

# Making 10000000

**Luca Redwood**  
EightyEight Games



# Lessons Learned #1

## Design For the Experience

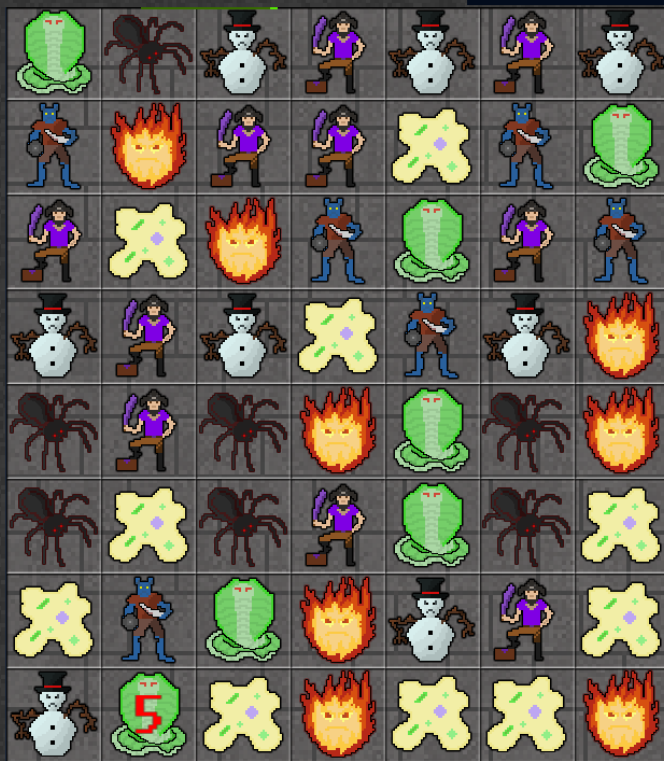




Score: 85



18/30



Development-Build

## Blacksmith

Current Weapon:

