



Success Through Stubbornness

The Race The Sun Story

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Co-Founders, Flippfly



INDEPENDENT GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE[®]

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015

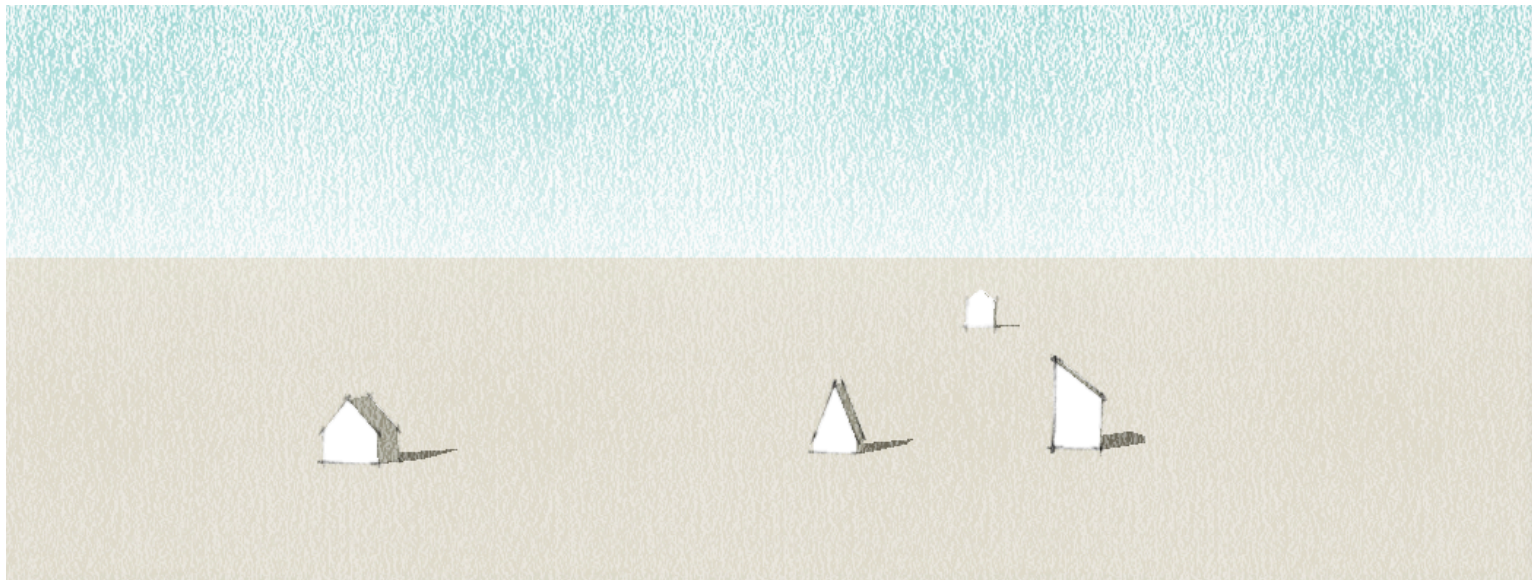


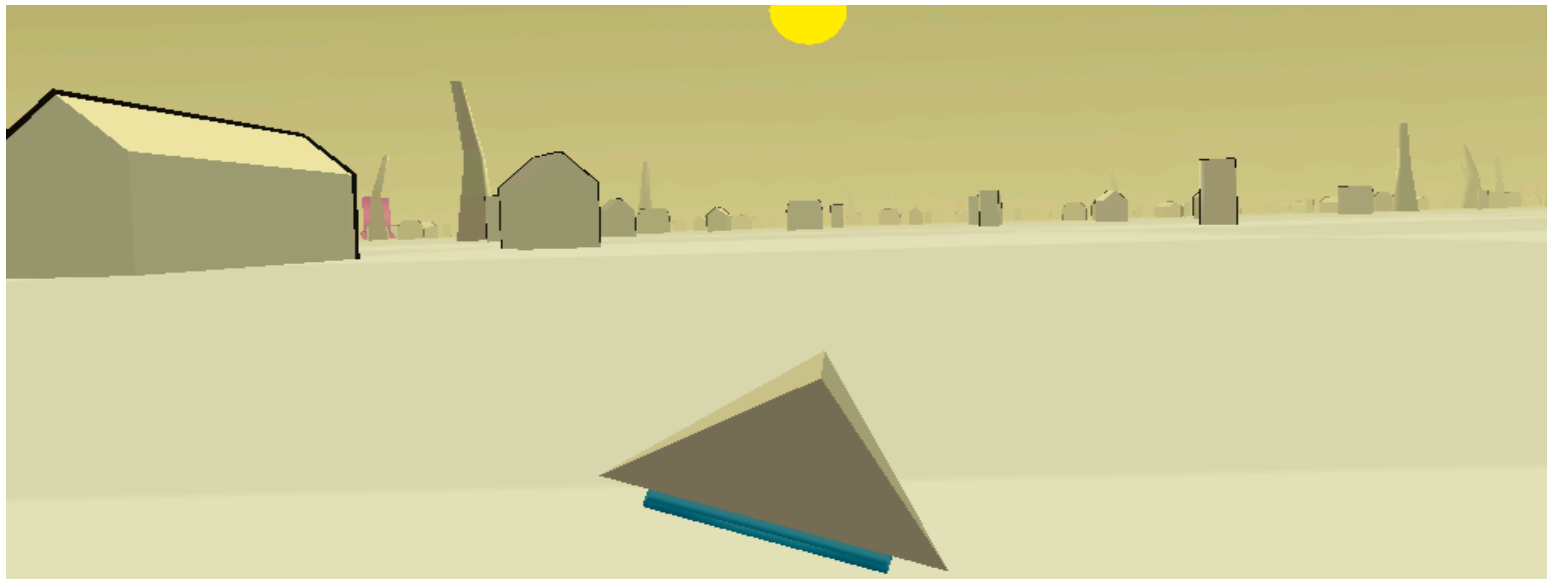
About Us

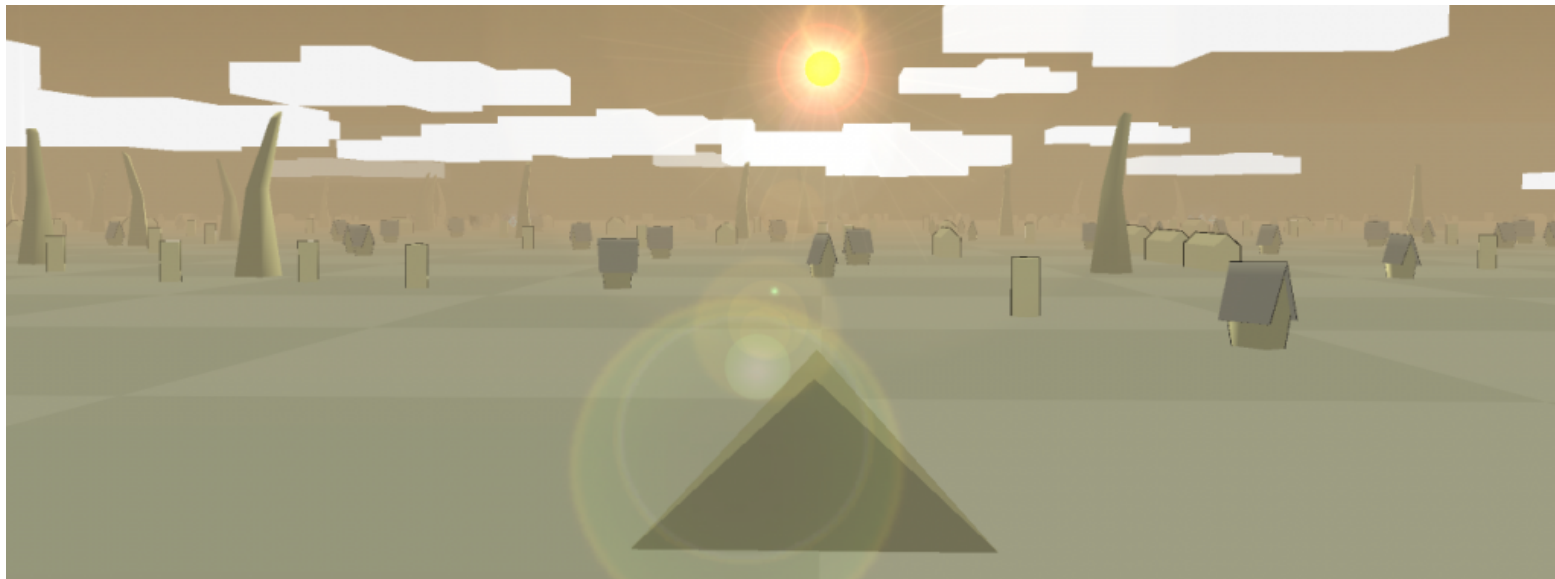




About Race The Sun









The Plan





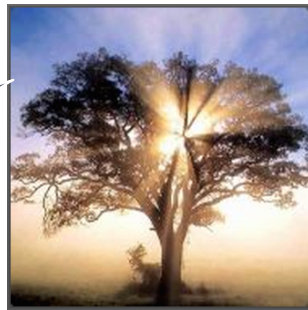
Easy Right?...





