



INDEPENDENT GAMES  
SUMMIT

# Failure Workshop: Closing Down Game Oven

Adriaan de Jongh  
Game Designer, Independent

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT



# GAME OVEN

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

UBM













INDEPENDENT GAMES  
SUMMIT

Part one: being a company.  
Part two: being a team.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17







INDEPENDENT GAMES  
SUMMIT

# Part one: being a company.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



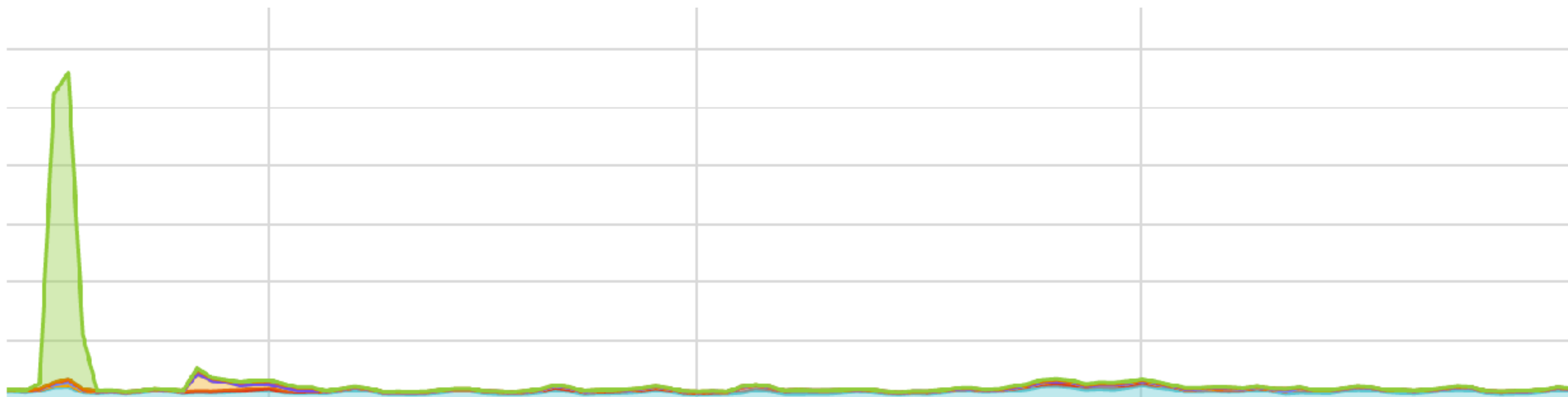








INDEPENDENT GAMES  
SUMMIT



GDC

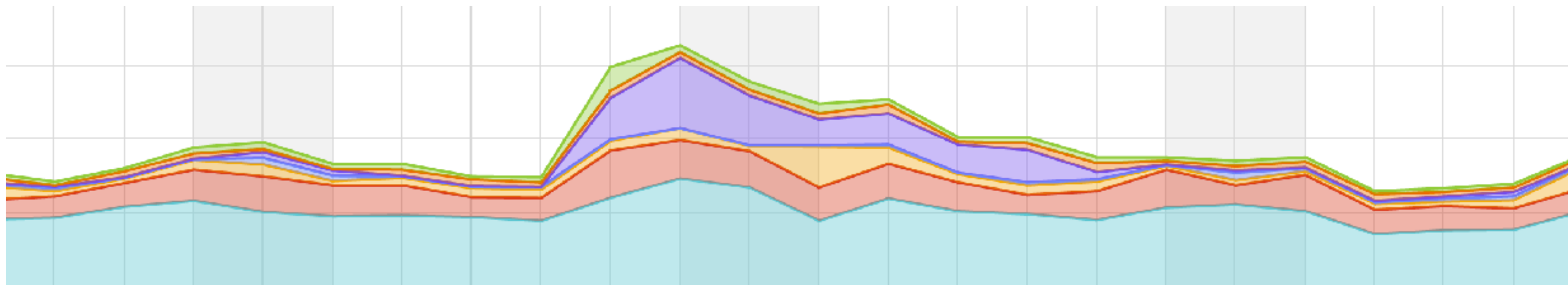
GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17