Cracked Wood Knife

🔪 11-15 Physical Damage

Upgrade Weapon Type

❤️ 0 💧 0 🐉 0 🏆 500

Upgrade Weapon Material

❤️ 0 💧 0 🐉 0 🏆 600

Upgrade Weapon Sharpness

❤️ 0 💧 0 🐉 0 🏆 100

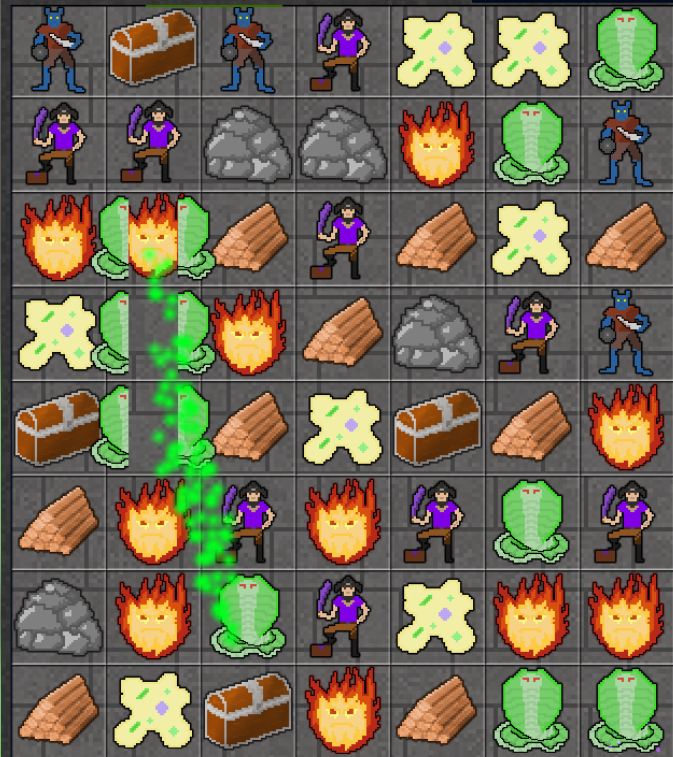


Back

Score: 64



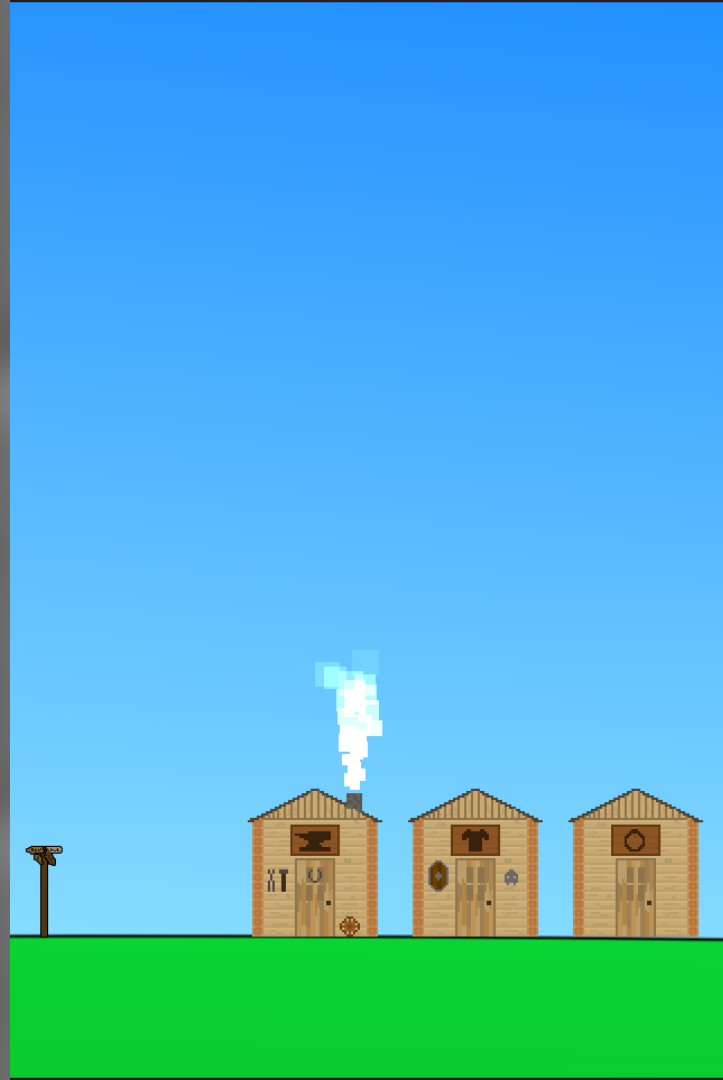
17/30



100  
60  
48



Development Build



Enter the Dungeon

<< **Rookie** >>

18 Score Modifier      Wave Delay 18

18 Collection Rate      Enemy Level 18

