



Math for the Masses

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SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE™ EUROPE

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AUGUST 19-21, 2013
EXPO DATES: AUGUST 19-20

2013

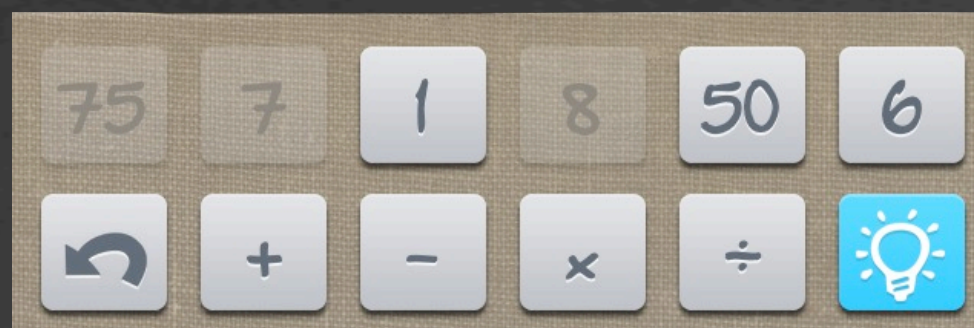


target
532

$$75 \times 7 = 525$$

$$525 + 8 = 533$$

$$533 - 1 = 532$$



About us



A kick-ass team of 10
from **Google, Amazon &
Playfish/EA** chasing a
big vision



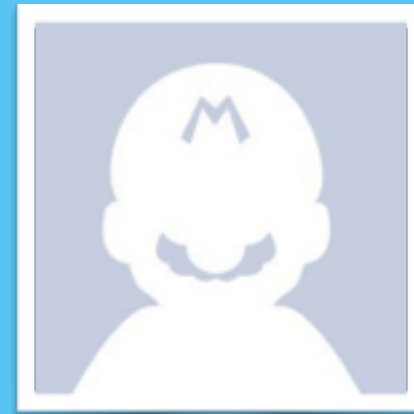
IDIOCRACY

Help people getting smarter through games

Leverage **smartphones**
& **tablets** to bring
casual **social**
knowledge to millions
of **adults** worldwide



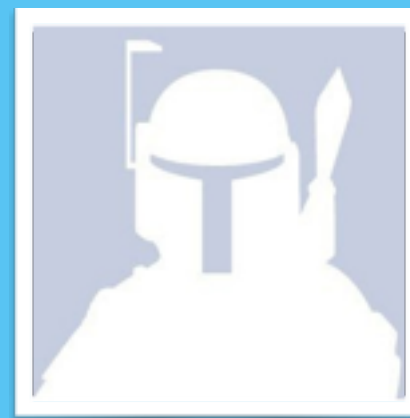
Initial user research (May 12')