INDEPENDENT GAMES  
SUMMIT



GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



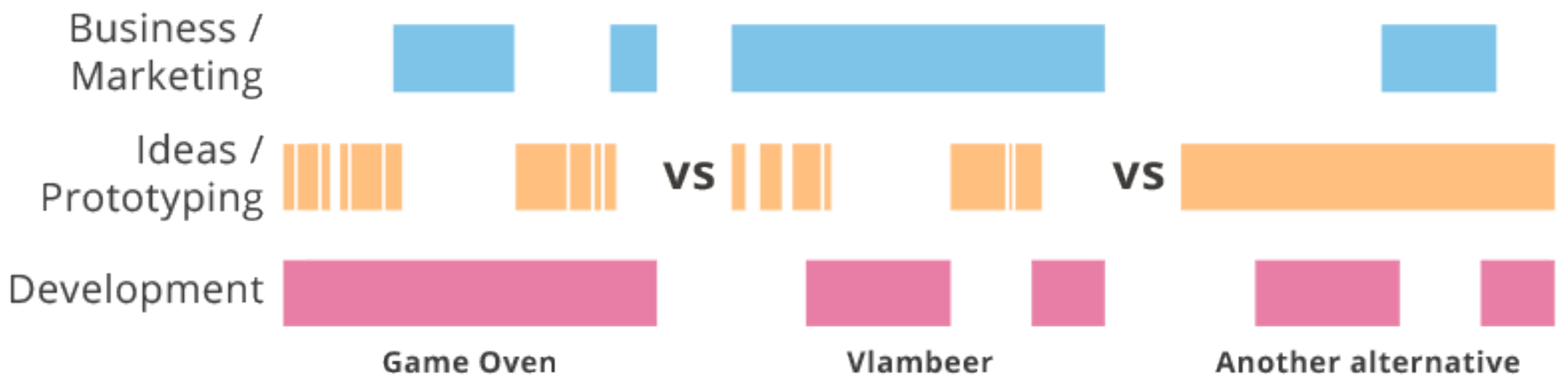


- Game Oven employed:
- 1 game designer
  - 1 game developer
  - 1 marketing person
  - 1 intern, most of the time





### General time distribution between roles with two people





## Contractors on every project:

- 1 or 2 full-time artists
- 1 music composer
- 1 sound designer
- 1 film maker
- 1 localisation company
- (1 additional developer)
- (1 choreographer?!?!)





INDEPENDENT GAMES  
SUMMIT

# Costs.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Minimum wage in the Netherlands: € 1.800,-

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

UBM





INDEPENDENT GAMES  
SUMMIT

Game Oven monthly burn rate:  
€ 6.500,-

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





Collaborators

Fingle



Studio time  
in months

Planet Challenge



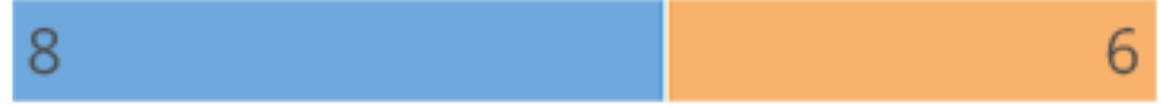
Bam fu



Friendstrap



Bounden



Jelly Reef







INDEPENDENT GAMES  
SUMMIT

creative downtime == studio uptime

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Income.