18 Third Pos      Third Neg 18

### Objectives



#### Learn to Play

Play a game at rank  
Rookie



#### Master Wayfarer

Achieve 10,000 Points



#### Moneybags

Collect 200 gold in one  
game

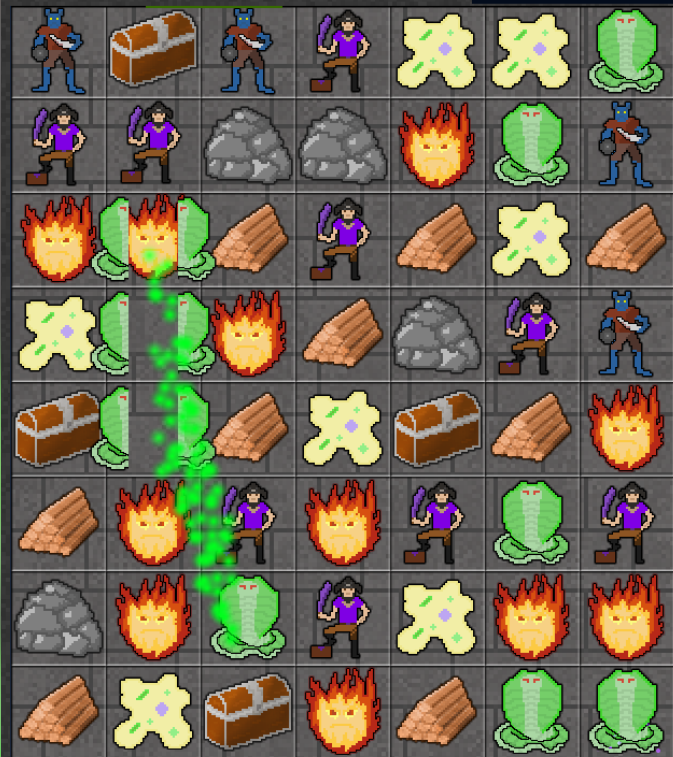
Cancel

Enter the  
Dungeon

Score: 64



17/30



100  
60  
48



Development Build







# Average Dungeon Run: 90 seconds



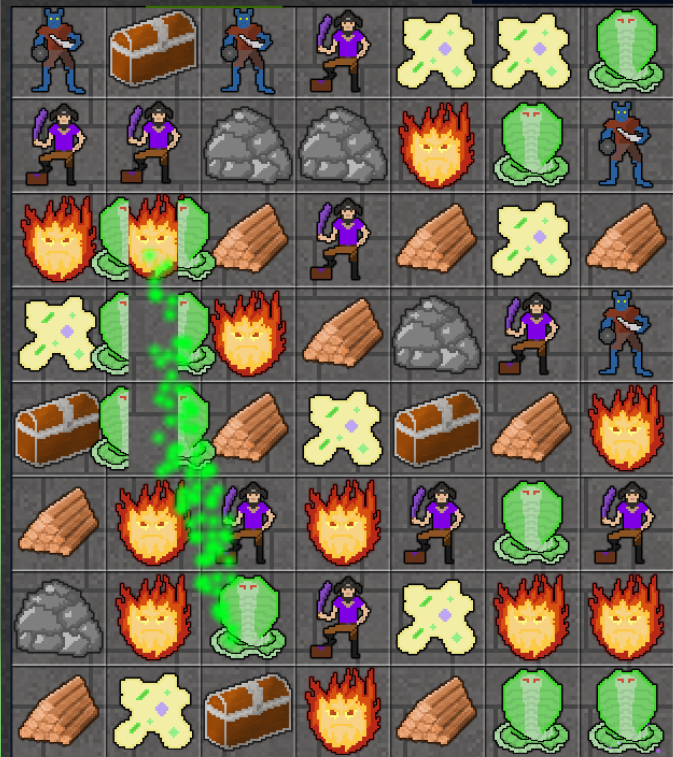
