

Indemic Creations

Plague Inc.



Plague Inc. -

How its business decisions infected the world



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CEO & Founder of Ndemmic Creations

Developer of Plague Inc.

I am here to share business insights from Plague Inc. with you




- Key business decisions
- Impact of decisions
- (Inspiration)
- (The future)

Plague Inc. is a game about infecting and killing everyone...




- **Genre :** Strategy / Simulation
- **Released:** May 2012 (Oct 2012)
- **Platforms:** iOS, Android
- **Price:** \$0.99 (*free limited version on Google Play*)
- **IAP:** Unlock levels/content without winning
- **Developer:** Ndemic Creations (*me*) + *3 freelancers*
- **Budget:** <\$5,000
- **Marketing spend:** \$0

A pathogen is chosen




Select a Plague Type

Bacteria




Most common cause of Plague. Unlimited potential

Virus




A rapidly mutating pathogen which is extremely hard to control

Fungus




Fungal spores struggle to travel long distances without special effort

Parasite




Parasitic lifestyle prevents DNA alteration from every day infection

Prion




Slow, subtle and extremely complex pathogen hidden inside the brain

Nano-Virus





Out of control, microscopic machine with a built in kill switch

Bio-Weapon



Exceptionally lethal pathogen that kills everything it touches





The plague starts slowly



The plague evolves and spreads



The world reacts



Governments try to slow the infection



The entire world becomes infected



The pathogen evolves to become deadlier



Disease

Transmission

Symptoms

Abilities

X

Total Organ Failure

Catastrophic cell death of multiple tissue types causes body-wide organ failure and rapid death

-31 DNA Points

Evolve

DNA 92

infectivity

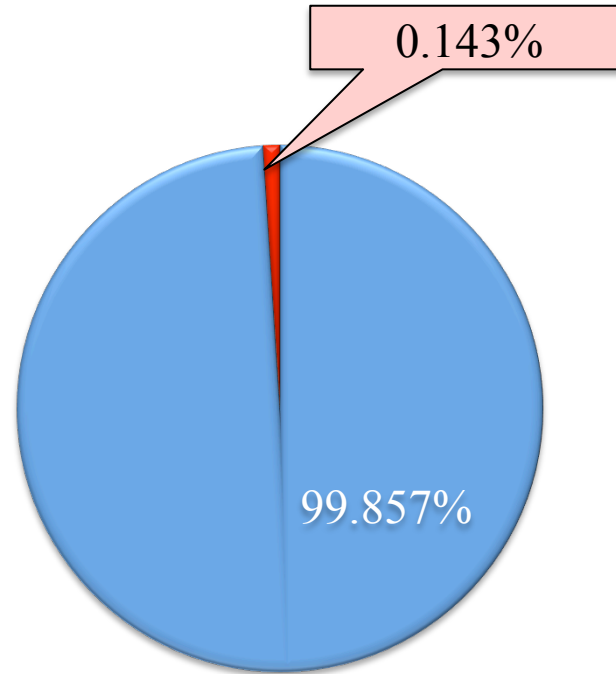
severity

lethality

Humanity is wiped out – you win (!)