GDC

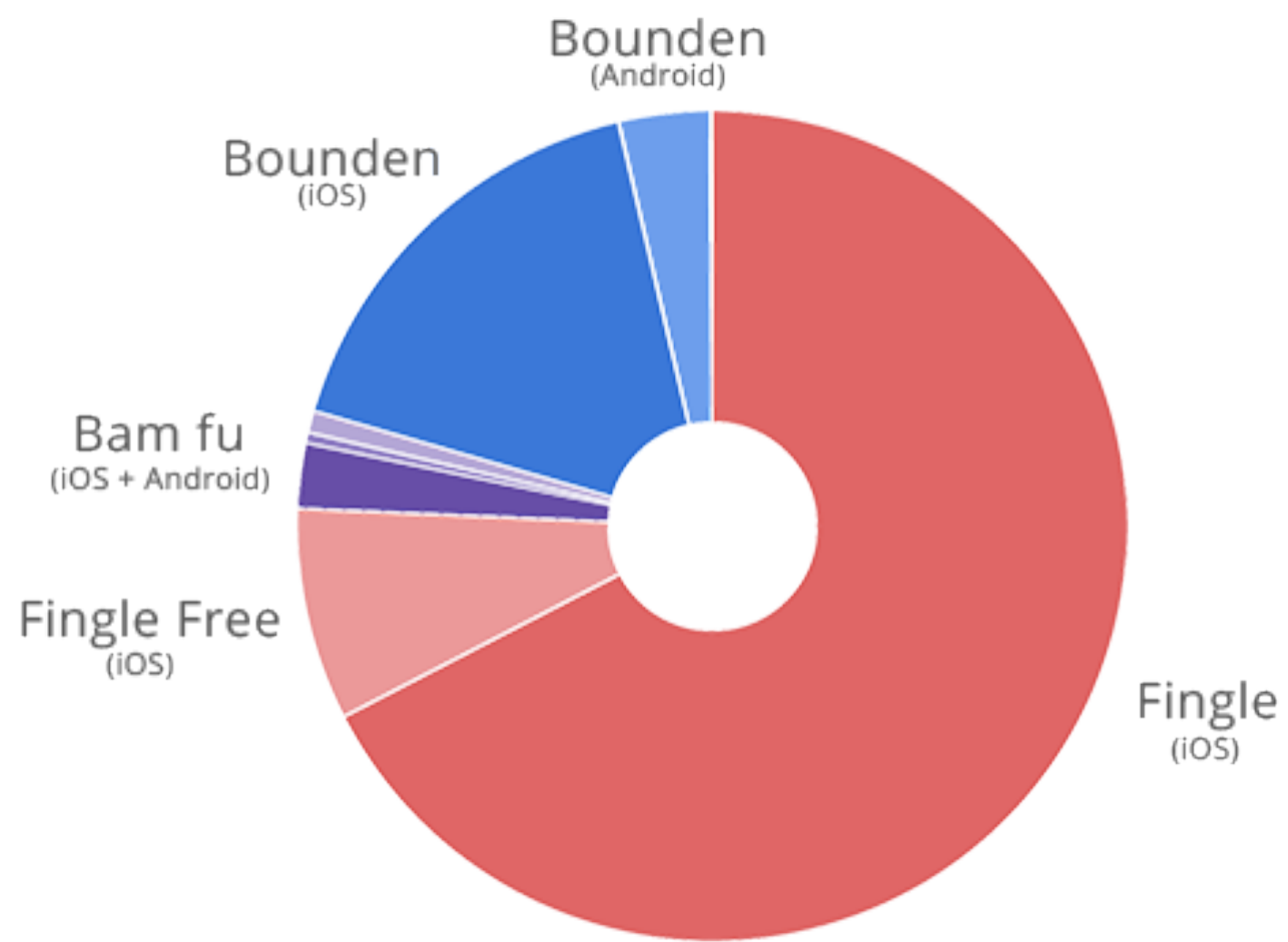
GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



