



INDEPENDENT GAMES
SUMMIT

Rebekah Saltsman

CEO/Co-Founder

That's me →



That's my youngest →



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GAME DEVELOPERS CONFERENCE March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16

Bekah Saltsman
Atomic Saltsman

CEO and Co-Founder
Austin

run studio with Adam

Handle business, legal, financial
projects

also do writing and design on



First Year Revenue



Sept 2009
\$273,000
iOS only
> \$715,000



July 2010
\$46,370
iOS only
> \$54,600



Jan 2013
\$437,800
iOS, Android, Hbundle
> \$500,500



Feb 2013
\$5,865
Humble Store only
> \$14,000



July 2015
\$105,335
Steam, Humble, GOG,
itch.io, other



Sept 2015
\$33,224
Steam, Humble, itch.io

Company around in some form since 2006.

First commercial release in 2008

Pre-platform holder cut



How Money Actually Works



3 Rev Share Owners
6.5 years
Avg: \$110,000/year
\$44,000/year avg



3 Rev Share Owners
5.5 years
Avg: \$8400/year
\$3,360/year avg



4 Rev Share Owners
3 years
Avg: 166,000/year
\$55,000/year avg



2 Rev Share Owners
3 years
Avg: \$4,600/year
\$2,300/year avg



4 Rev Share Owners
7 months
Total: \$105,335



9 Rev Share Owners
5 Months
Total: \$33,224

Where does the money actually go?

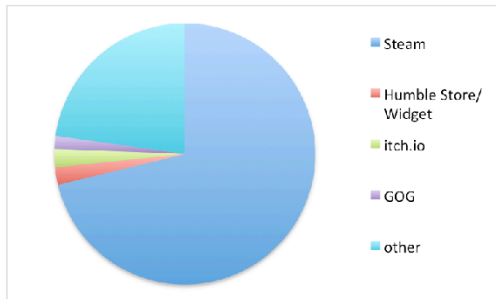
Canabalt: 3 revenue share holders has been on the market for about 6 ½ years average income has been \$110k/year BUT most income was earned in first 3 years.

Highest Revenue share holder would have averaged \$44,000/year before platform cut

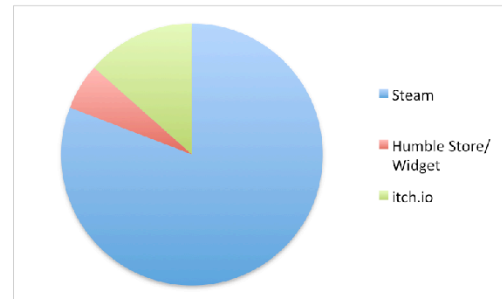
How do you pay for another game? How do you pay for contractors? Put these numbers in perspective.



Finji PC Games



FEIST



Panoramical

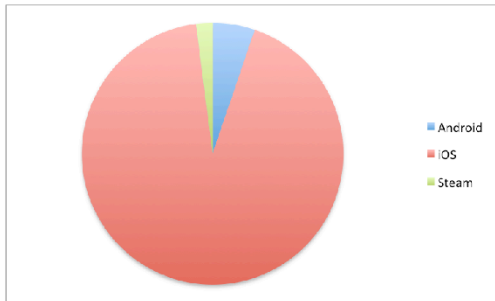
For good measure:

Charts showing where most recent PC release money comes in.

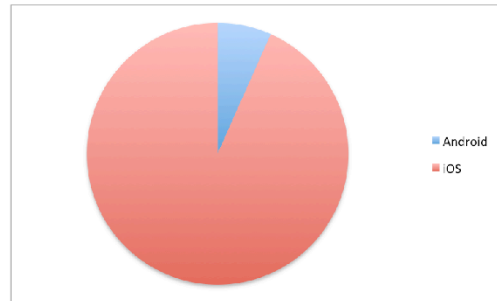


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Finji Mobile Games



Canabalt



Hundreds



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For good measure:

Visual so you can see that Finji earns majority of money on iOS because we sell premium games.

Used to be a marketplace for premium games.



What were our financial expectations?