Plague Inc. has infected 0.143% of the world's population



**Chart not to scale...*

Plague Inc. was one of the most significant mobile success stories of 2012

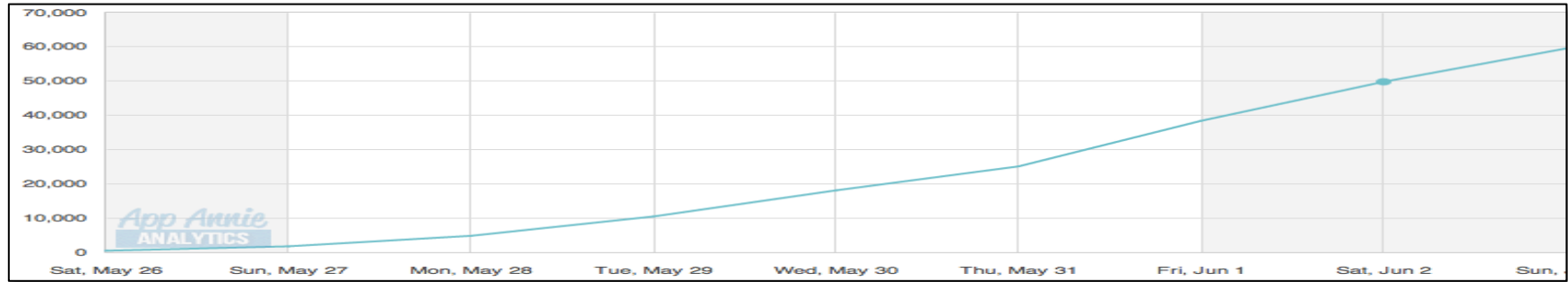
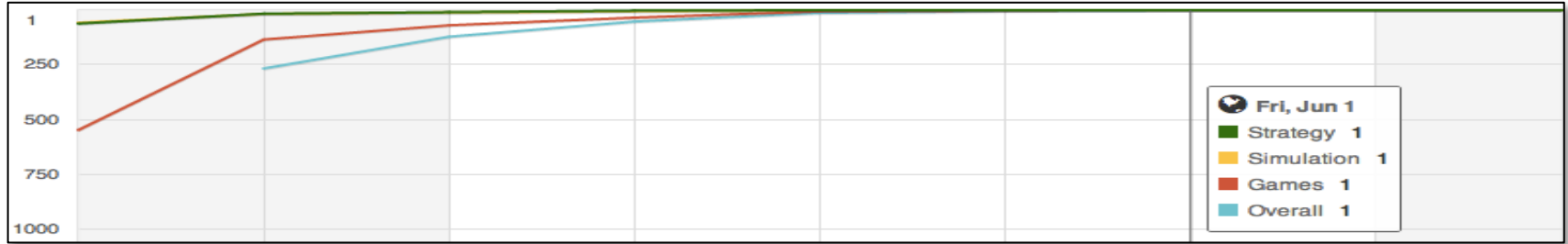
There are 8 reasons why Plague Inc. is successful



- Strong brand
- Exploited niche
- Engaged community
- Localised
- Ported
- Updates
- ‘Outside the app’ thinking
- (*‘Good’ game*)



Strong branding countered a silent launch

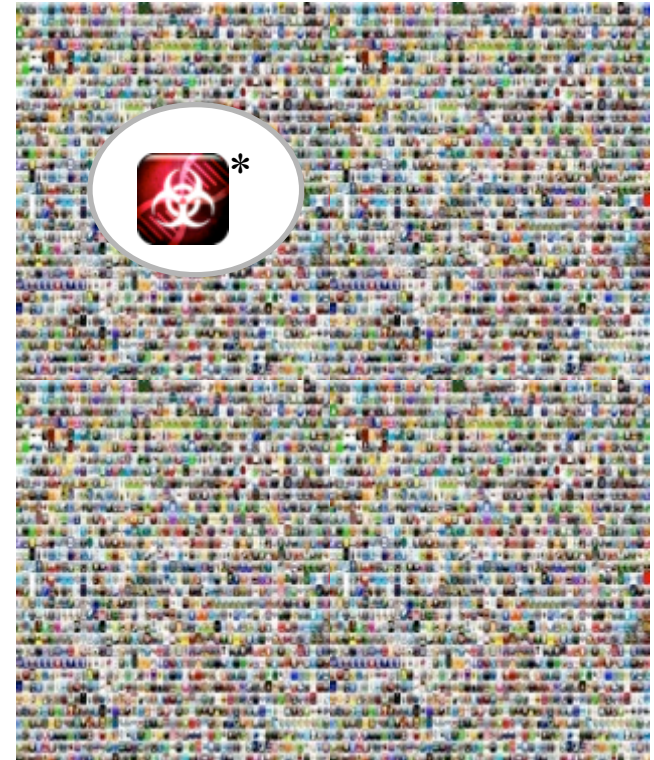


- Silent Launch = Bad
- 4 hours -> 3 days -> 1 week
- Branding = name, icon, pitch

An empty niche provided room to grow



- Intelligent/sophisticated strategy game
- No need to fight
- Word of Mouth +10
- The ultimate viral game – ‘ha ha’