Casual social
gamer



Puzzle lover

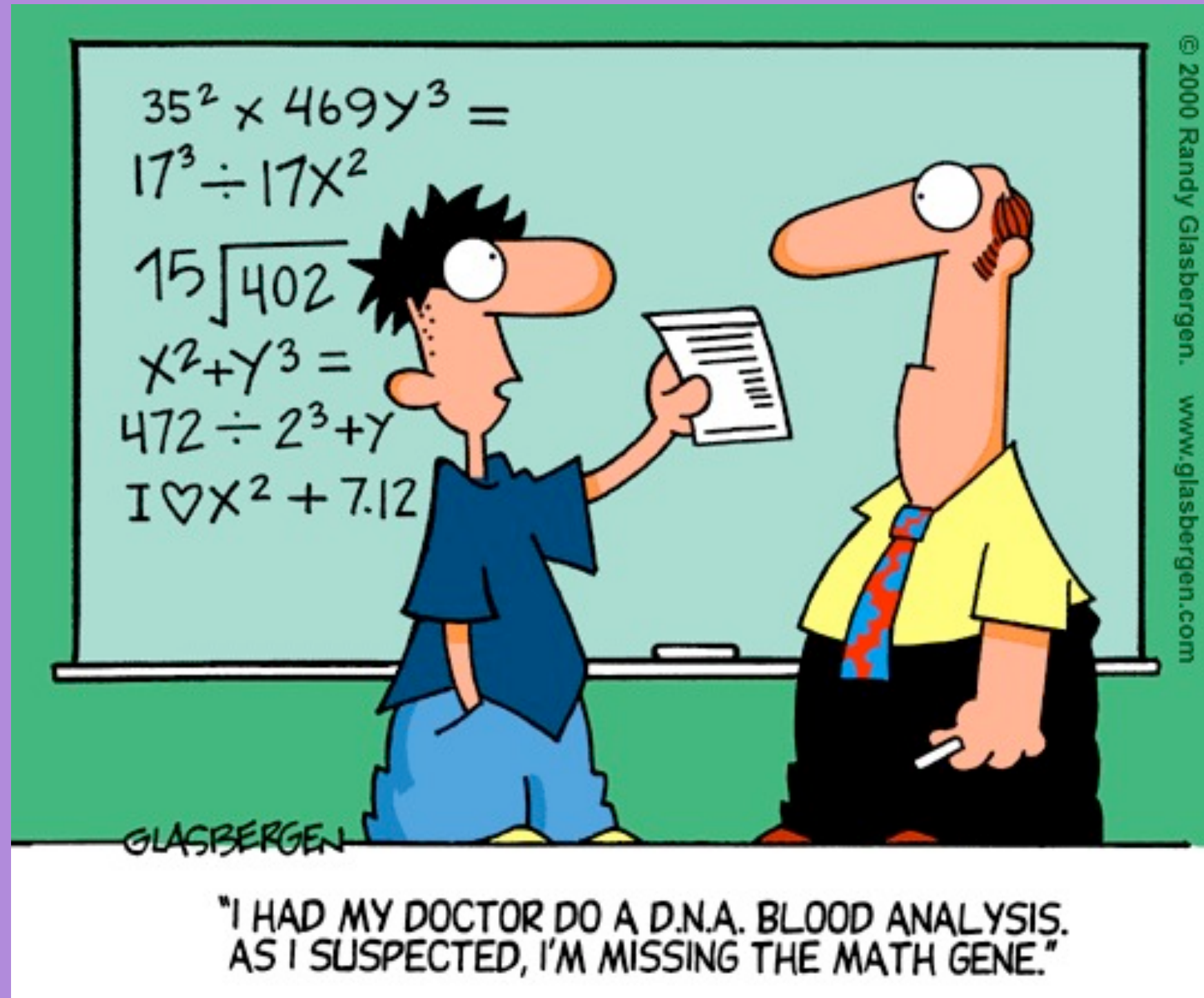


Challenge driven



LifeLong learner

Challenge #1: Gamify Math



Birth of Brainbow Numbers...

- ▶ A free, social and mobile iOS game about Numbers
- ▶ Lean team : 1 developer, 0.5 Game Designer, no artist
- ▶ 3 months dev ; Live in August 12' (Olympics)
- ▶ Agile iterations till Jan 13'...



A Math PvP Async experience

- ▶ Made for touch
- ▶ 2 mins snacking gameplay
- ▶ Simple & addictive numbers gameplay (easy to learn, hard to master)
- ▶ Play your FB friends or random users in turn-based mental math 1:1



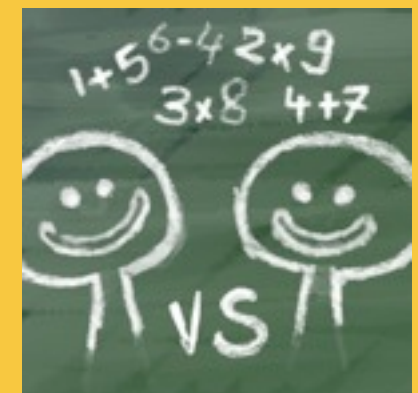
Results #1

- + 300k users w/ no paid marketing
- + Users loved it : iTunes rating 4.6/5 over 2k reviews
- + 'SongPop for geeks'
- + Strong short-term retention
- Low Long-term retention and no monetization



Learnings #1

- + Simple and engaging core game loop
- + Marketing optimization (assets, social)
- Async is Waiting
- Paying is Cheating
- Leveling is Hard