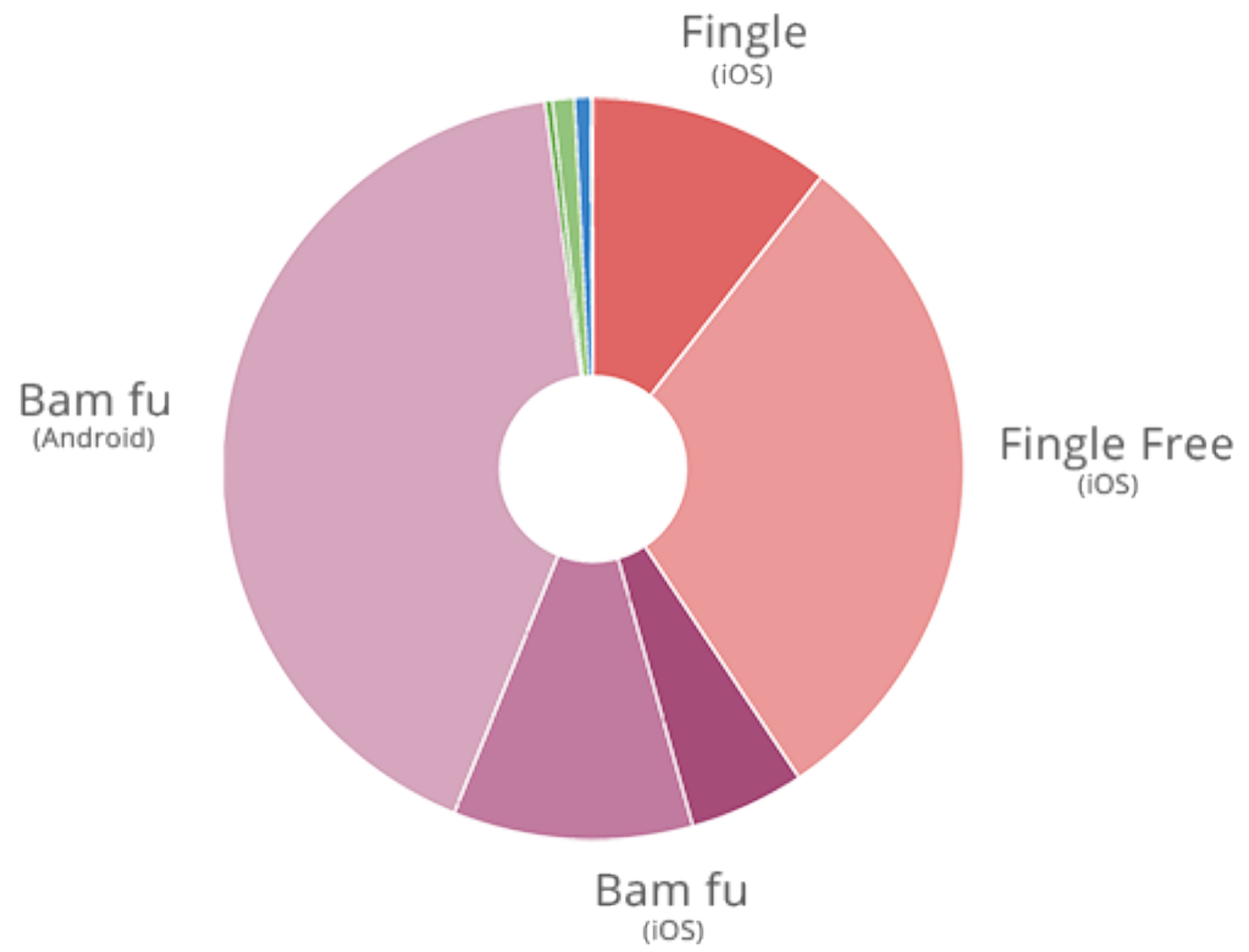




Game Oven sales revenue  
(total: €155,431)

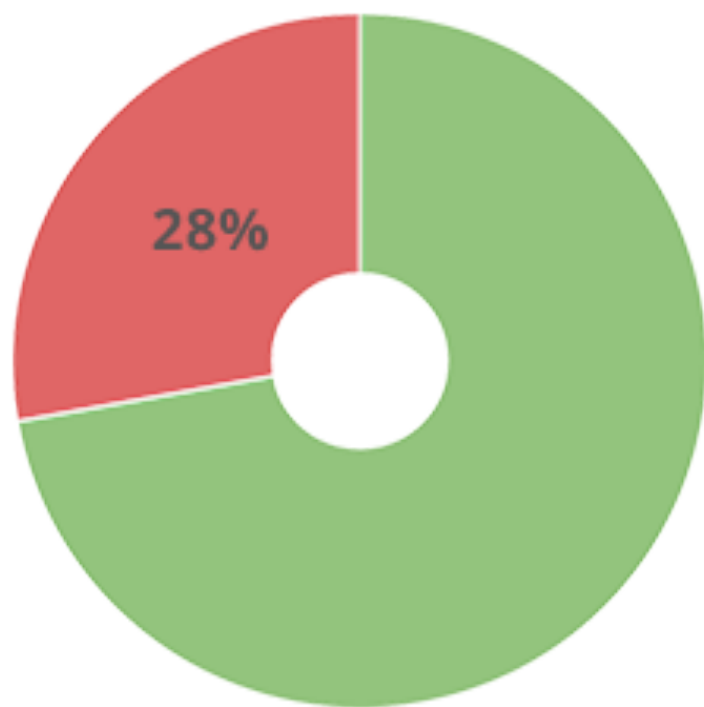


Game Oven downloads  
(total: 2,549,000)