Greenlight Comments

"And the point of the video was what... to give us a sense of how bland the game will be? Downvote."





Greenlight Comments

“Why would anyone pay money for a free flash game?”





Greenlight Comments

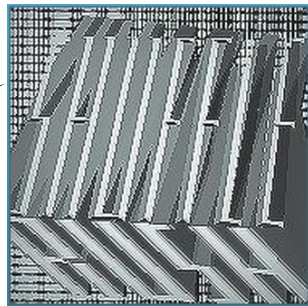
"I've played this before,
for free, in the 90s."





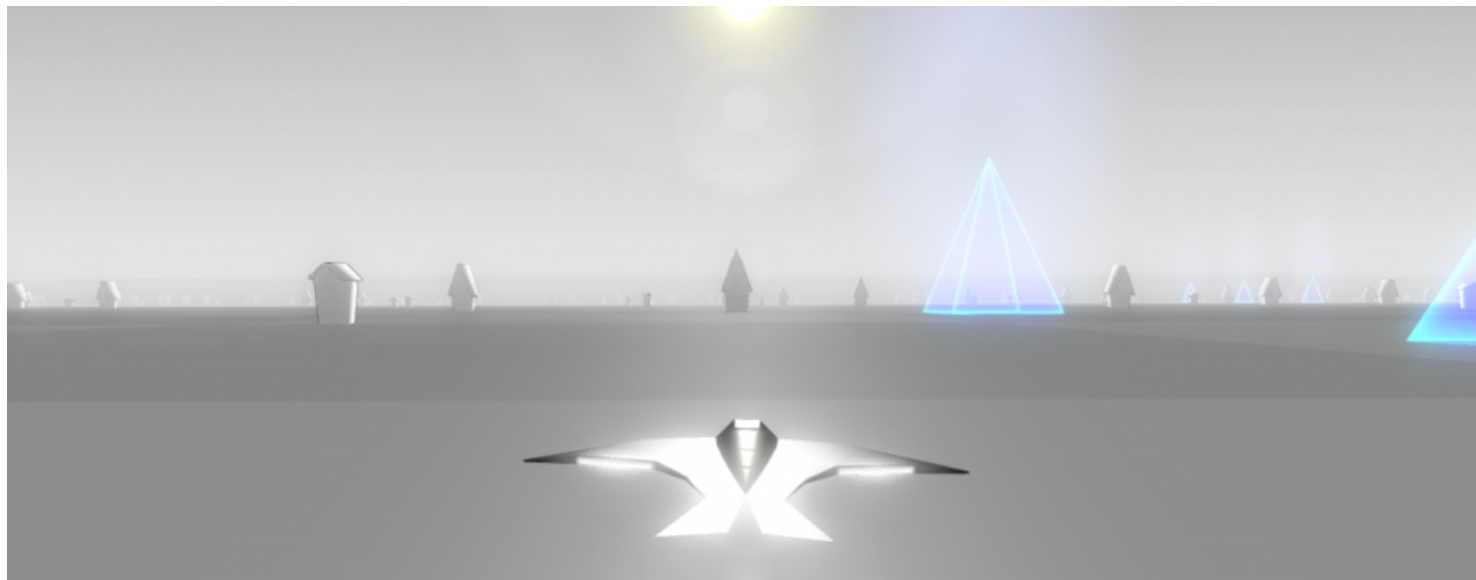
Greenlight Comments

"gradient tool: the game"





Slightly Refined Visuals





Kongregate Demo

★ 3.9 21,461 RATINGS

3

Race The Sun

UNITY 3D RACING VECTOR FLIGHT + ADD TAGS

Your Rating: ★★★★★

♥ Favorited [\(undo\)](#) ▶ [Playlist](#)

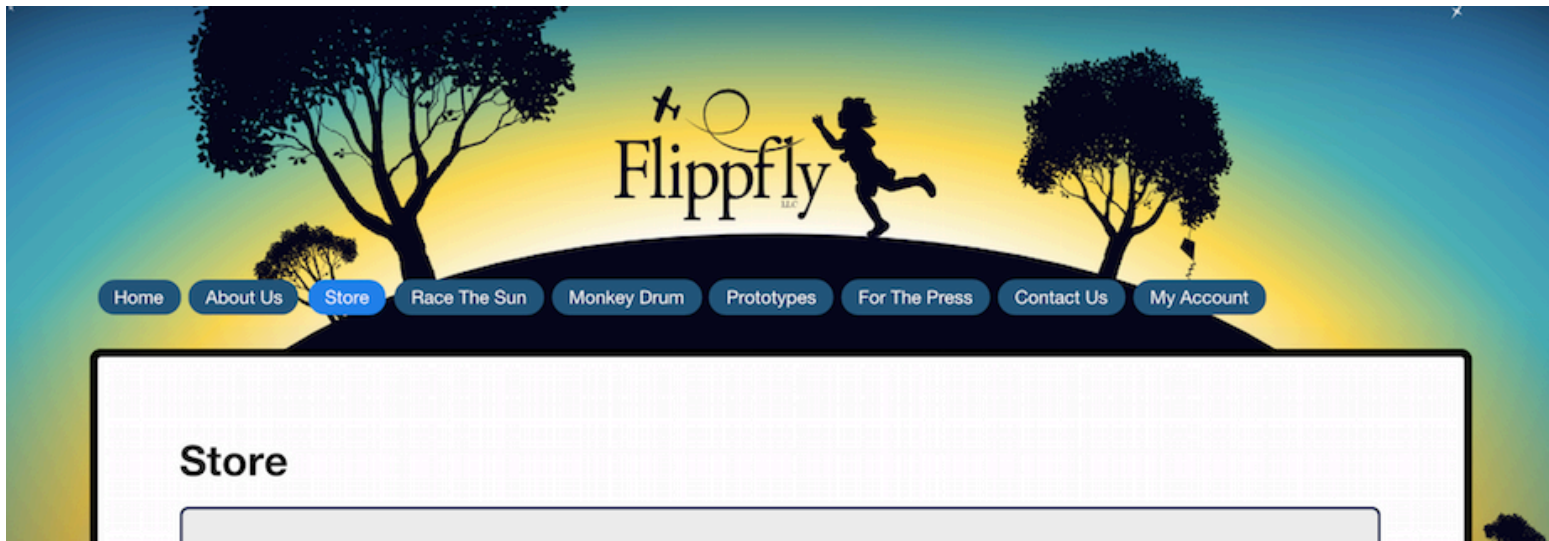
Game By: [Flippfly](#) [aaronflippo](#)
 [ForestSanFilippo](#)

🕒 Published Sep. 17, 2012 with 689,985 gameplays

[Game bug](#) [Flag](#) [Block](#)



Do You Wanna Buy An Alpha?





Our Clever Idea

Votables



Race The Sun: Coop Multiplayer

A unique take on cooperate multiplayer, where you'll compete for highscores with friends or total strangers.

[\(more...\)](#)

| [60 Comments](#)

Voting Finished!

Next countdown begins
soon...