Median Session: < 4 Minutes



Score: 64



17/30



100  
60  
48



Development Build



Average Session: < 4 Minutes



15% of Sessions over 20 minutes

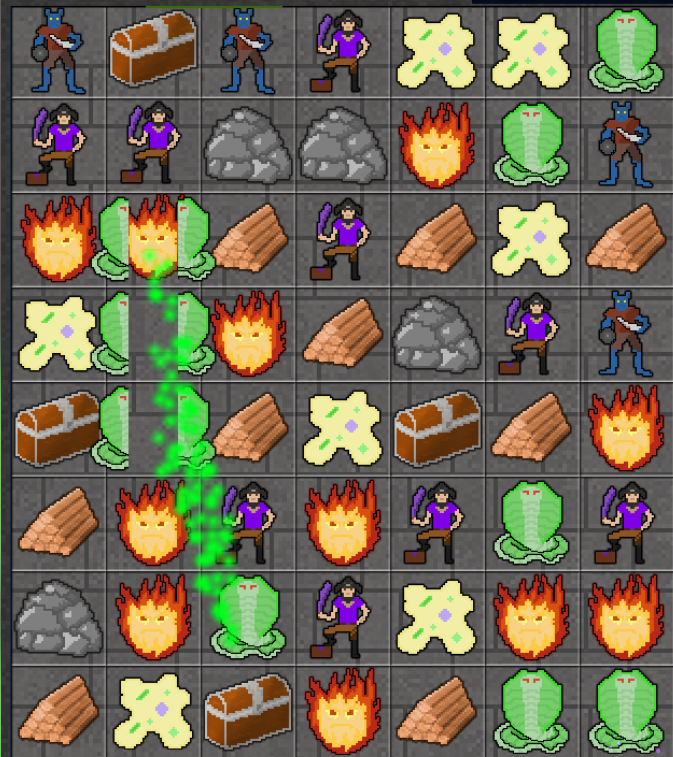
# Lessons Learned #2

## Design For Sessions

Score: 64



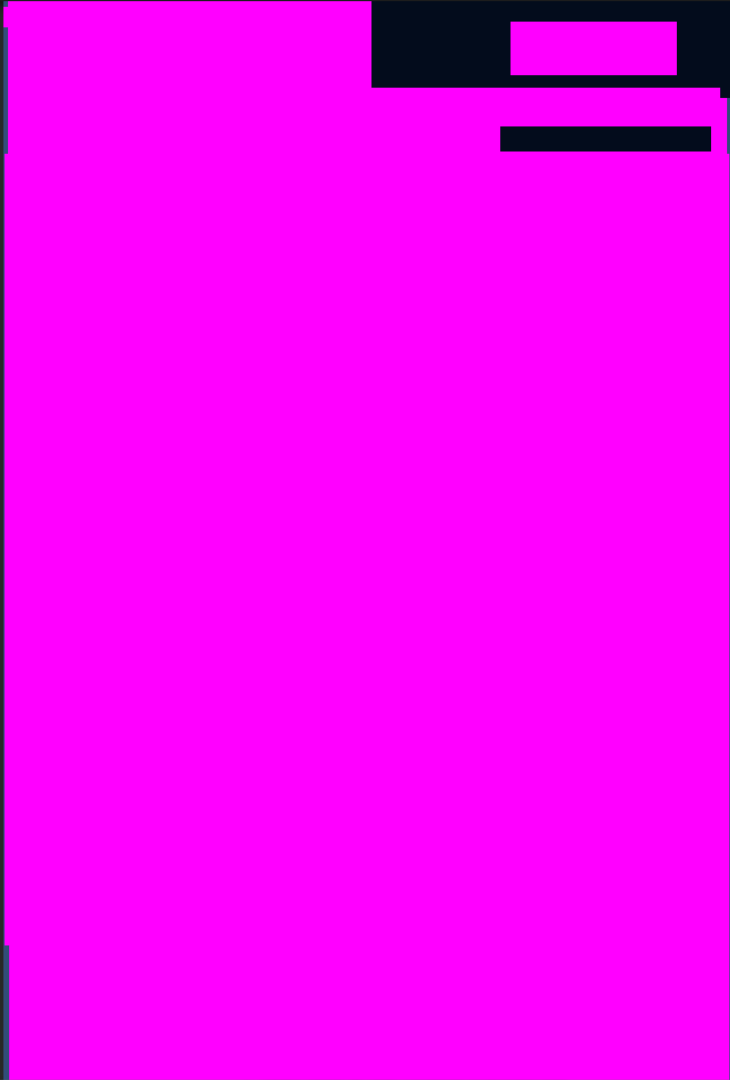
17/30



100  
60  
48



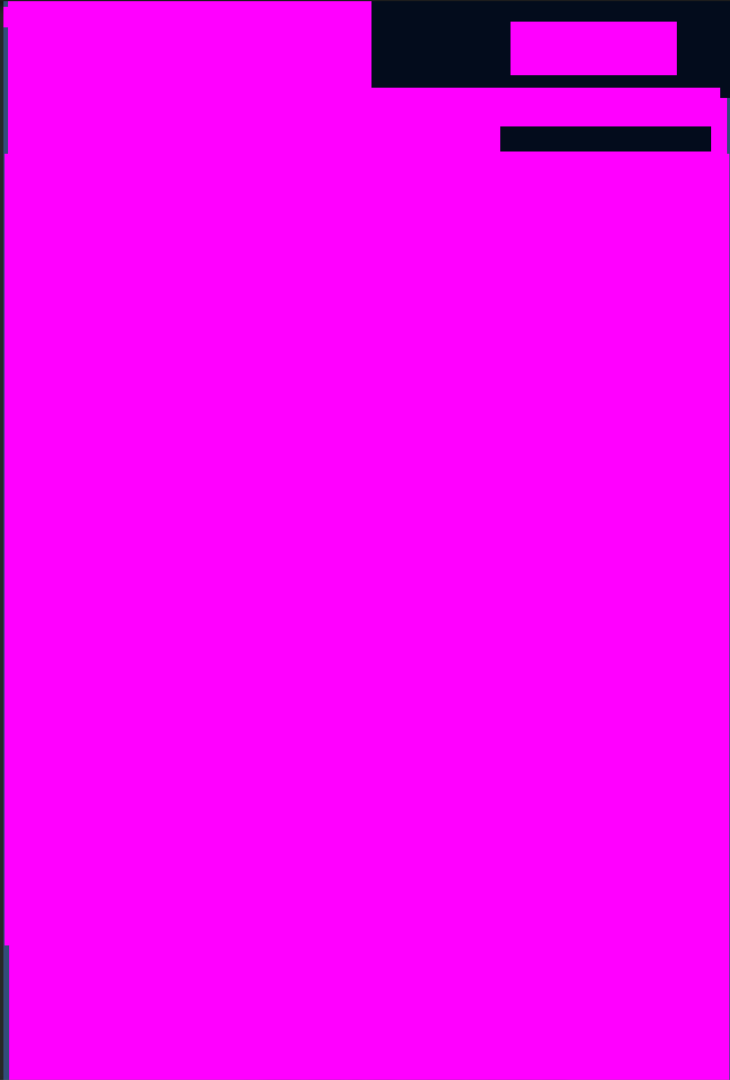
Development Build



# Lesson Learned #2.5

Back up.