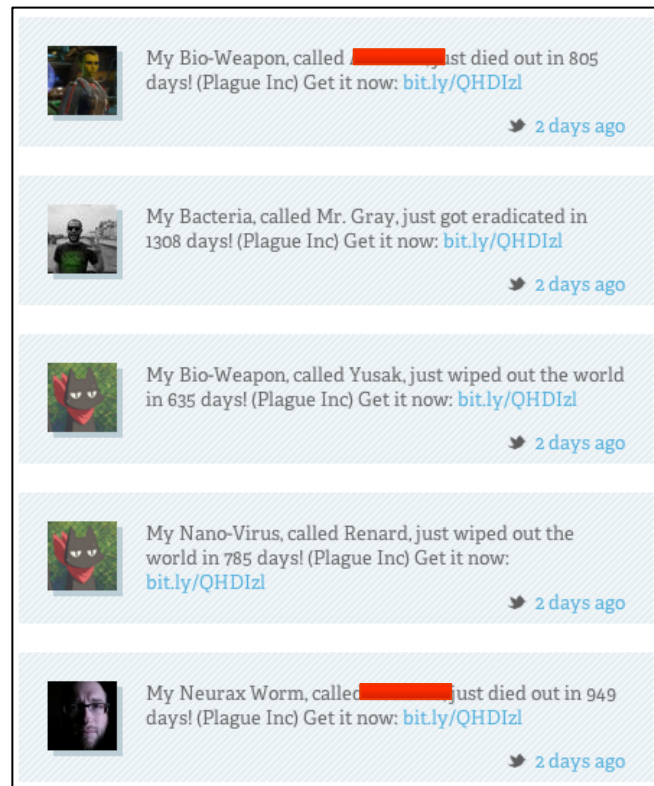


**actual size of niche not guaranteed*

Community engagement multiplied virality



- Smart online presence
- 100% response
- Help people share
 - ‘Witty’ screenshots
 - 3rd party sites
 - Customised ‘status’



Sharing 'status' messages really works



Plague Inc. - Android Apps on Google Play

play.google.com/store/apps/details?id=com.miniclip.plagueinc

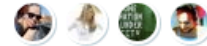


★★★★★ The #1 mobile strategy game is here ★★★★★ Plague Inc. is a unique mix of high strategy and terrifyingly realistic simulation from developer Ndemic Creations and brought to you on Android by Miniclip. Can you infect the world? Your pathogen has just infected 'Patient Zero'.

32
SAVES

0
SHARES

565,658
CLICKS



and 28 more

GLOBAL STATS



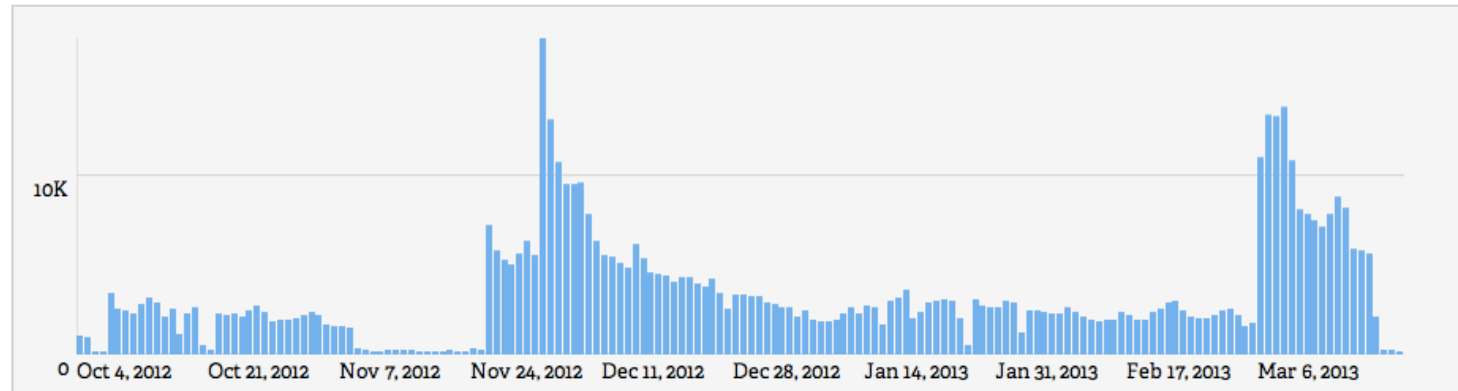
bit.ly/QHDIzl

COPY

+ bitmark

565,658 clicks on this bitmark

Total



Plague Inc. was inspired by other games



- The game I wanted to play
- An evolution of the genre



As the developer of Pandemic 2, how do you view Plague Inc.?

“At first I resented Plague Inc. for being more successful than Pandemic 2.5. But after considering the situation dispassionately, my opinion on Plague Inc. changed: I now regard the situation as a learning opportunity”

Dan Arc - CEO of Dark Realm Studios.