About Votables

What are we working on next at



Totally Outclassed



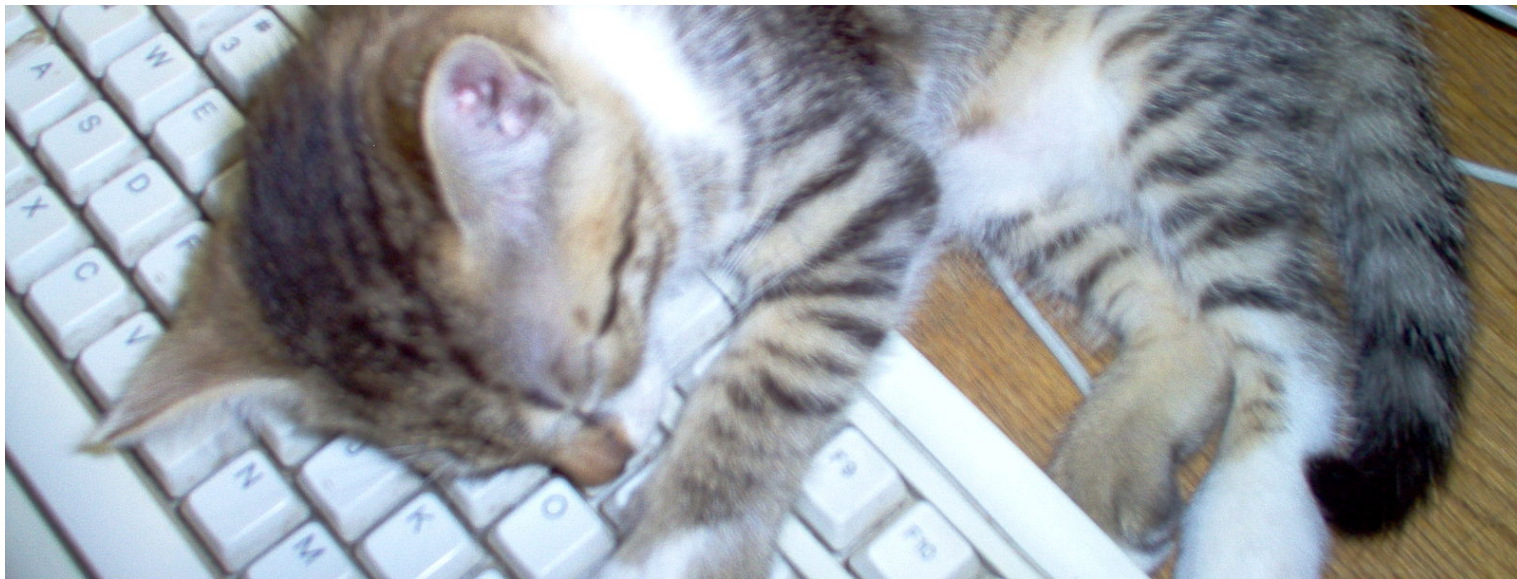


Teaser Trailer





Nothing Was Working





Kickstarter To The Rescue?





Nope





The Low Point





The Dartboard





We Were Learning





“My Kickstarter is struggling. Why?”

“gameplay looks repetitive and boring.”





"My Kickstarter is struggling. Why?"

"game world is drab and dull looking. I'm a monochromatic ship flying past monochromatic rocks with a couple other colors here and there."





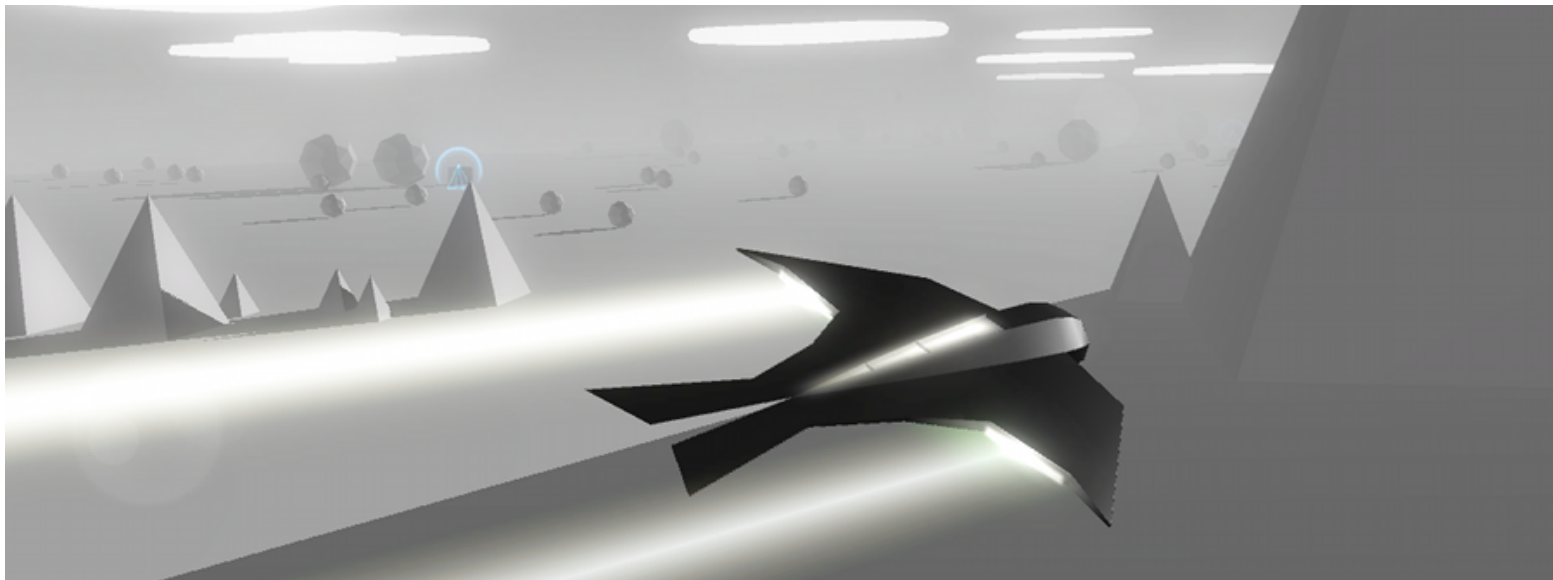
"My Kickstarter is struggling. Why?"

*"Man, the demo plays great.
I like everything I see except
the look of the game itself."*