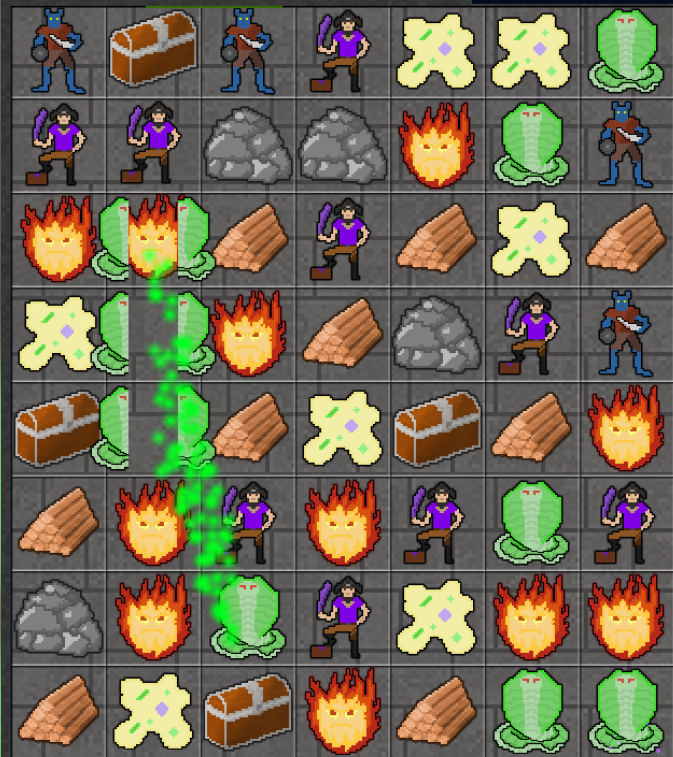




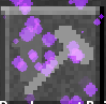
Score: 64



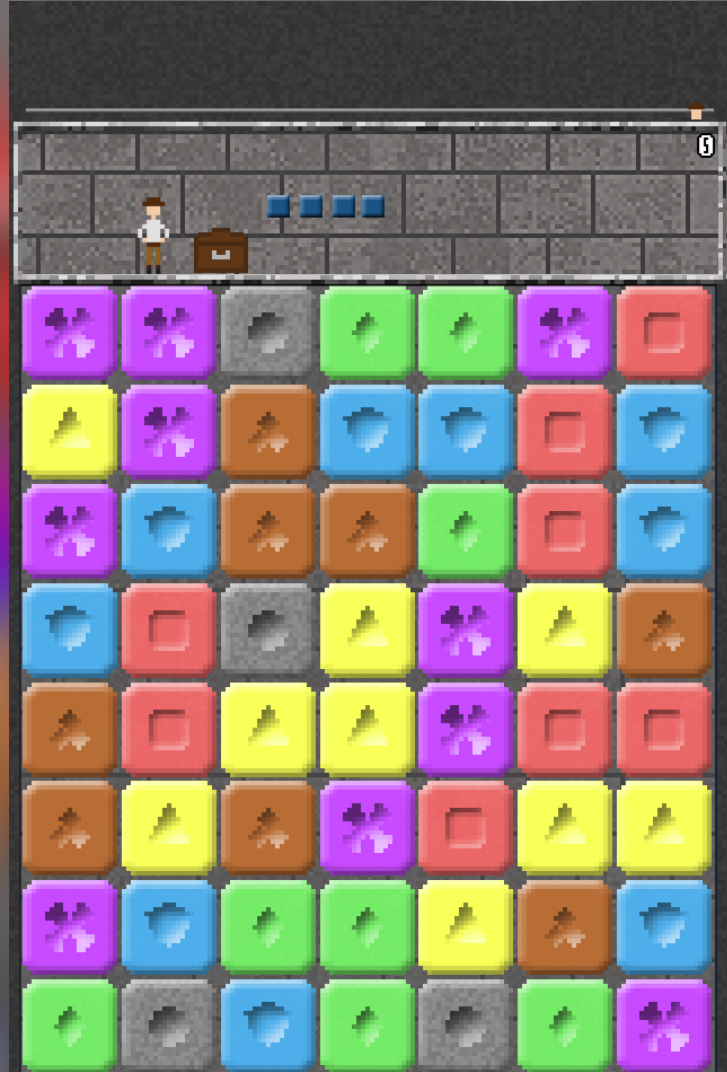
17/30



100  
60  
48



Development Build



100 20 30 0



# Focus

*“I build it using the idea of focus scenes--powerful, game-changing scenes that I imagine cinematically and then try to 'earn' though building my plot.” - Brandon Sanderson*