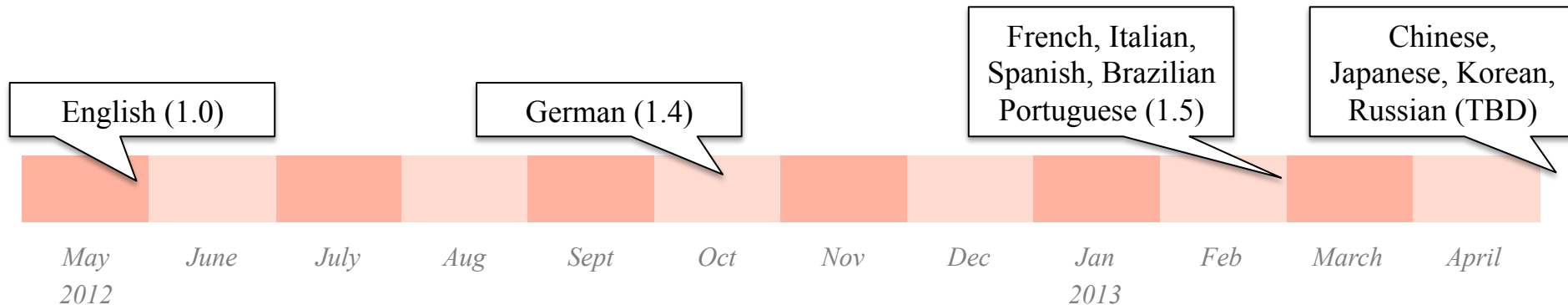
“[Plague Inc.] is unquestionably the better game. But it is also unquestionably a game that wouldn't exist were it not for Pandemic.”

Simon Parkin – Hookshotinc.com

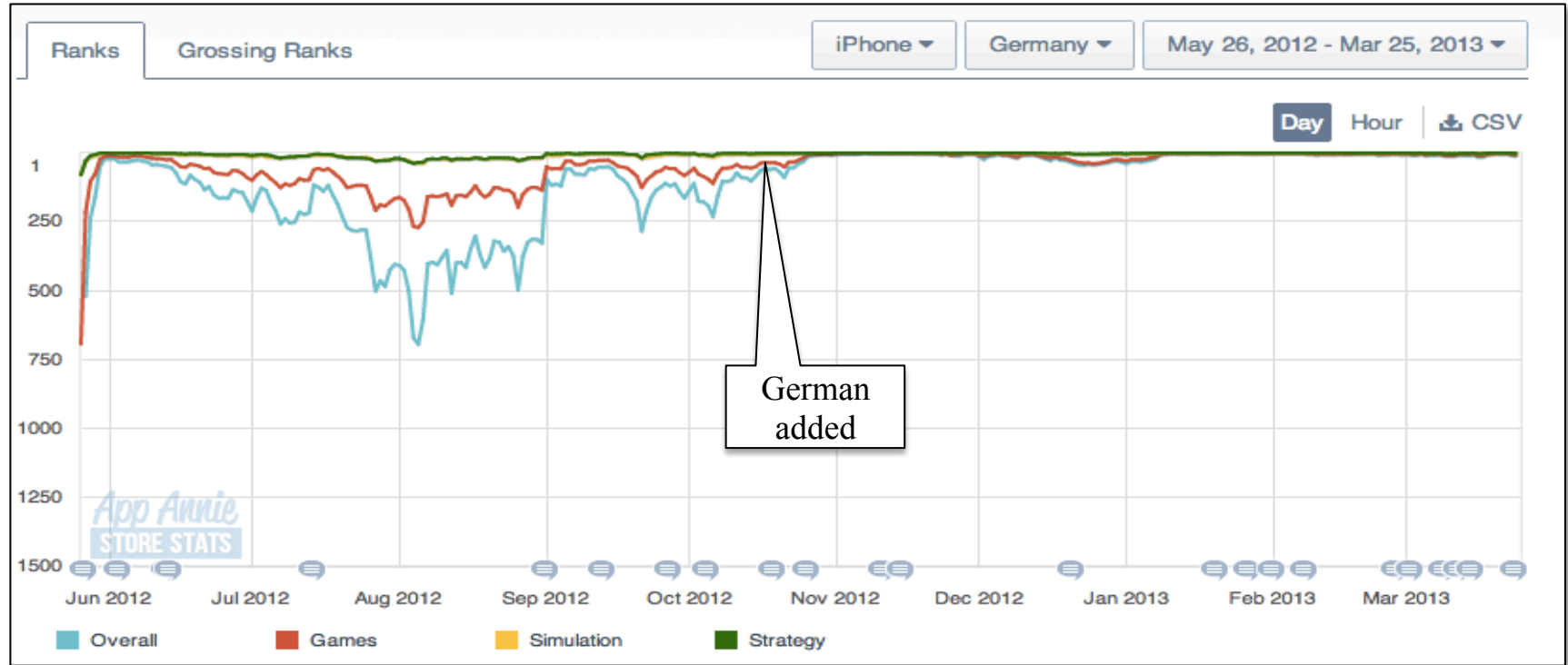
Localisation was a quick way to increase market and revenue



