd

iAd eCPM


$50.00
$37.50
$25.00
$12.50
$0.00
$2.20
$9.47
$9.48
$14.18
17.83
40.43
iAmZombie
iArrPirate
iLookGangsta
iLookFunny
iPrincess
iLookGood

Interesting Stats

- .5% conversion rate
- ~15% buy 2+ packs
  - ~ 4% buy all packs (immediately)
- ~5% look at "Get More Apps"

Recap

- Focus on the business
- Contracts aren't evil
- Contracts don't provide long term stability
- Your time is valuable
- Remember what you're doing this for

Q & A

Brian Robbins
Founder – Riptide Games
brian@riptidegames.com
Twitter: @dubane

Slides: www.dubane.com/cons/