We had none. Canabalt went viral as a non-monetized flash game in 2009. We ported the game to iOS in under 3 weeks.

What did it have: Novelty- it was the first. Auto-runner is a thing now. Media integration with twitter Used the hardware "properly"- games in 2009 were sticking virtual dpads on the screen.



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GRAVITY HOOK

The Clone

US

Development took 6
months too long...



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Below Expectations

We were late to market

We had several clones

The game was broken – had wrong number of things to grapple & we didn't identify that for almost a year



Expected 300k in 1st year revenue with Apple backing- was actually a worst case number. This paid back too long development investment for 4 people.

Expected a long tail after high launch.

Long tail dropped off significantly after first 14 months.

The app store started to change- race to bottom, push back against spending money on games.

Did NOT make enough to fund a next game.



NO Expectations.

Game mechanic includes asphyxiation. It's kind niche.



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FEIST

We just missed the boat.

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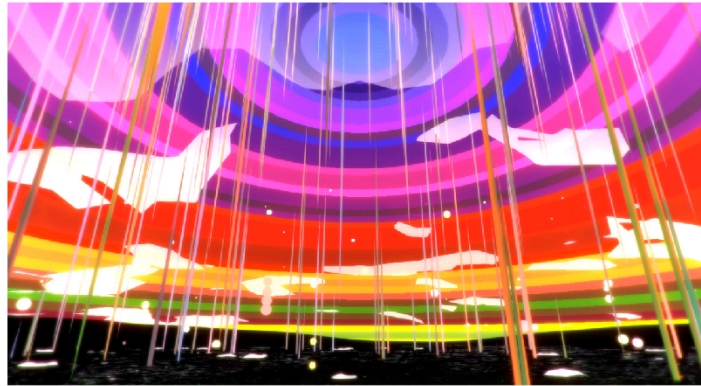
EXPECTATIONS:

Worst reasonable case- 100k total, hit 100k in 4 months



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WTF?



How do you market Nuovo?

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Worst Case is 20k in revenue

We surpassed 20k in first 4 months



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WHY



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Why do we think our games didn't sell Scrooge McDuck money?



What Went Wrong


- Clone
- Asphyxiation
- Remember Limbo?
- Streamers are a legit thing?
- Vocabulary

Clone Problems, Development Delays,

Asphyxiation isn't exactly pleasant for a wide audience

Post-Limbo, Overcrowded Platformer Market, Public Perception that Feist is a clone/rip-off, short awareness buildup and good enough instead of AWESOME trailer, missed the speedrun/ streaming, no replay achievement, priced too high at \$15

How do you talk about an experience that is new? What vocabulary do you use? How can you SHOW them what the cool thing is if they don't have that brain schematic yet?

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OVERLAND

PC / MAC 2016

What is Finji doing NOW?

- Streamer Friendly**
- Replay Value**
- Art Tokenism**
- Multiple Releases Scheduled**
- Provide the words to players to describe**
- 100% team online presence**
- Project vulnerability as an asset**
- Cross Media Appeal + Mailing List**

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What are we doing NOW? Overland

Streamers, Procedural Replay Value, Art Tokenism, Multiple Releases/ Updates, Tight Marketing Communication, Team online Presence, Project Vulnerability and Story, Cross Media- looking outside traditional video games for players and enthusiasts



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Style Driven

Kickstarter + Supplemental Stories

Direct Email Marketing

Creative Marketing

Game Size and Team Story

Conventions

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What about Night in the Woods?

Style is Everything, Extra Free Content released on storefront that allows for growing community with direct contact with emails, Comic Books/ Movies/Social Media, Talk about team story, Be Not here- be at a convention



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The Pool is getting pretty crowded



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This isn't an apocalypse

This is an overcrowded market because the barrier to entry has been democratized.

This is basic economics. You have to step up your game.



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**Don't Go Swimming without a
Flotation Device**



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You MUST hedge your bets. And hedge those bets. And hedge those bets.

Don't go swimming without your flotation device. Be safe. Don't quit your job. Have a backup way to make money. You have to eat.



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Thanks <3

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