- Heavily text driven game
- Paid for itself in 1 day
- English rev: 92% -> 80%



Localisation had clear impact on downloads and revenue



197

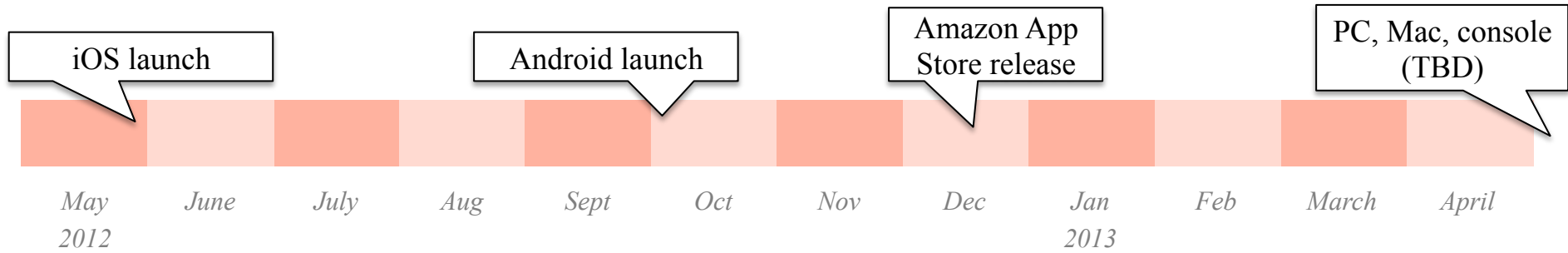
11

Average GermaniPhone paid chart rankings

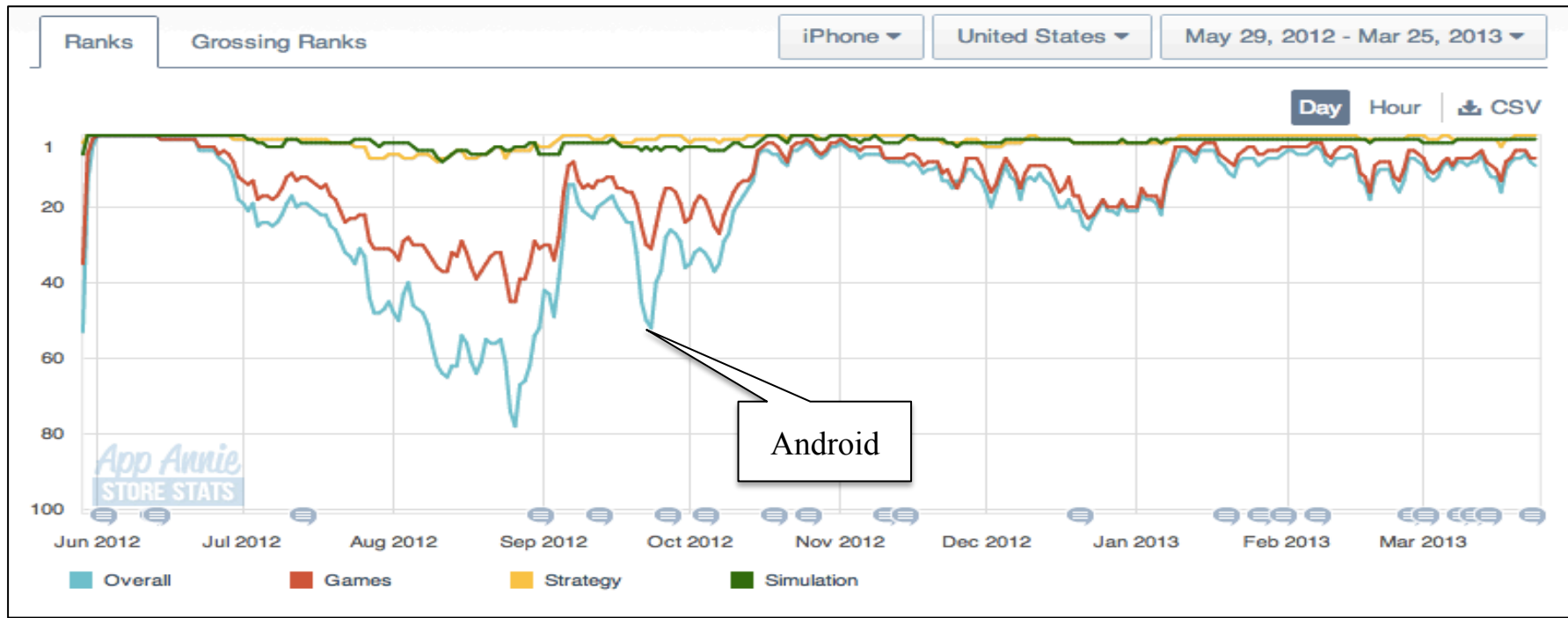
Porting to Android significantly increased downloads and virality