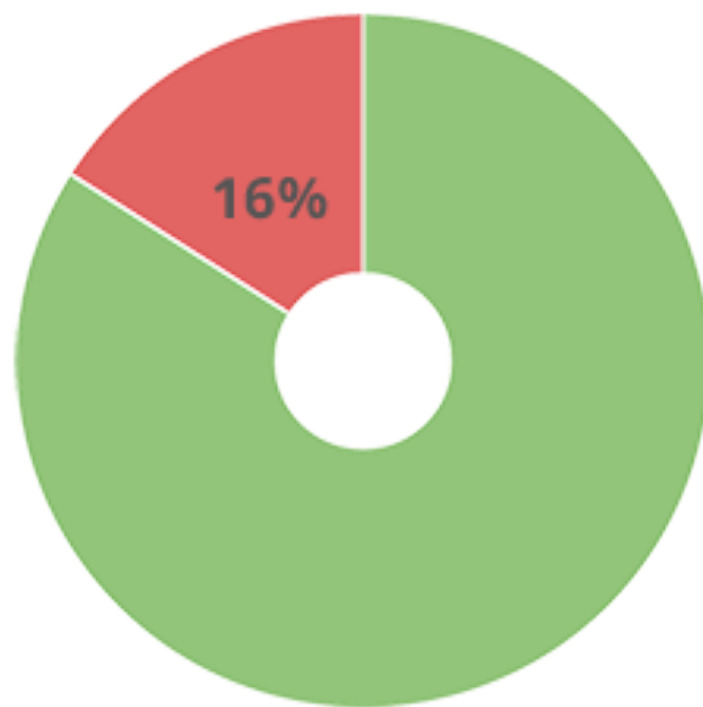




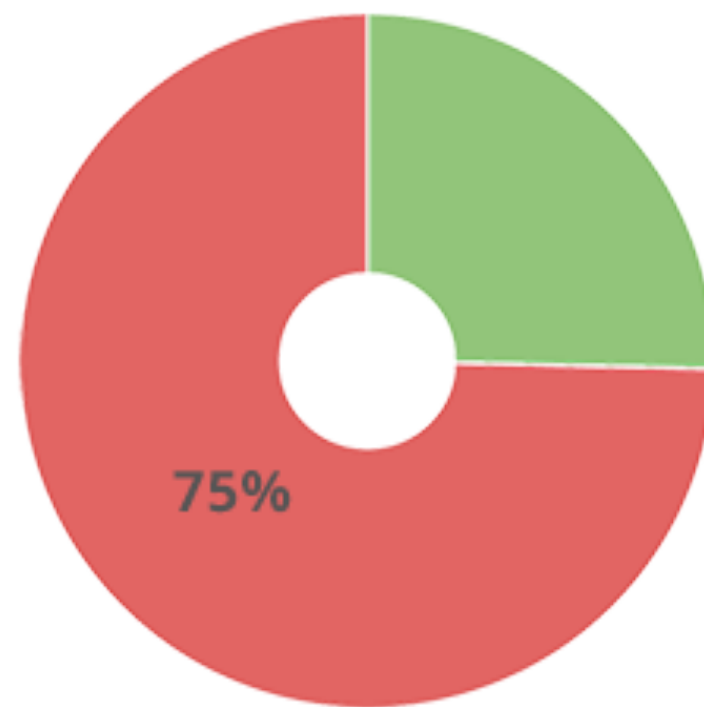
## Percentage of piracy per premium game