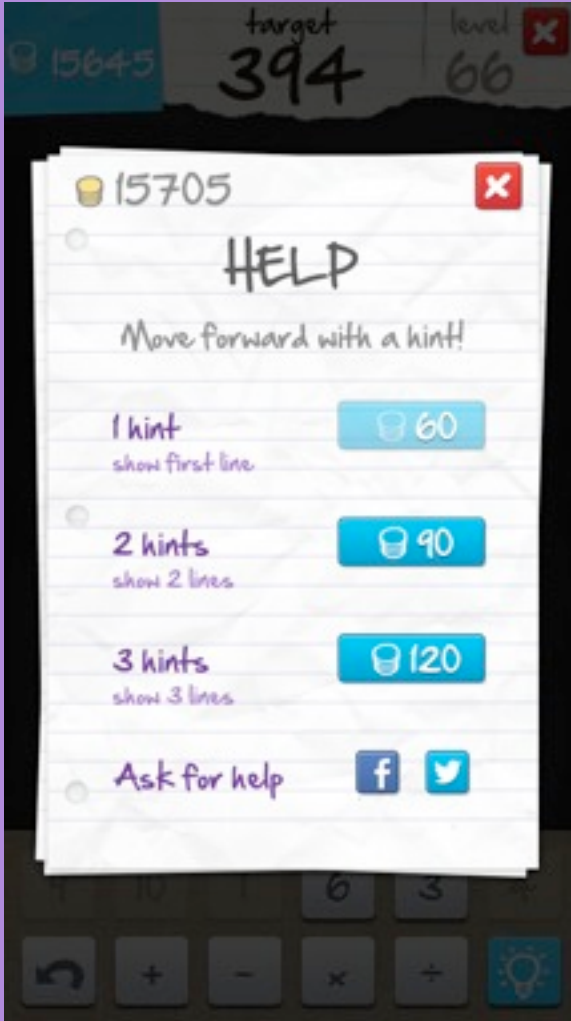
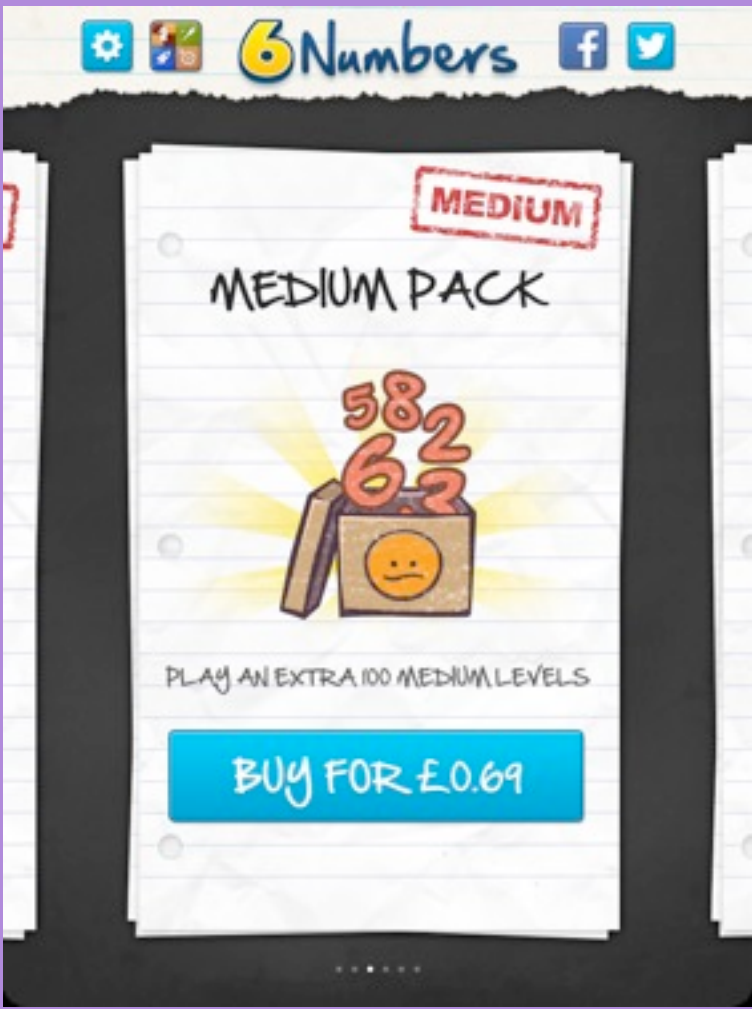