- 3rd party handled porting
- Redesigned monetisation strategy
- Benefits > challenges



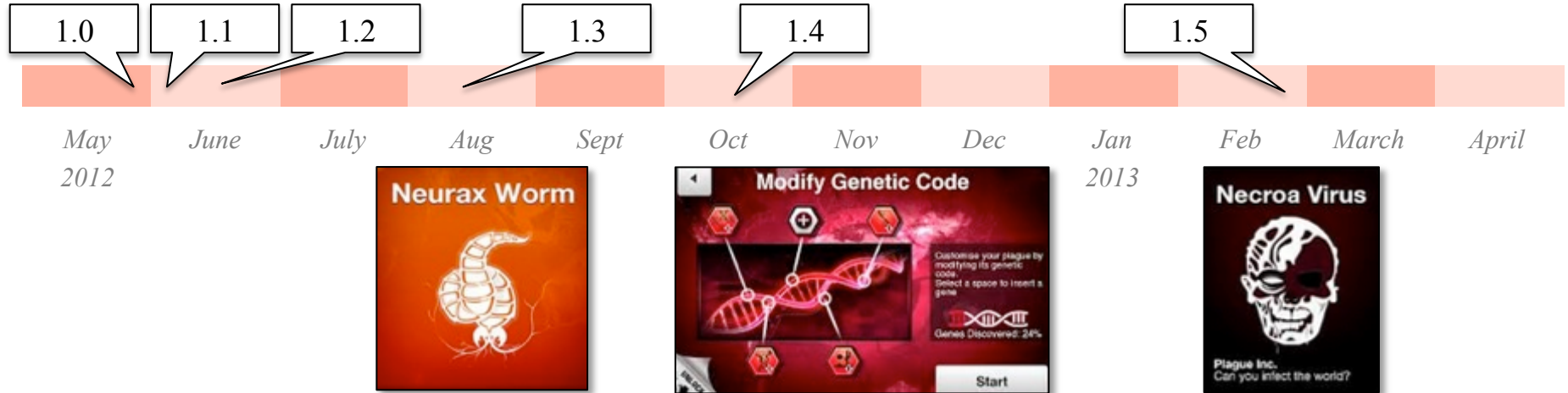
The Android launch had a major impact on iOS



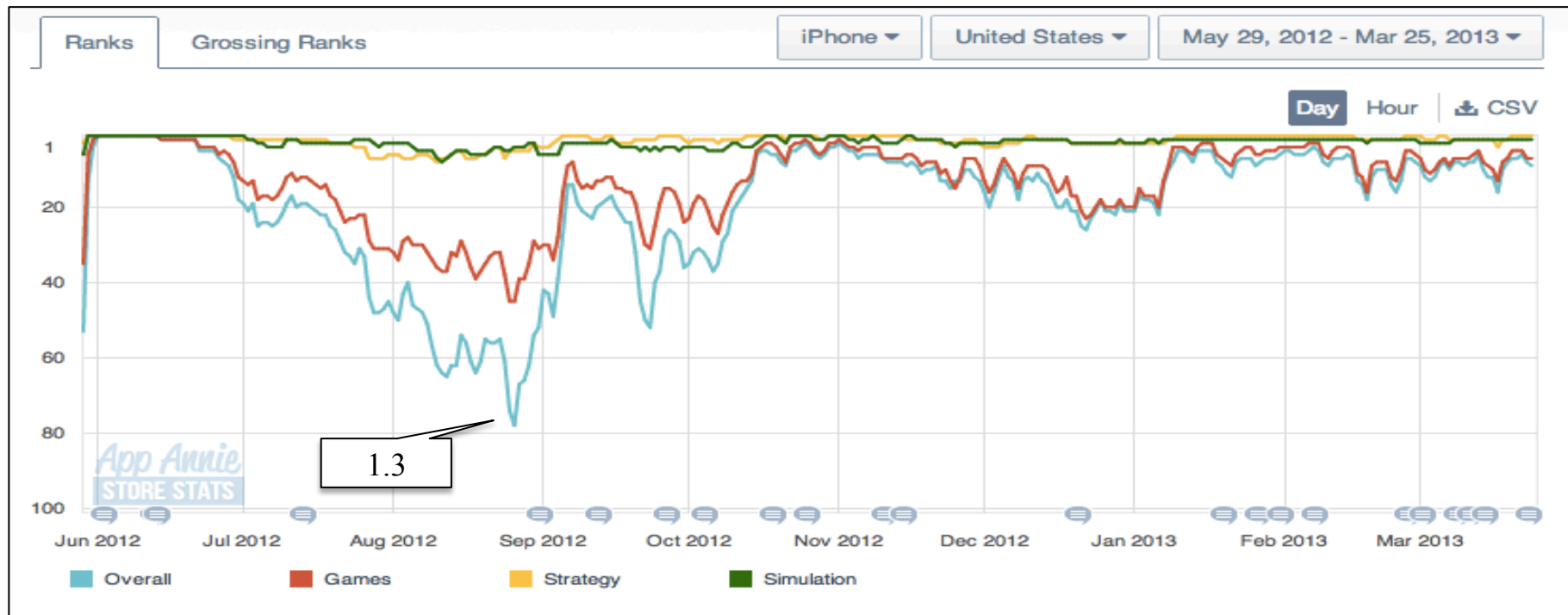
Updates are vital to the life of the game