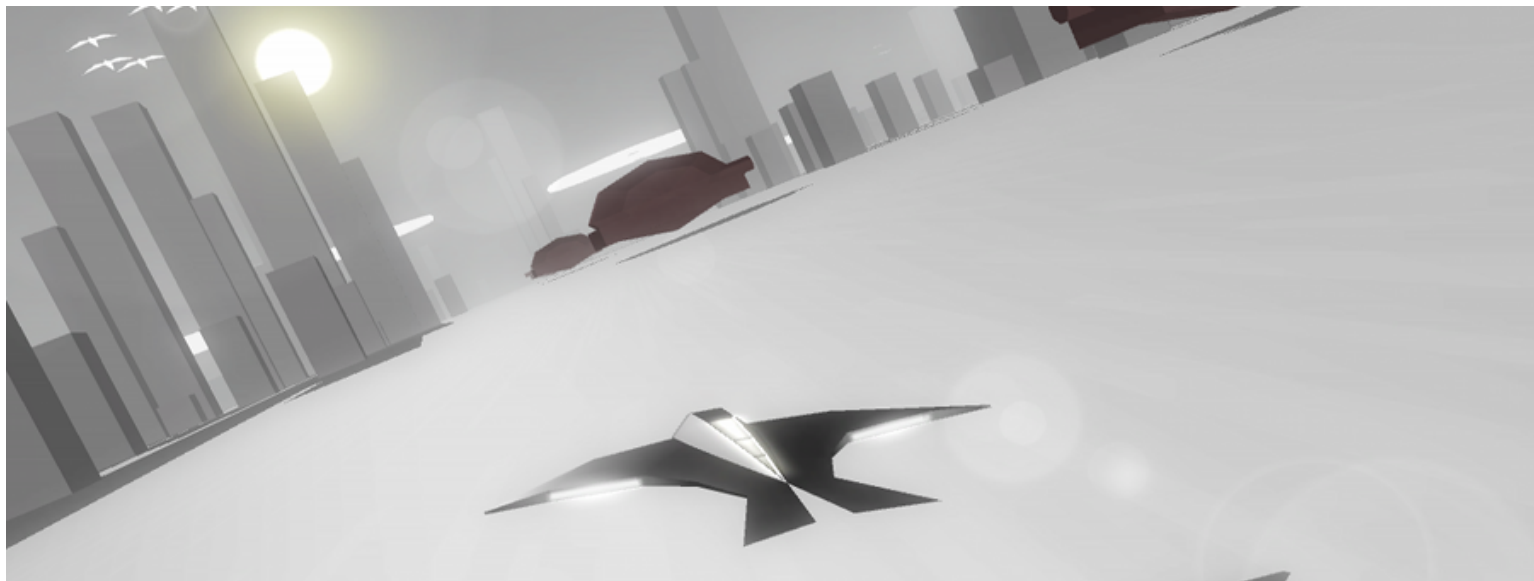


Rebuilding





Rebuilding





New Poster



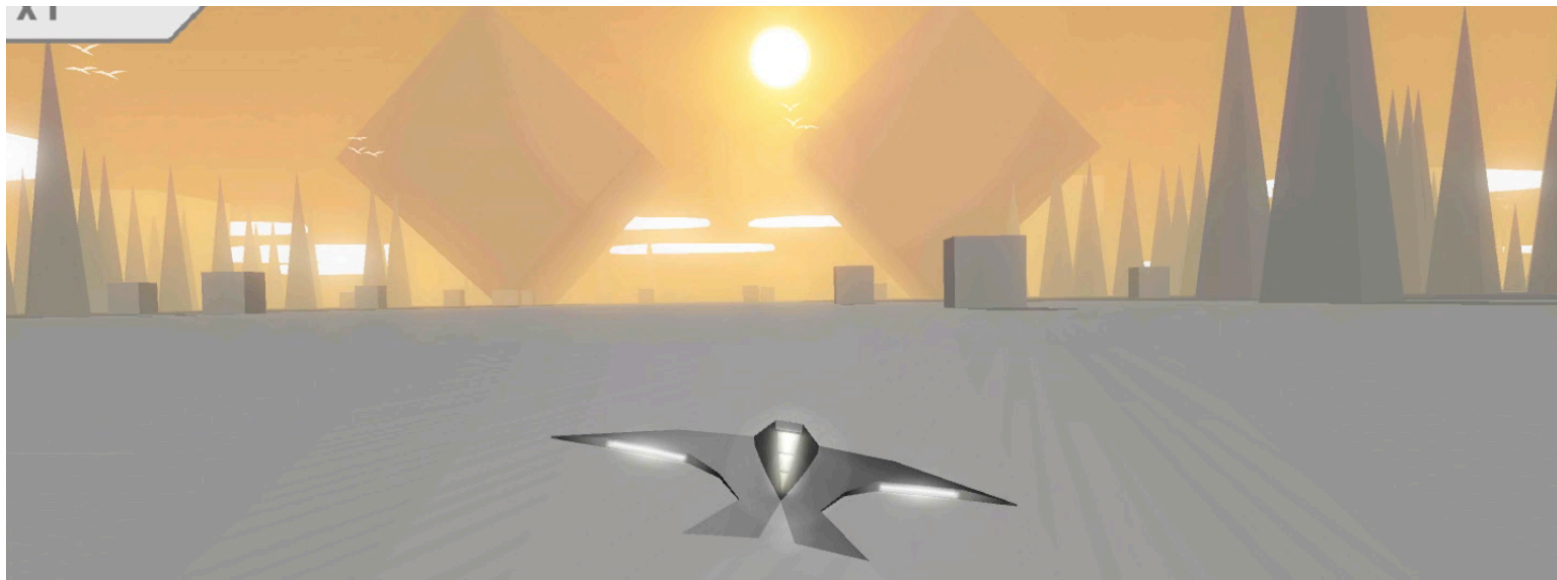


Kickstarter: Day 24





New Trailer



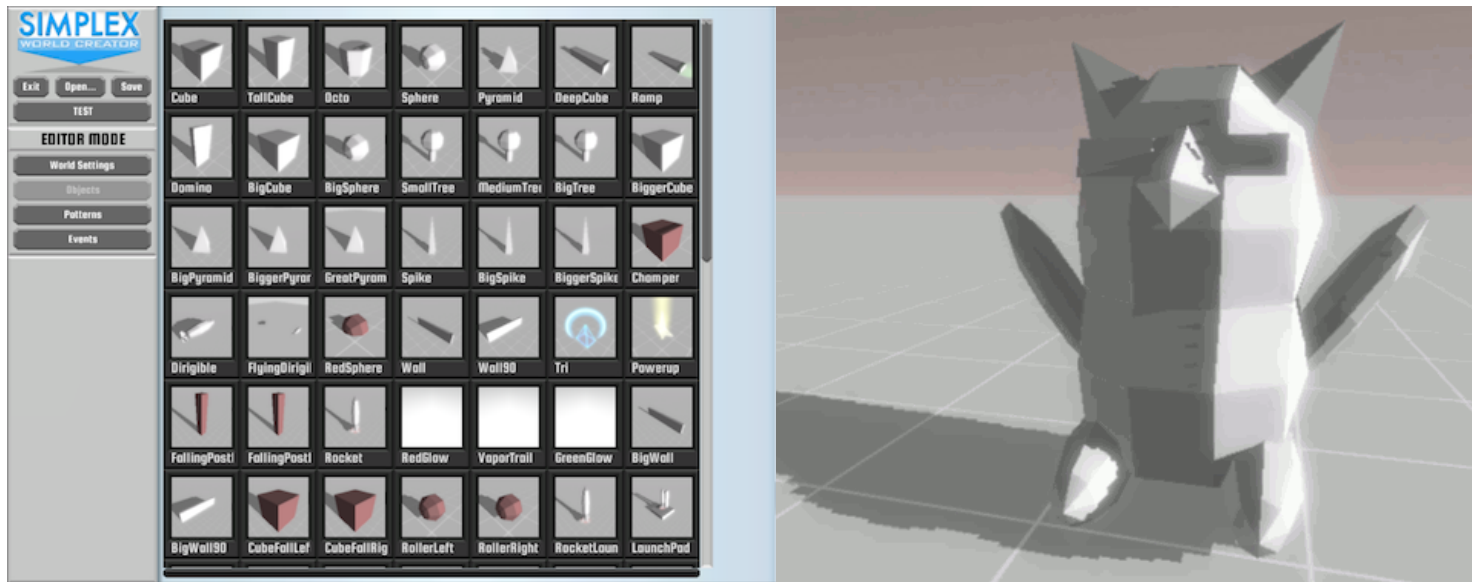


1 Purposeful Email



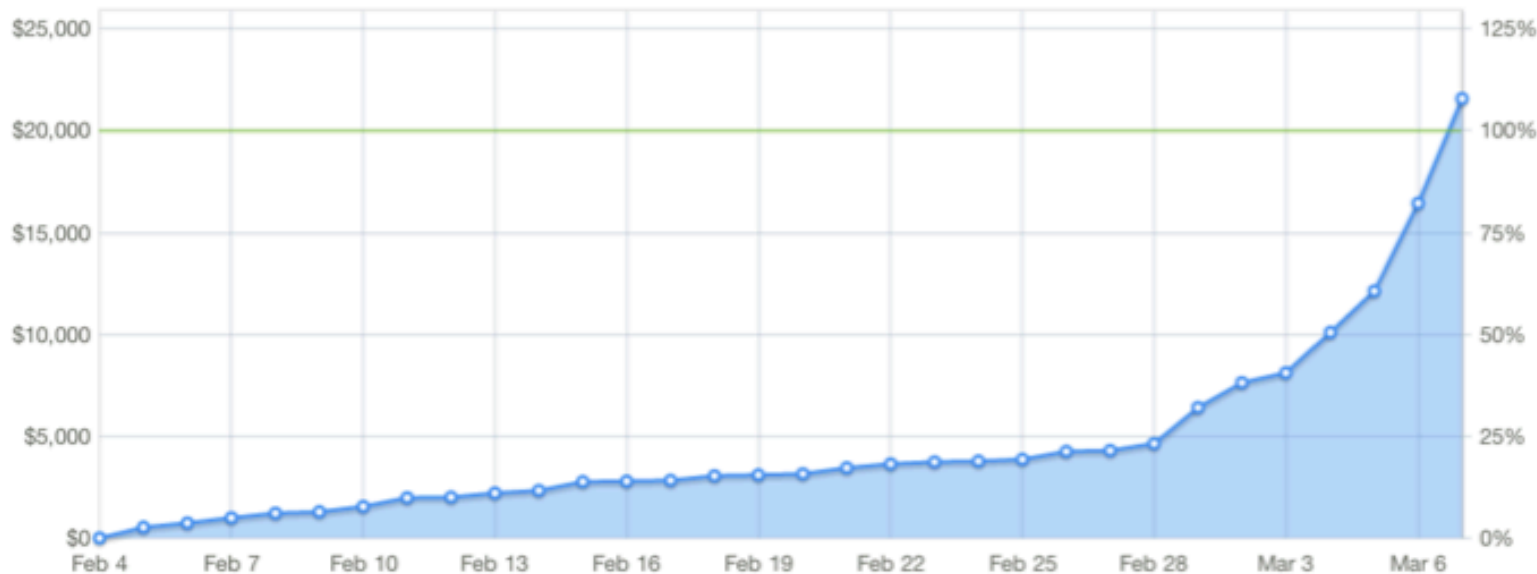


Rebuilding