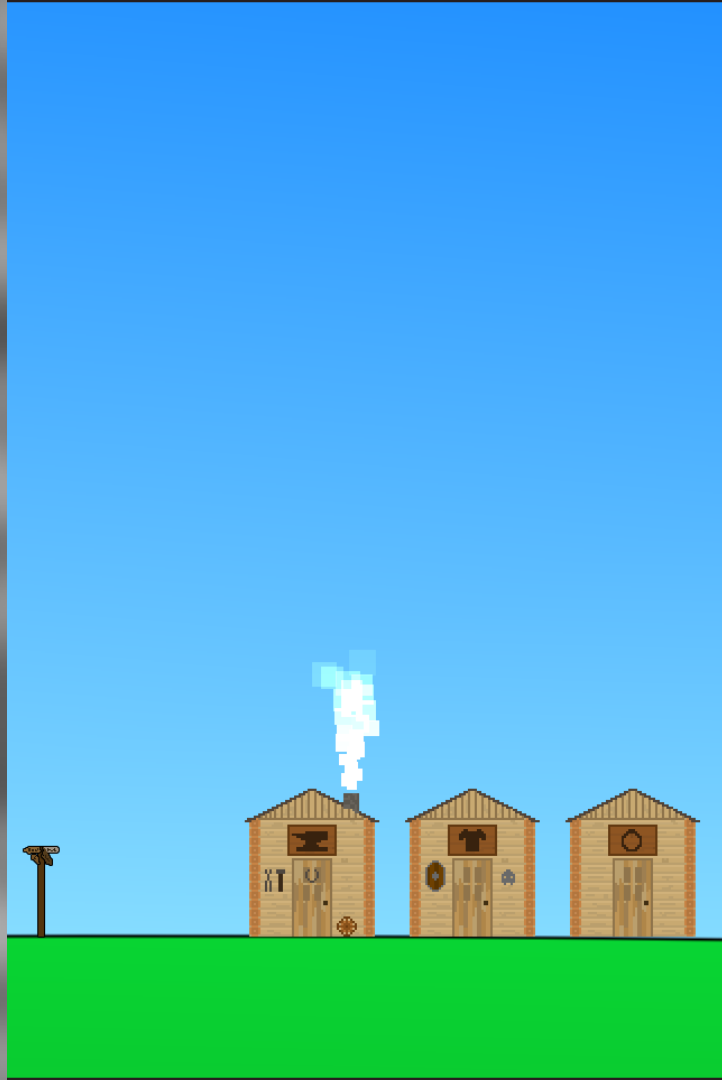


I Wonder If I  
can apply  
that to a  
game



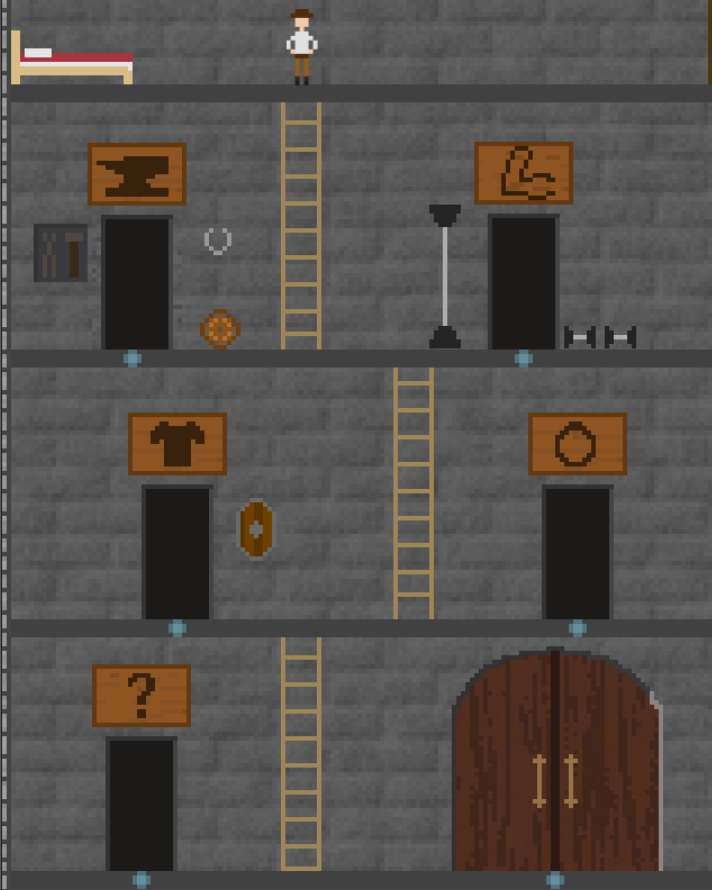






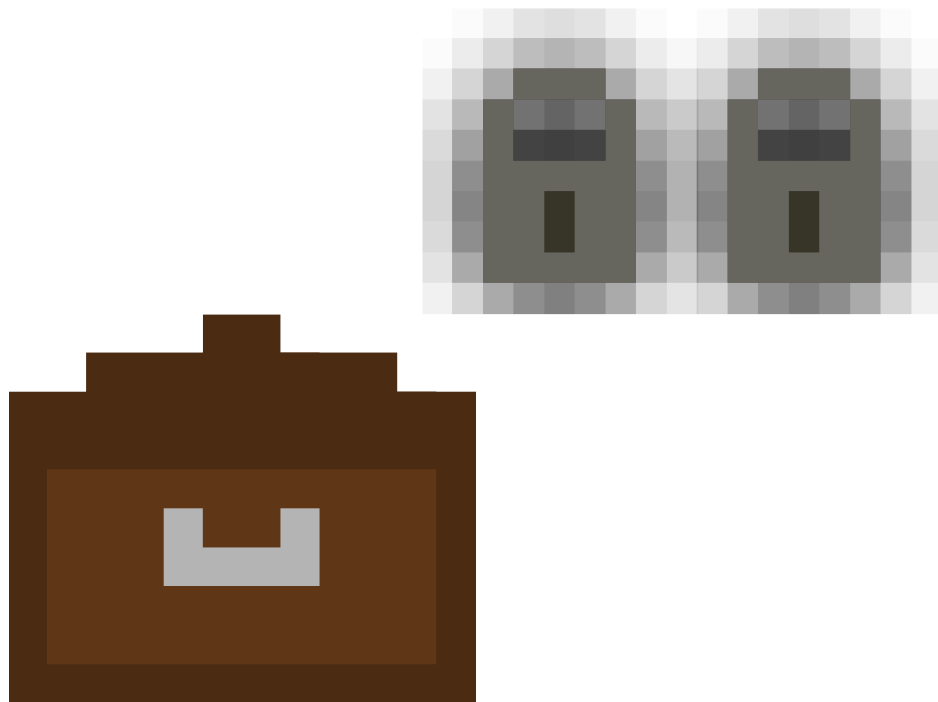
123456 12345 12345 12345

SCORE  
00051132  
FREEDOM  