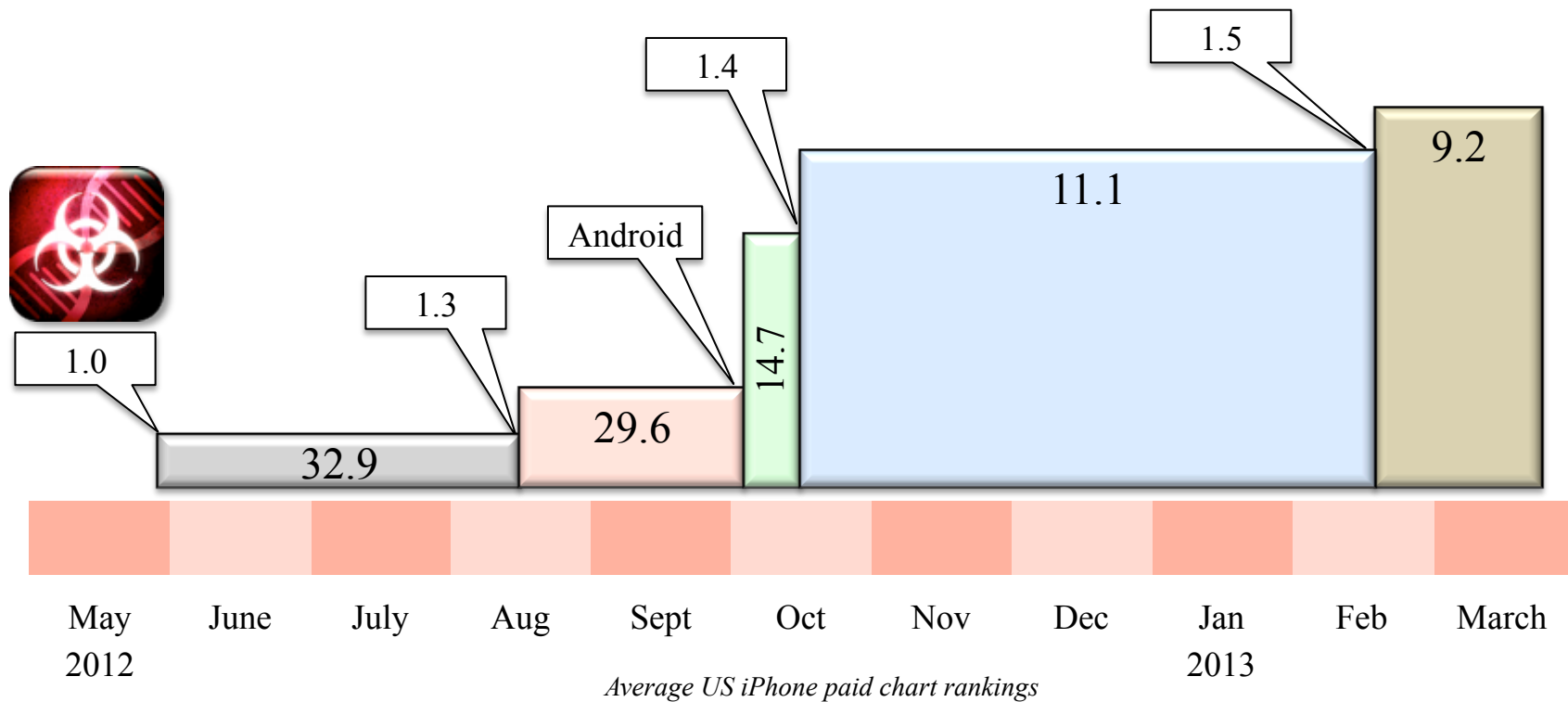
- The tail can be long
- Players will pay for content
- Tweaking is important