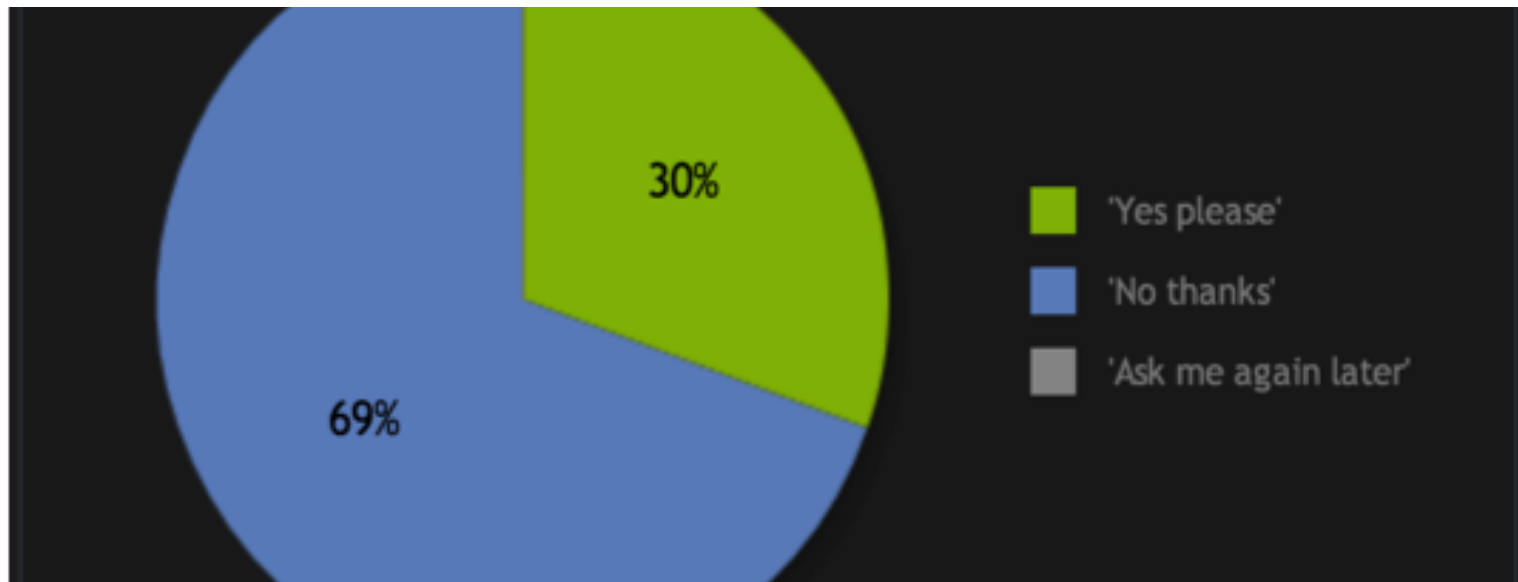


K.S. charts shouldn't look like this



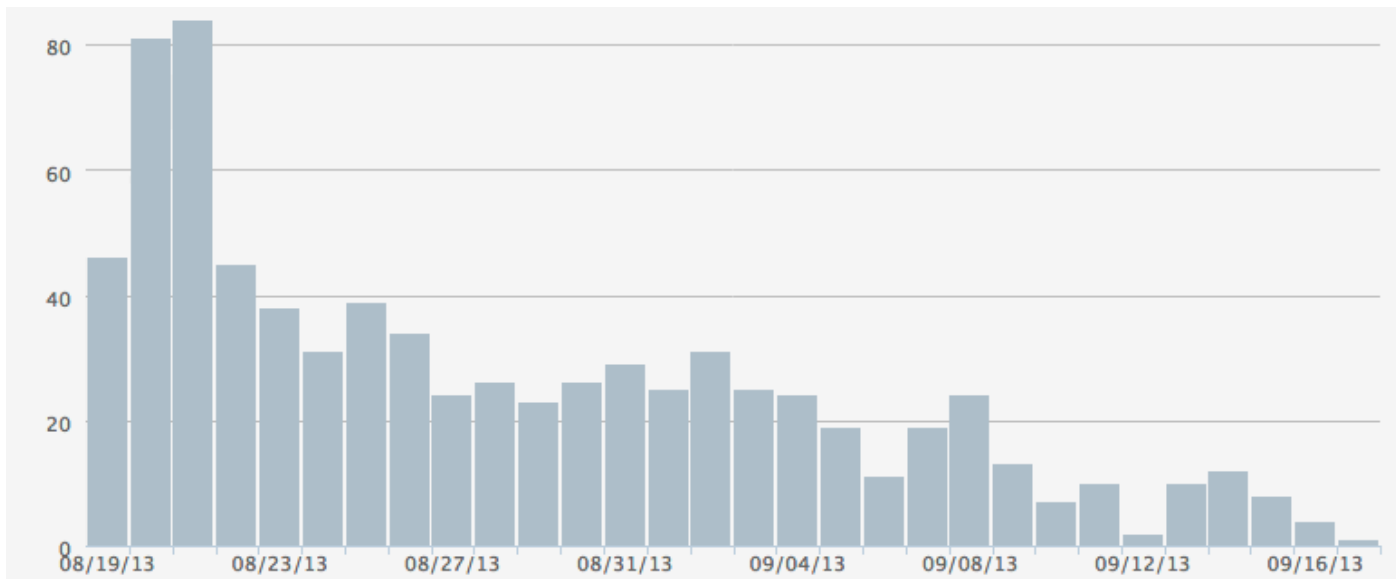


Complications





Complications



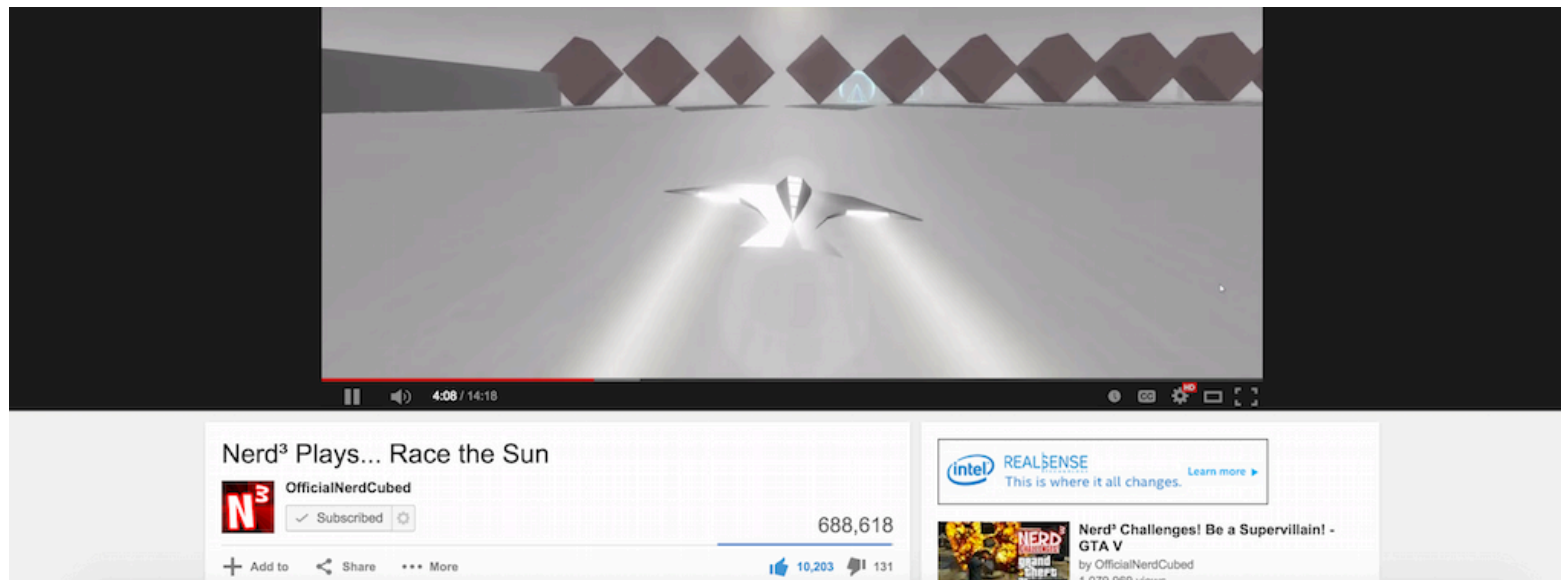


We've Seen This Before



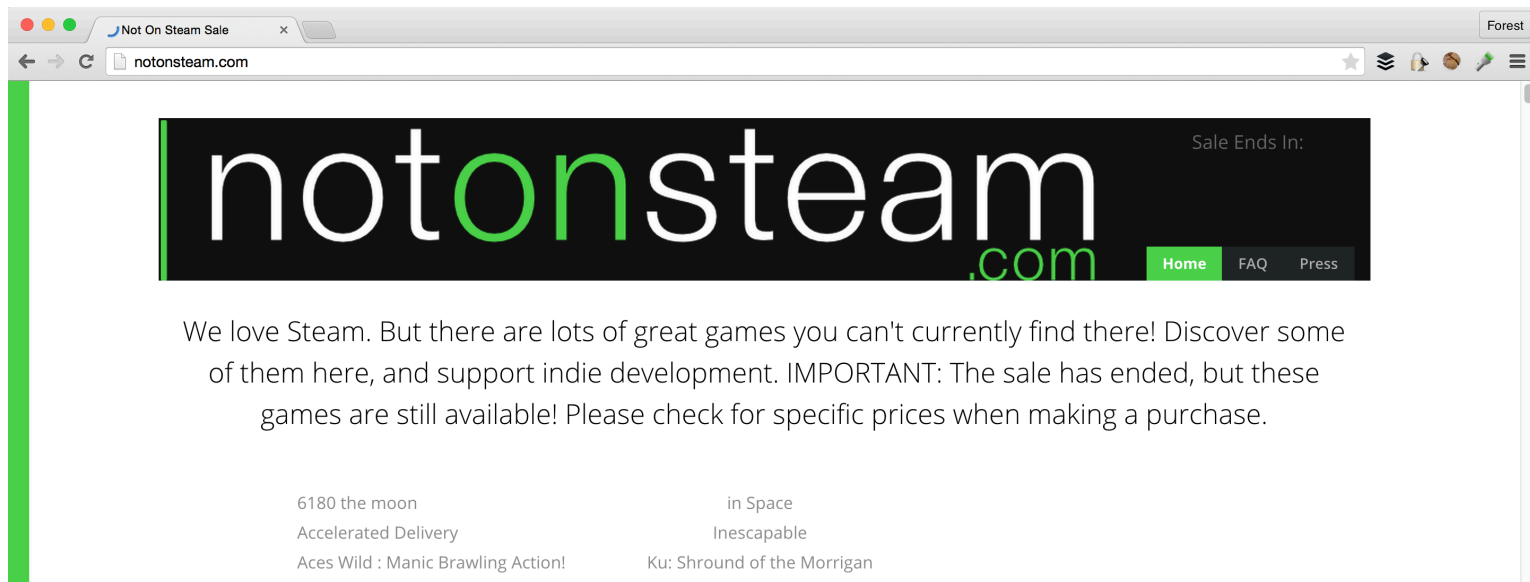


A Story Worth Telling