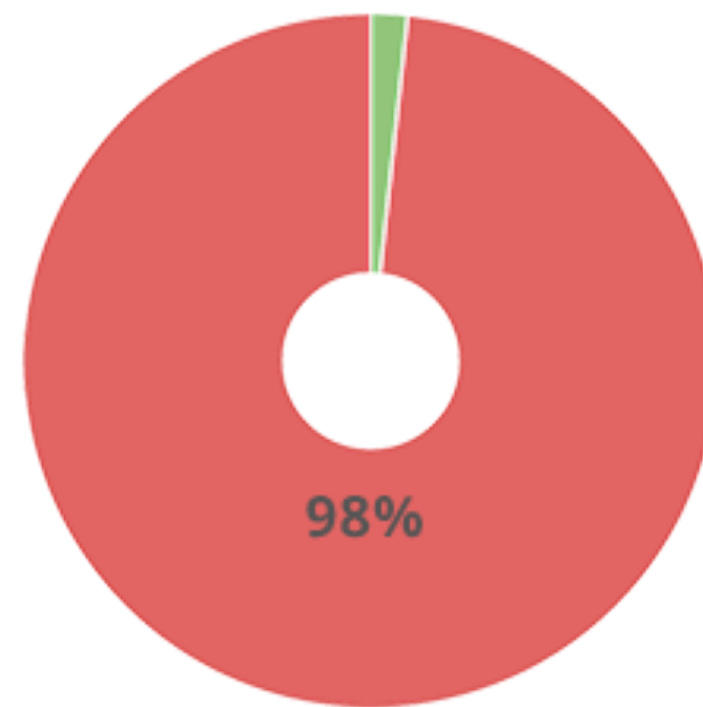
Fingle  
(iOS)



Bam fu  
(iOS)



Bounden  
(iOS)



Bounden  
(Android)



- tech innovation subsidies: €15k
  - government grants: €40k
  - contracting work: €15k
  - humble bundle: €12k
  - AppCampus: €52k
  - awards: €10k





INDEPENDENT GAMES  
SUMMIT

The pressure of our monthly burn rate  
on our creativity for the next project.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Part two: being a team.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Struggle: Different Deep Motivations

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17









INDEPENDENT GAMES  
SUMMIT

“Bojan doesn’t understand my vision.”

“Adriaan doesn’t take my ideas seriously.”

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Struggle: The Face of Game Oven

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17







11.17.13

## BOUNDEN FOR MOBILE WILL GET YOU CLOSE, WHETHER YOU CAN DANCE OR NOT

by JASON JOHNSON

SHARE SHARE SHARE SHARE

For me to dance requires a good-looking partner and a blood-alcohol level high above the legal limit. That, or a game that cajoles me to cut a rug by plating my fingers on an iPhone. *Bounden*, coming to mobile devices in 2014, intends to enlighten wallflowers like me with the rhythmical movement to music.

The game, billed as a "mix of wister and ballet," is played by two players, both holding onto the same piece of electronic equipment, who, acting together, tilt the phone in such a way that little jets on the screen move into a circle. Do this with grace and you'll soon find yourself swinging and swooping in one another's arms. In fact, the studio hired a professional choreographer from the Dutch National Ballet to ensure the authenticity of the dance moves.



This is great if you're in the market for a dancing coach. But it also seems destined to be a genuinely fun game in its own right. *Bounden* is made by Game Oven, the small studio known for games such as *Pingle*, a suggestive iPad app played cooperatively while touching fingers, which, as I learned the hard way, should not be played with undesirable strangers who likely haven't showered for the duration of the game convention you're attending. That lesson probably goes for their dancing game, as well as almost everything else in life, really.



INDEPENDENT GAMES  
SUMMIT

# Struggle: Undefined Roles

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



# *Stepping on LEGO*



00 00 25 55  
*Days Hours Minutes Seconds*





INDEPENDENT GAMES  
SUMMIT

Defining roles comes down to trust  
and letting go of the things you too  
feel responsible for.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

UBM









INDEPENDENT GAMES  
SUMMIT

Communicating your vision is hard  
but important.