Update 1.3 stopped the usual trend

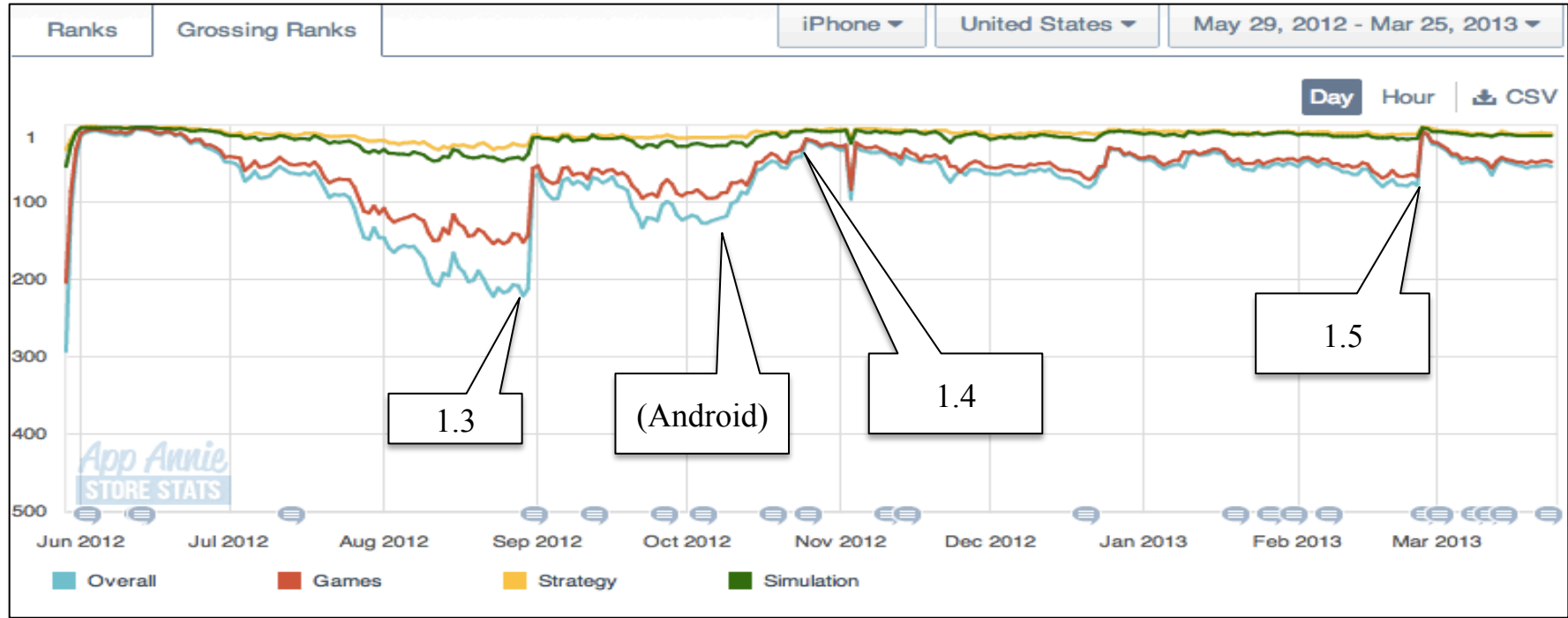


Updates have a **crazy** impact on chart positions

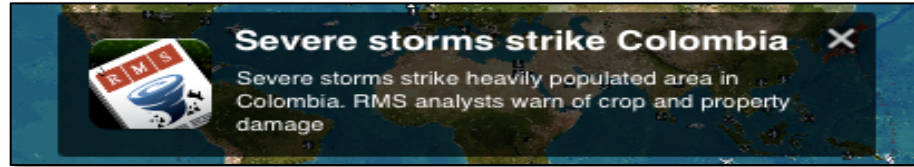


Not to scale

Updates have successively increased revenue



Thinking “outside the app” generates opportunities



There is a lot more to do

- More localisation
- More updates
- More porting
- Scale up studio





**NDEMIC
CREATIONS**

- HXFKYM9JATRX
- EN3KPKRWEAJX
- 7YERH4FE3PWX
- NTTWH66YJNNY
- AK7LEWMLK6LJ

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