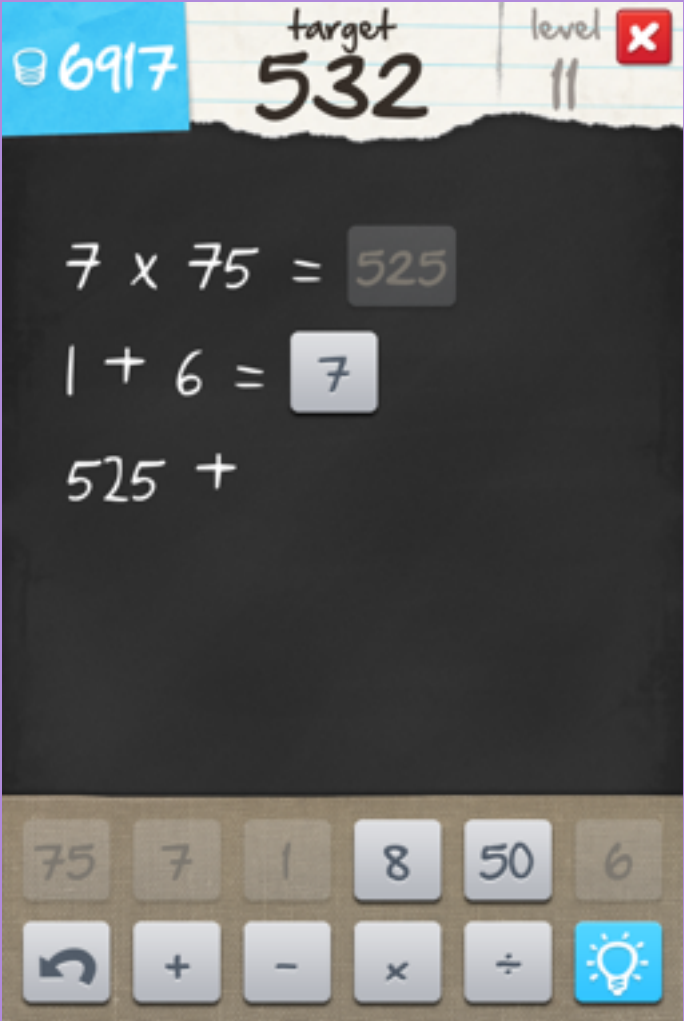
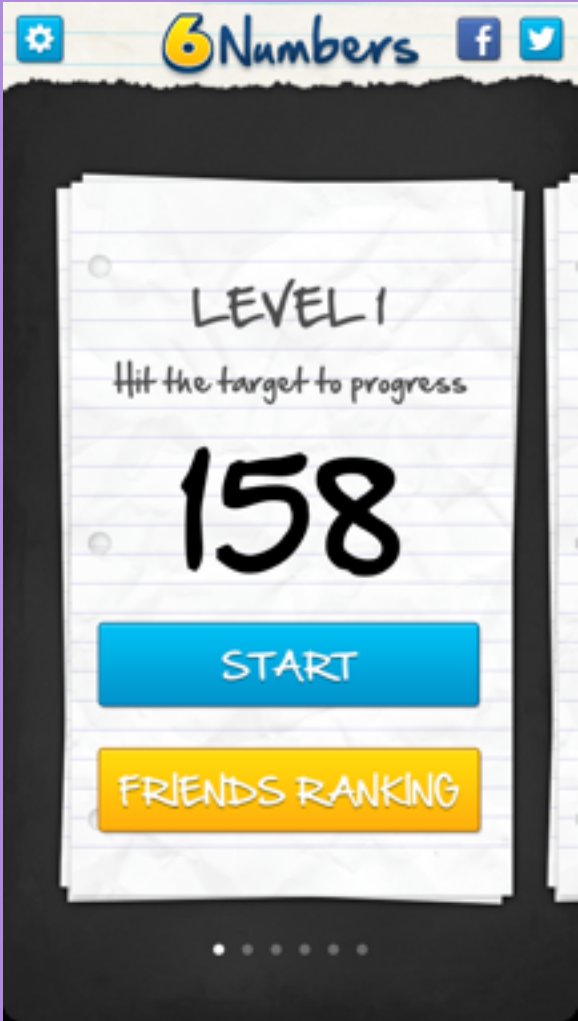


