Building a Business Without a Hit in a Hit Driven World

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What does that really mean?

It's a business!

Who Am I?

Brian in a nutshell

- Programmer
- Business (MBA)
- Entrepreneurial
- Optimistic!

Supported by iPhone development since June 2008

Corporate Life

- ~120 person digital ad agency
- 1st app a free game July 08
- Big Brands and clients
- 9 person studio + HQ resources
- Had success but no hits
- Laid off when parent hit financial troubles

Indie Life

- Riptide Games since August 2009
- Just me + project-based contractors
- Gravity Sling (360iDev Game Jam game)
- Definitely no hits

Strategy

Short Term

- Heavily based 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
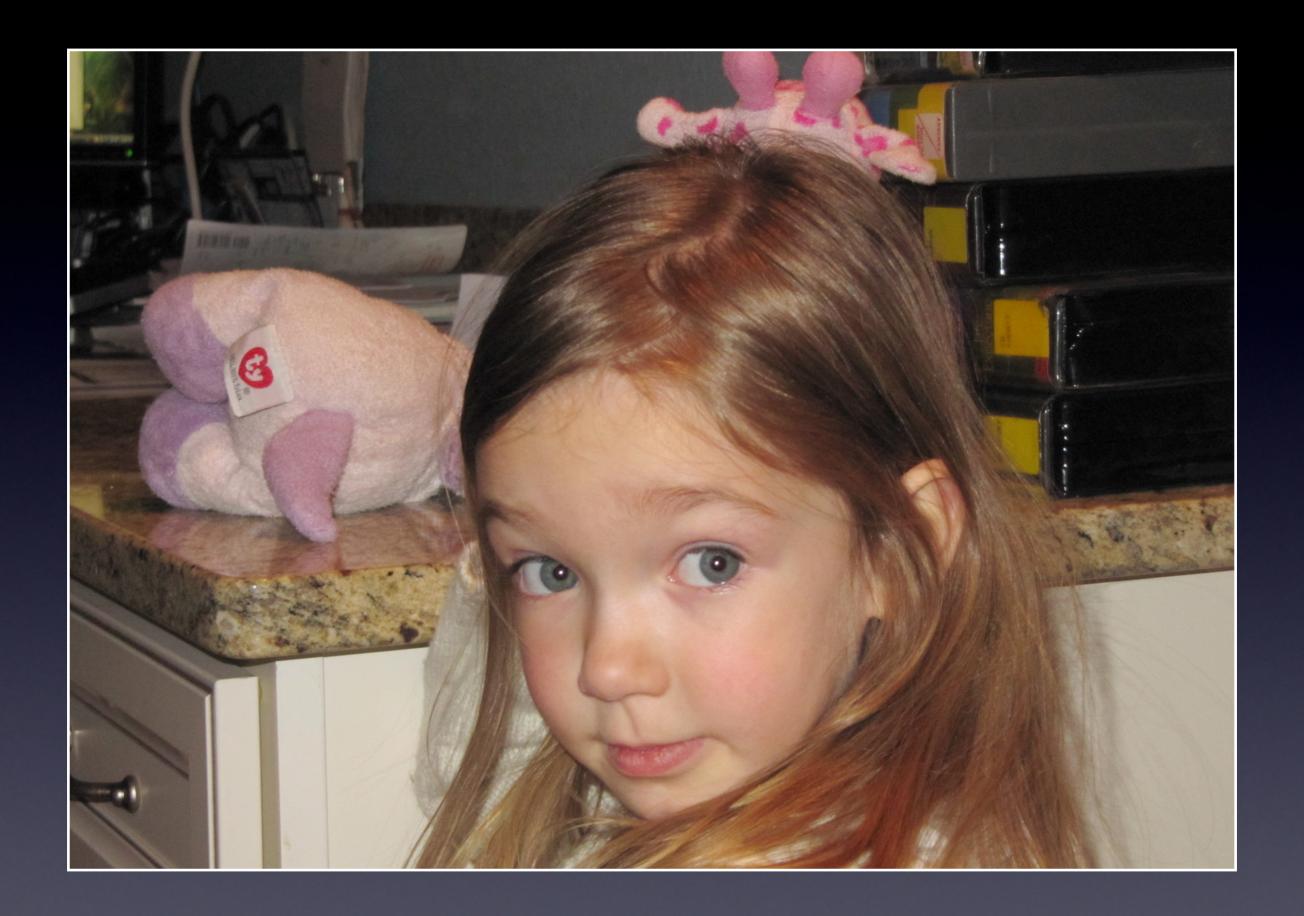- $350 / month ongoing

More Thoughts

Next-gen Mobile

Networking

Get Involved

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

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