

LIFE IN THE FUND LANE

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BACKGROUND



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LOTS OF FUNDS



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- **W3i's AppX**
- **CrowdStar's StarFund**
- **TinyCo's TinyFund**
- **Gamevil**
- **TapJoy's Android Fund**
- **MocoSpace**
- **6waves LOLApps 6L Fund**
- **and more**



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WHAT DO THEY WANT?



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REVENUE



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REVENUE

Yes - BUT



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EYEBALLS



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EYEBALLS NETWORK



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EYEBALLS NETWORK REACH



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WHAT DO YOU NEED?



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GDD



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GDD

Only if you have a track record



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FIRST PLAYABLE



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FIRST PLAYABLE

Much better



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NEARLY COMPLETE



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NEARLY COMPLETE

Best, but just marketing or porting funds



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WHAT'S THE REAL OPPORTUNITY?



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WHAT'S THE REAL COST?



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WHAT'S THE REAL COST?

5 minute MBA



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HOW LONG TO BUILD?



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MONTHLY BURN RATE



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MONTHLY BURN RATE

- SALARIES
- RENT
- UTILITIES
- HOSTING
- HARDWARE
- INSURANCE
- TRAVEL
- ++++



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MONTHLY BURN RATE

2x Salaries



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MONTHLY BURN RATE

2x Salaries

1.5x Salaries if you skimp



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COST EXAMPLE

- 4 Employees all at \$60k/year
- cost is not \$240k/year or \$20k/month
- Actual cost is \$360-\$480k per year
- **\$30k - \$40k per month**



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COST EXAMPLE

- GAME TAKES 3 MONTHS TO BUILD at \$30k/month
- TOTAL COST IS \$90k (should be \$120k)



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CASH FLOW



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CASH FLOW

- **\$90k (\$120k) TO BUILD**
- **2 WEEKS FOR APPLE APPROVAL**
- **2 WEEKS FOR MARKETING TO KICK IN**
- **2 MONTHS FOR APPLE TO PAY**
- **FIRST REVENUE 10-12 WEEKS AFTER 'DONE'**
- **CASH MUST COVER \$90k (\$120k) MORE**



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WHAT'S THE REAL OPPORTUNITY?



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\$50k IS “EASY”



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\$100k+ IS HARD



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ANDROID PORT IS EASY



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ios ONLY IS HARD



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WHY DEVS DO THIS?



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NEED CASH FLOW



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NEED CASH FLOW

Yes



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NEED DEV HELP



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NEED DEV HELP

No



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MARKETING EXPERTISE



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MARKETING EXPERTISE

Yes



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FREE MONEY



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FREE MONEY

No



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THE FUNDS



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W3i's AppX

- **\$10 Million**
- **Focused on Promotion, Marketing & Supporting Services**
- **iOS & Android**
- **www.w3i.com/appx**



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CrowdStar's StarFund

- **\$10 Million**
- **Up to \$250k per game**
- **www.crowdstar.com/fund**



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TinyCo's TinyFund

- \$5 Million
- Up to \$500k per game
- www.tinyco.com/tinyfund



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TapJoy's Android Fund

- \$5 Million
- Focused on Android Porting
- 130 Developers as of late January
- www.tapjoy.com/androidfund



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Gamevil

- **\$10 Million**
- **Announced last summer for high-quality smartphone games**
- **Unclear if this is still going**
- **us.gamevil.com/news.php?m=dev**



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MoCoSpace

- Initially \$1 Million, raised to \$2 Million last summer
- For Mobile HTML5 Games
- www.mocospace.com/developers



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6Waves LOLApps 6L Fund

- \$10 Million, announced last year
- Information seems to be pulled from site
- Also see lawsuit with Spry Fox concerning Triple Town / Yeti Town
- www.6waves.com/developers.php



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RECAP

- **WHAT FUNDS WANT**
- **WHAT YOU NEED**
- **COSTS OF DEVELOPMENT**
- **WHAT OPPORTUNITIES EXIST**
- **WHY DEVELOPERS SHOULD CONSIDER FUNDS**
- **RECAPPED SOME OF THE FUNDS**



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THANK YOU / Q & A

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SLIDES WILL BE ON GDC VAULT & DUBANE.COM/CONS

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