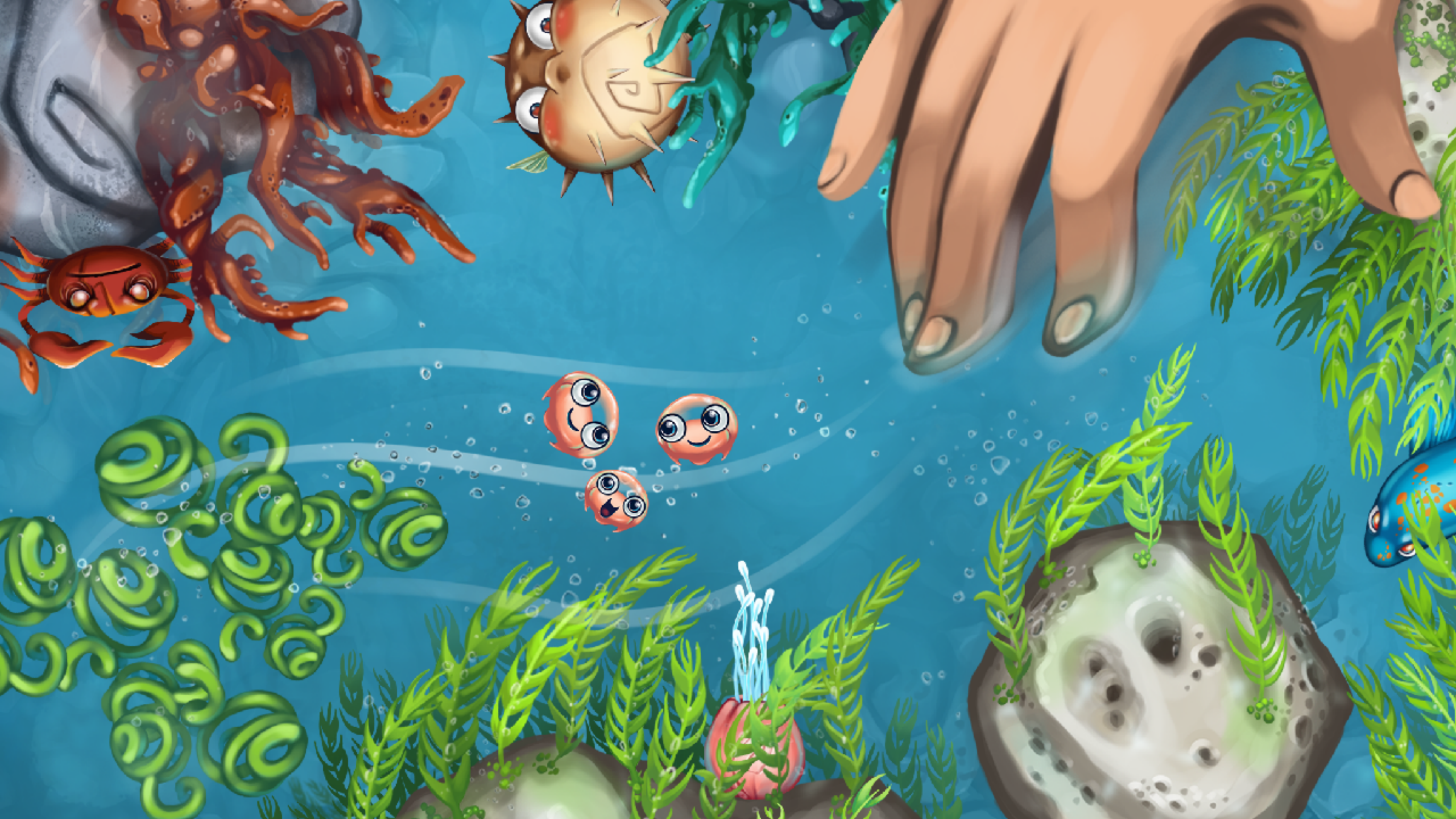
Visions change, constantly.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17











INDEPENDENT GAMES  
SUMMIT

Make the game fit the team,  
not the other way around

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

Making a game with a disbanding  
team is a nightmare.

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17







INDEPENDENT GAMES  
SUMMIT



GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17





INDEPENDENT GAMES  
SUMMIT

# Concluding Game Oven

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17