10000000



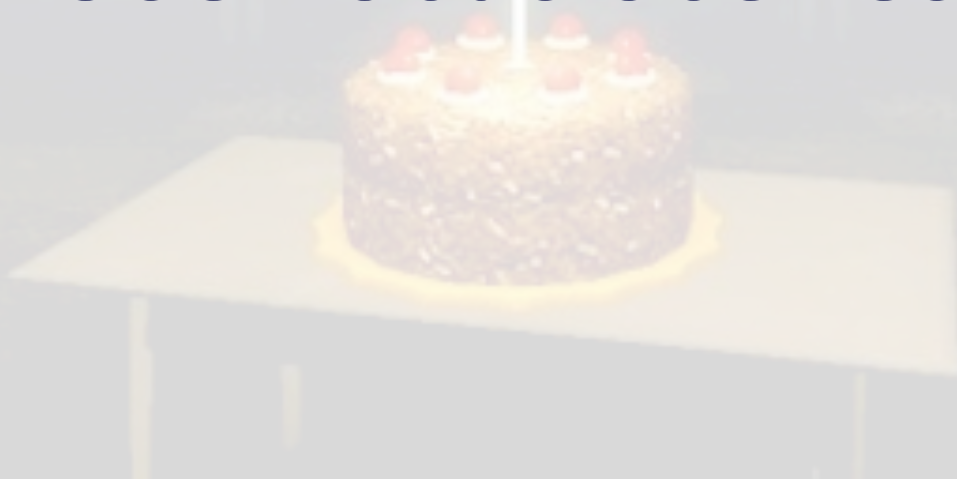






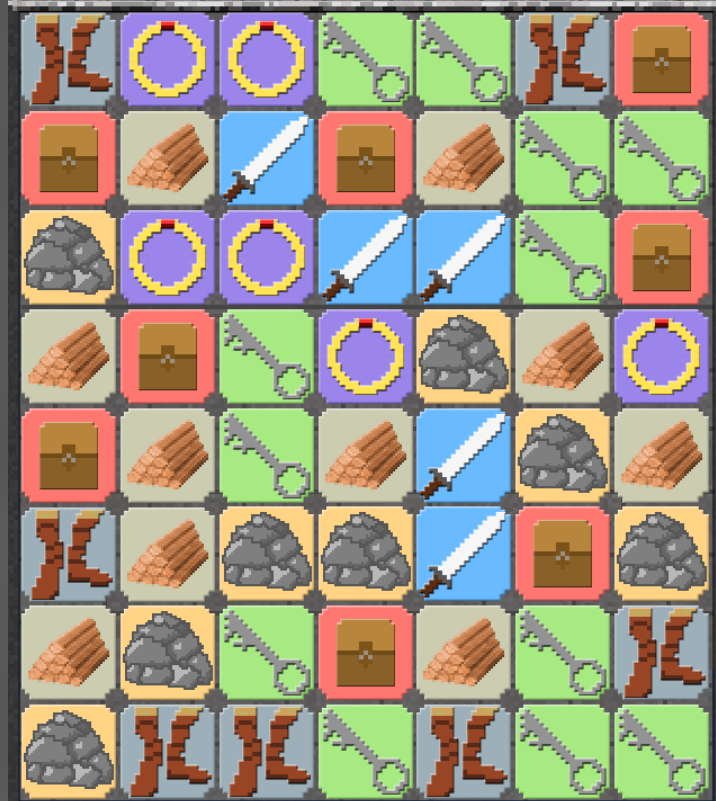
# Lessons Learned #3

## Use Focus Scenes





100 20 30 0



▲36158 ▲8322

▲10143 ♥62751

ENERGY



100%

36055



▲123456 ▲12345

▲12345 ♥12345