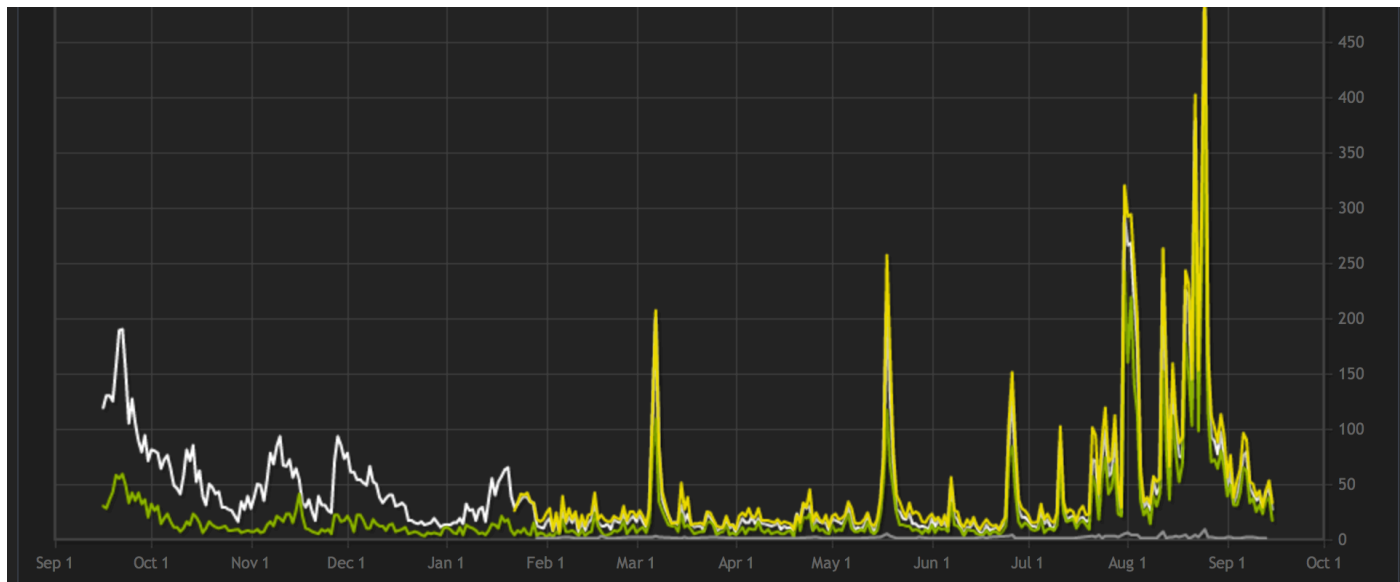


Not On Steam Sale



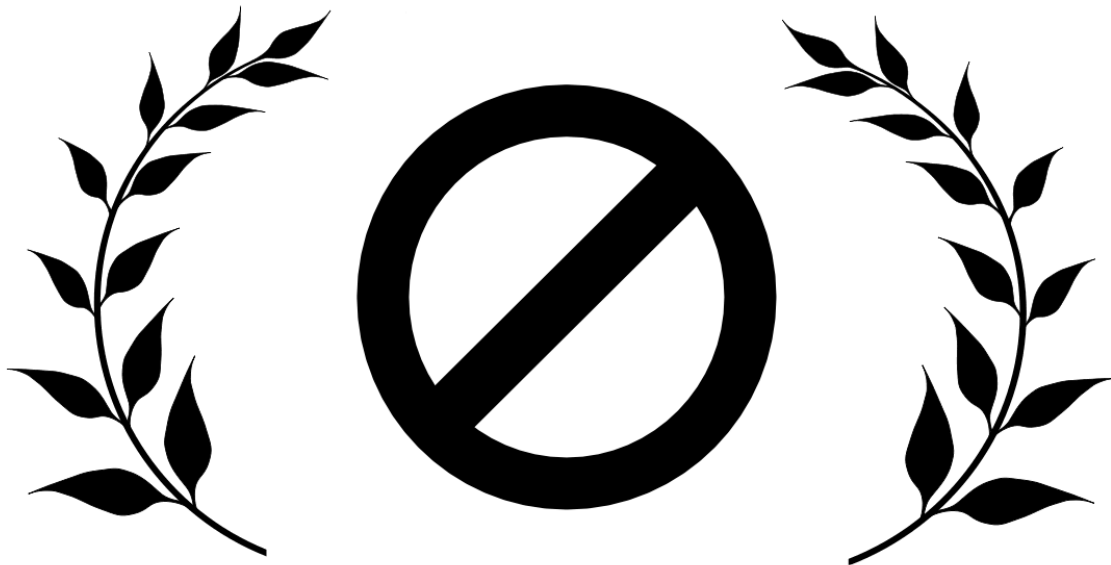


Not On Steam Sale



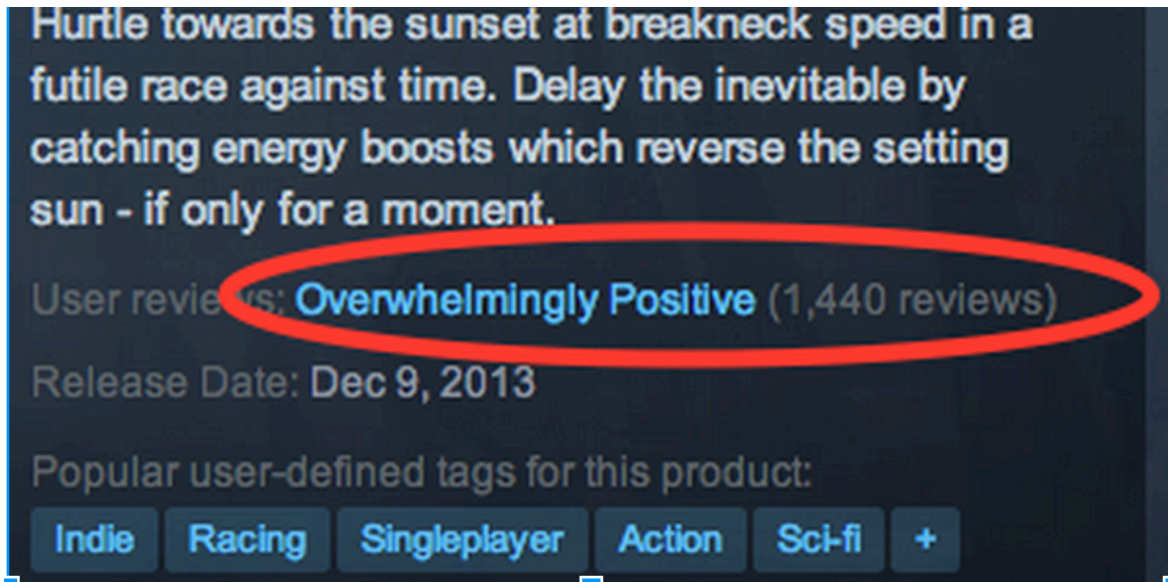


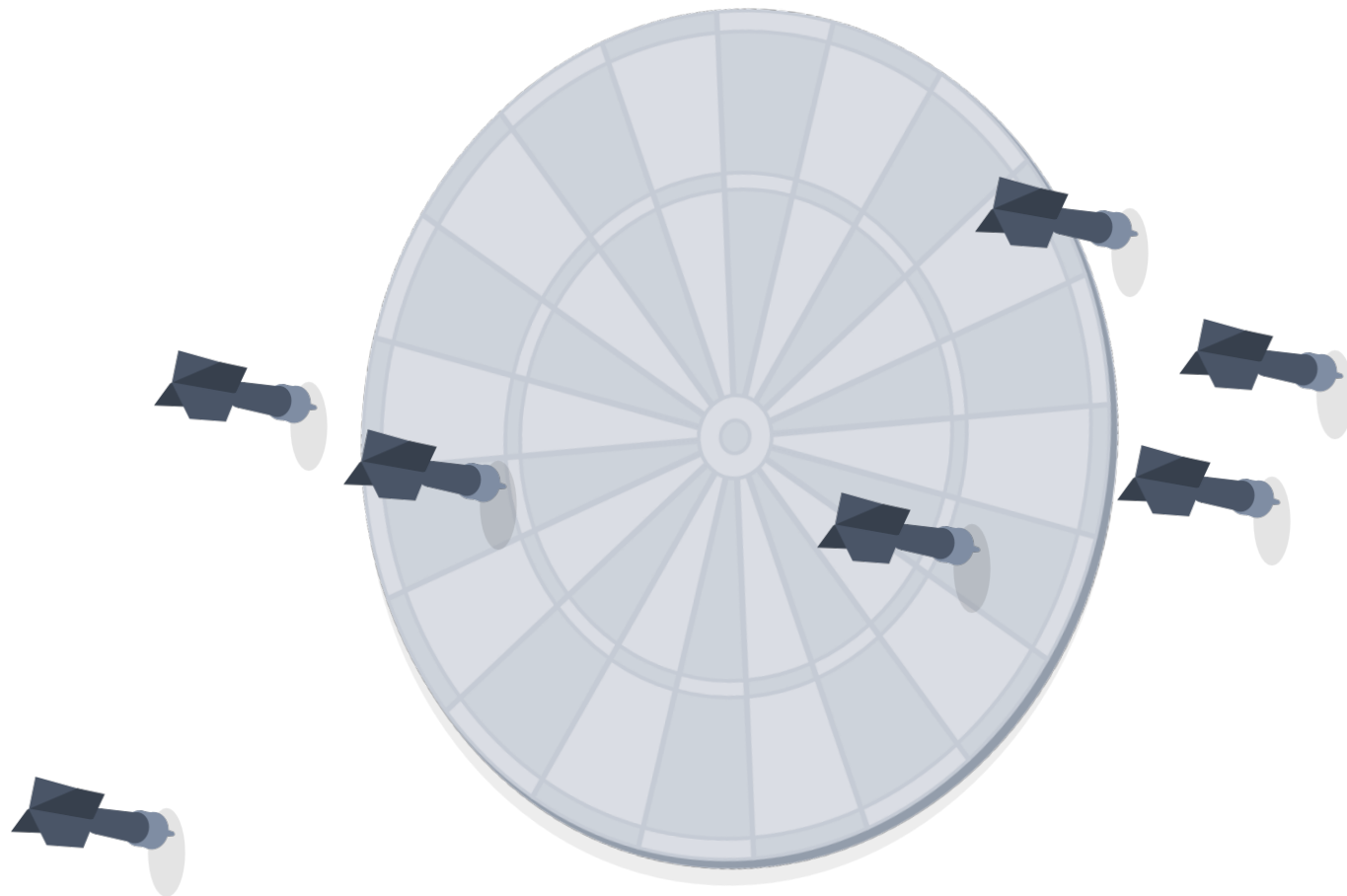
Not A Megahit

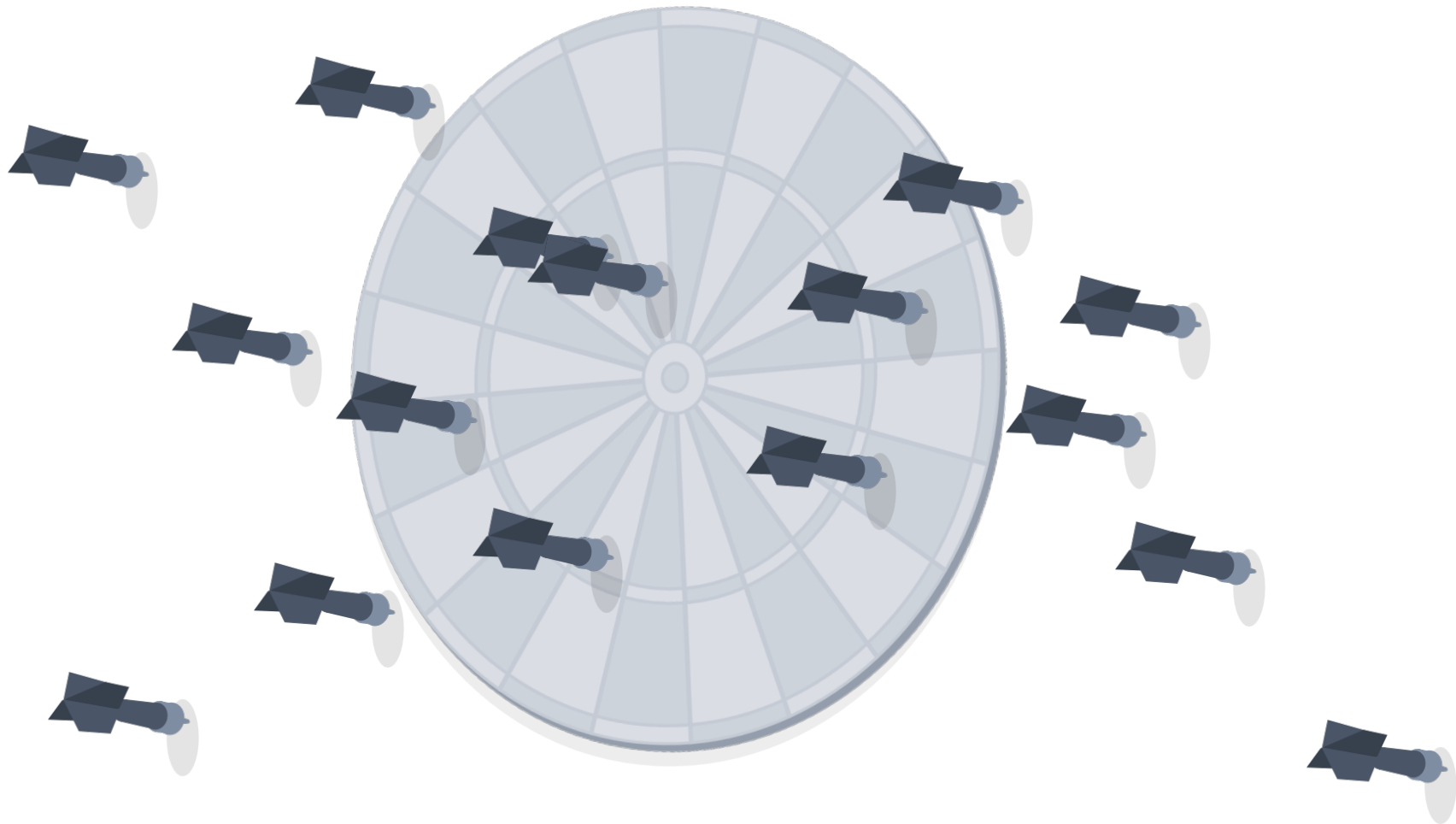


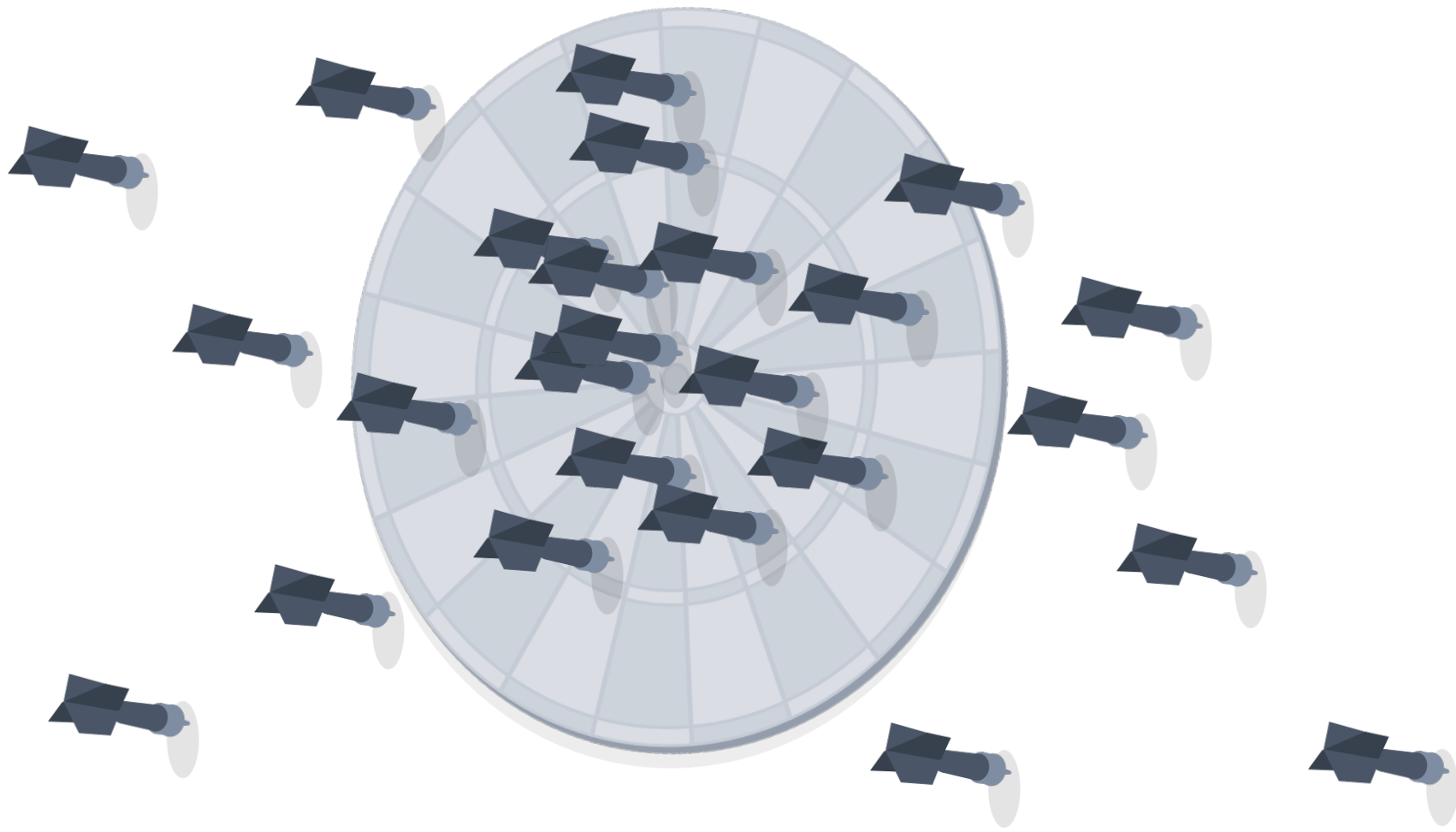