Challenge #2: Test new hypothesis w/ same gameplay

- Linear progression
- Instant gratification
- Social layer on top of individual progress
- Repeatable in-game monetization and clear barriers



And 2 weeks later...

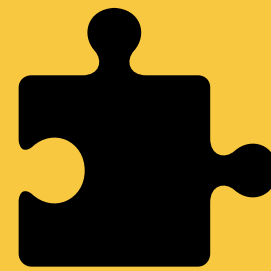


Results #2 : The No1 Math game in the App Store

2,000,000



50,000,000



15,000



4.9/5



40



3%



What customers think...

Love it ★★★★★

Hated maths at school but love this game !

Highly additive ★★★★★

Awesome and additive who new maths would be this fun ;)

Talk About Addictive!!! ★★★★★

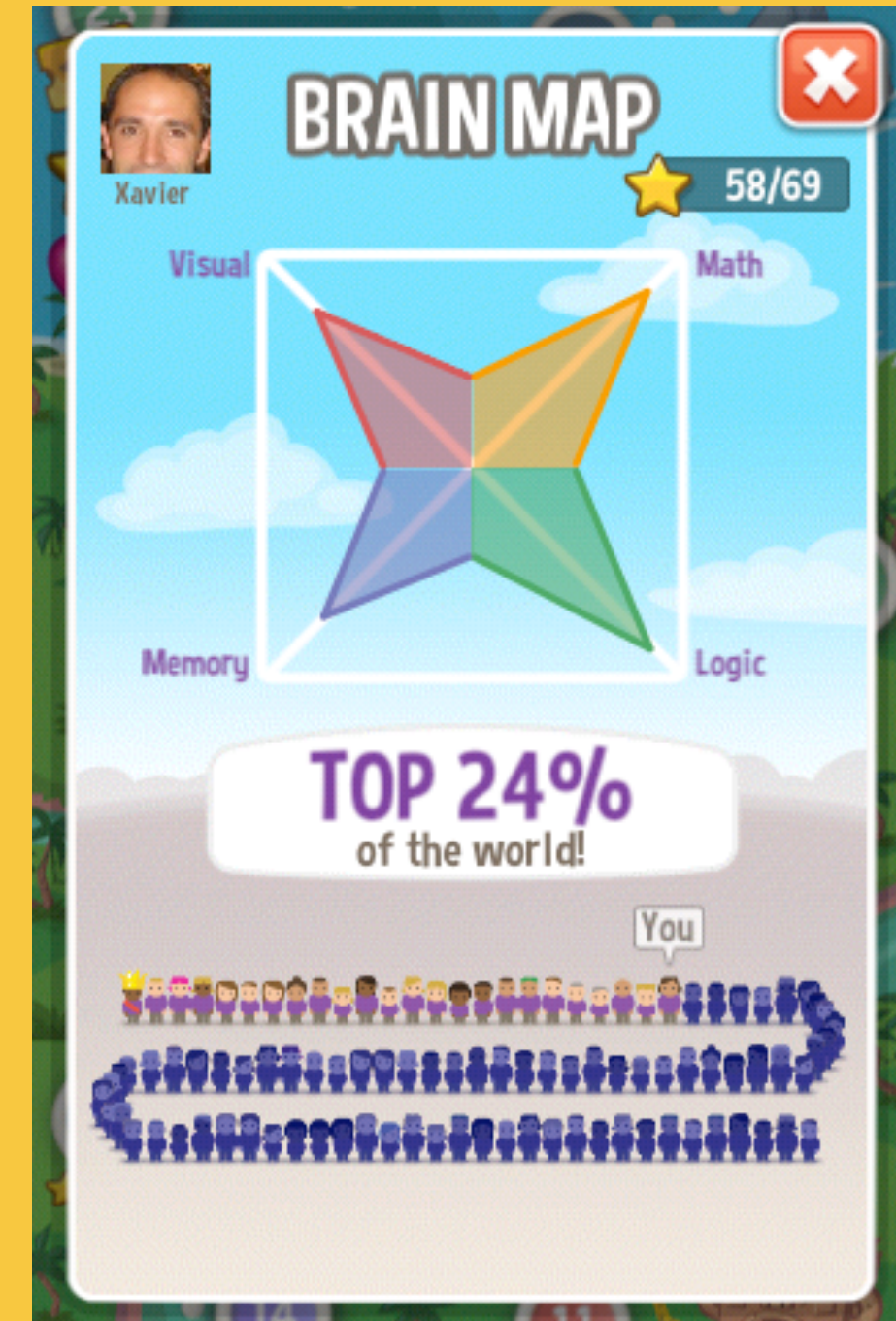
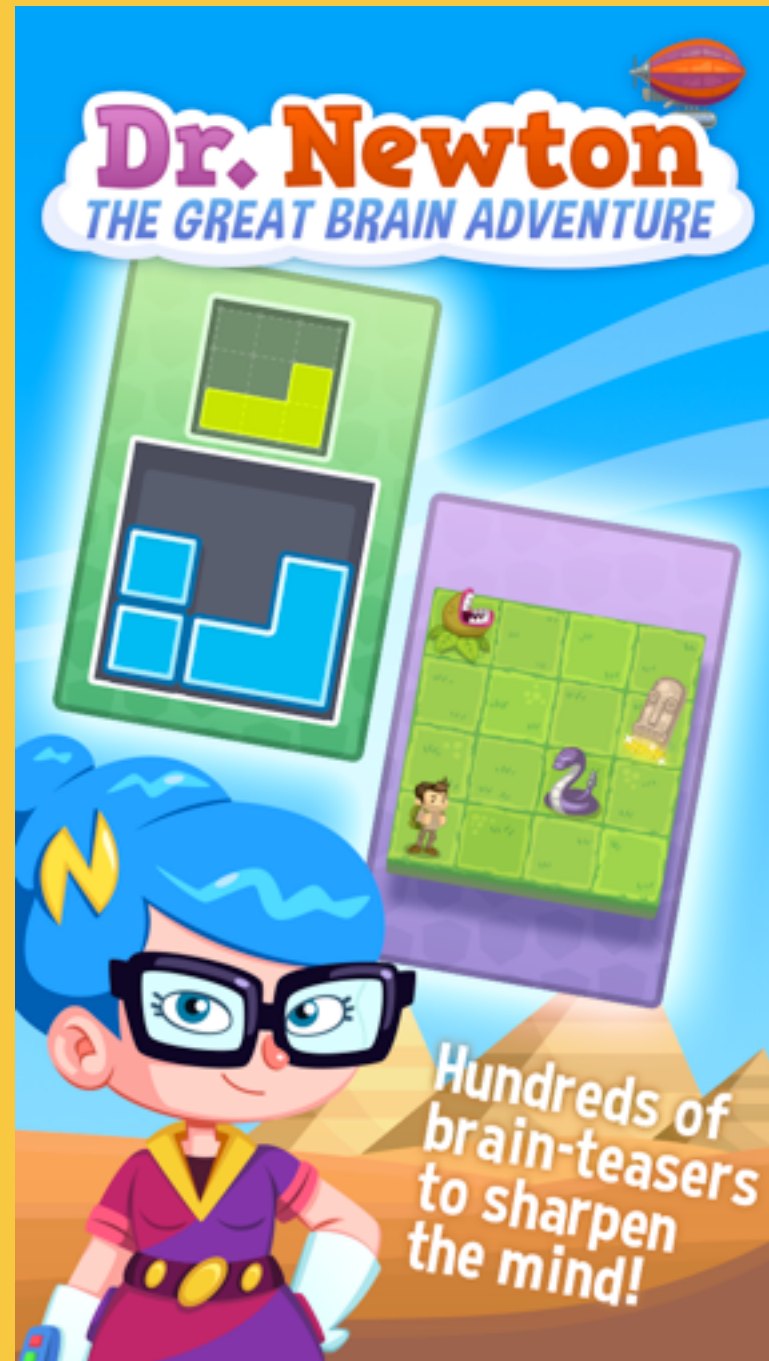
Didn't want to do the housework anyway!!!!!! If you have something important to do today do NOT start this brilliant game. So simple in content but tickles your brain cells to death!! If this request hadn't interrupted play Id still be at it! Husband may well be cooking own dinner tonight and I need to lose weight anyway.....

Learnings #2

- + Progression / Leveling
- + New Content
- Limited re-playability
- Limited gameplay variation
- Cap on ARPU
- Missing Story and meta-games



Next Challenge: bring brain training to the masses



Thank you!



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