“Award” We’re Most Proud Of











What Does “Success” Look Like?





Surpassed \$400k in gross revenue on PC



Successful Playstation launch



Coming to Xbox One, WiiU, and iOS this year

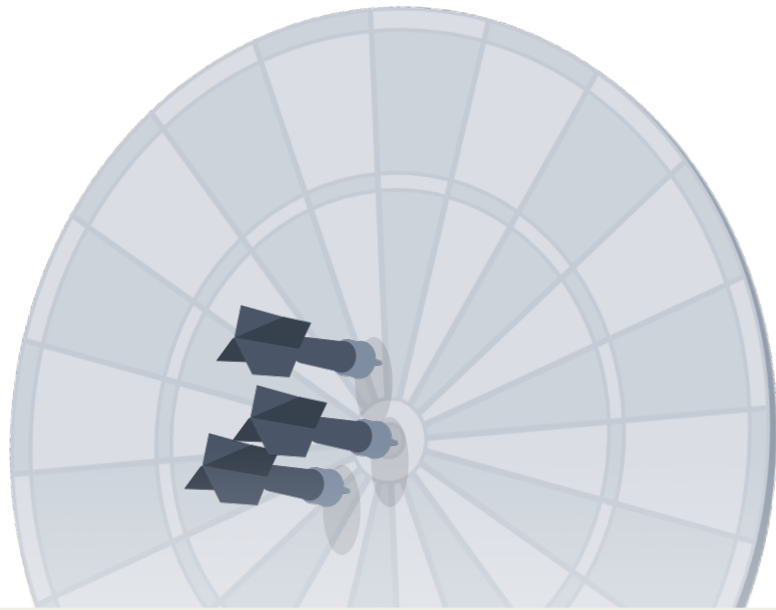


We've Funded Our Next Game





This never happens.



Make A Demo In
1-2 Months

Get
Feedback On
Kongregate

Polish It Up,
Put It On
Steam

PROFIT!



Lots of “misses” are normal.
Don’t despair!



Make every throw count.
Keep listening, learning and
adapting.



Stubbornness won't guarantee
success, but assume it is
necessary.



DON'T STOP THROWING DARTS!