SCORE

00051132

FREEDOM

10000000



0  
 0  
 0  
 100

168661



100  
 0  
 0  
 0

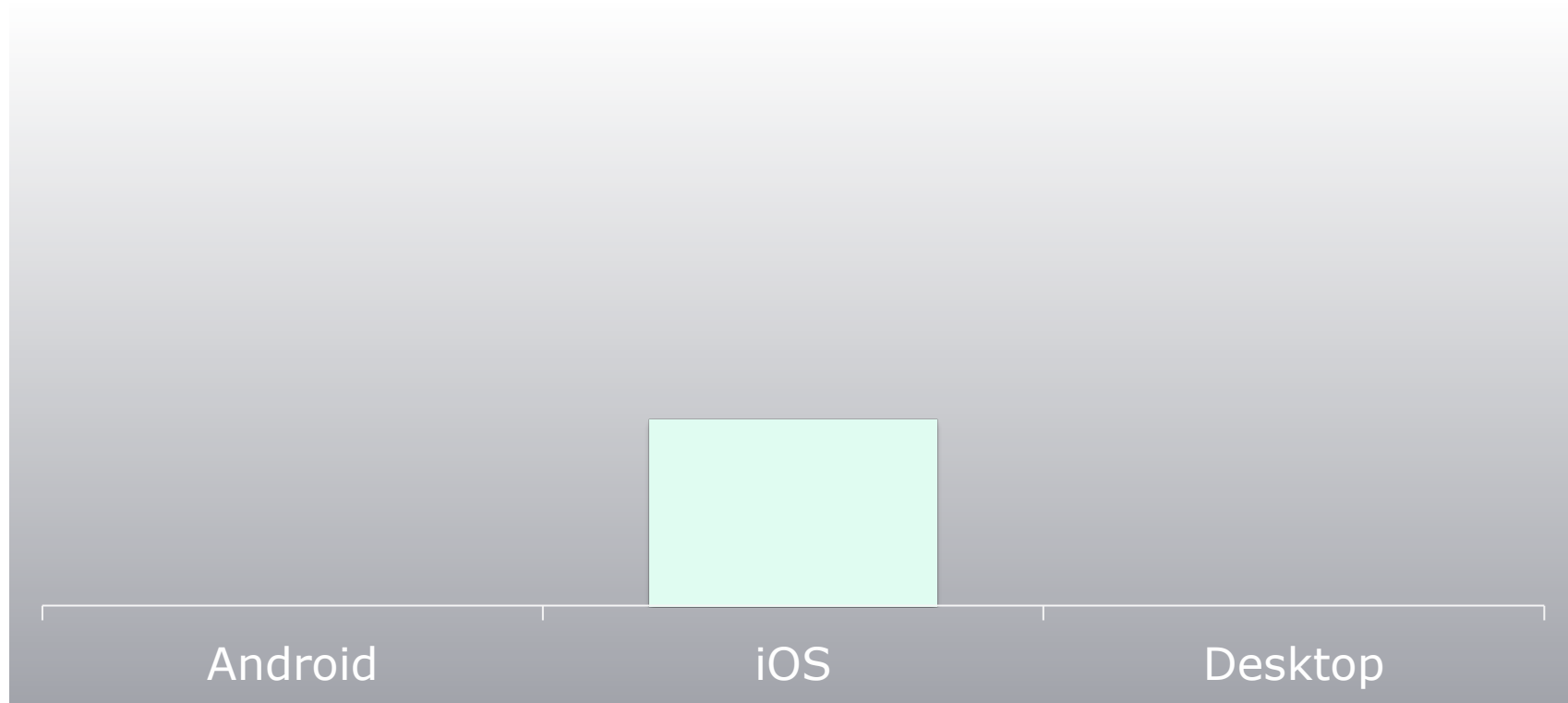
SCORE  
 14077147  
 FREEDOM  
 10000000



July 27<sup>th</sup> 2012



# August 2012





December 2012

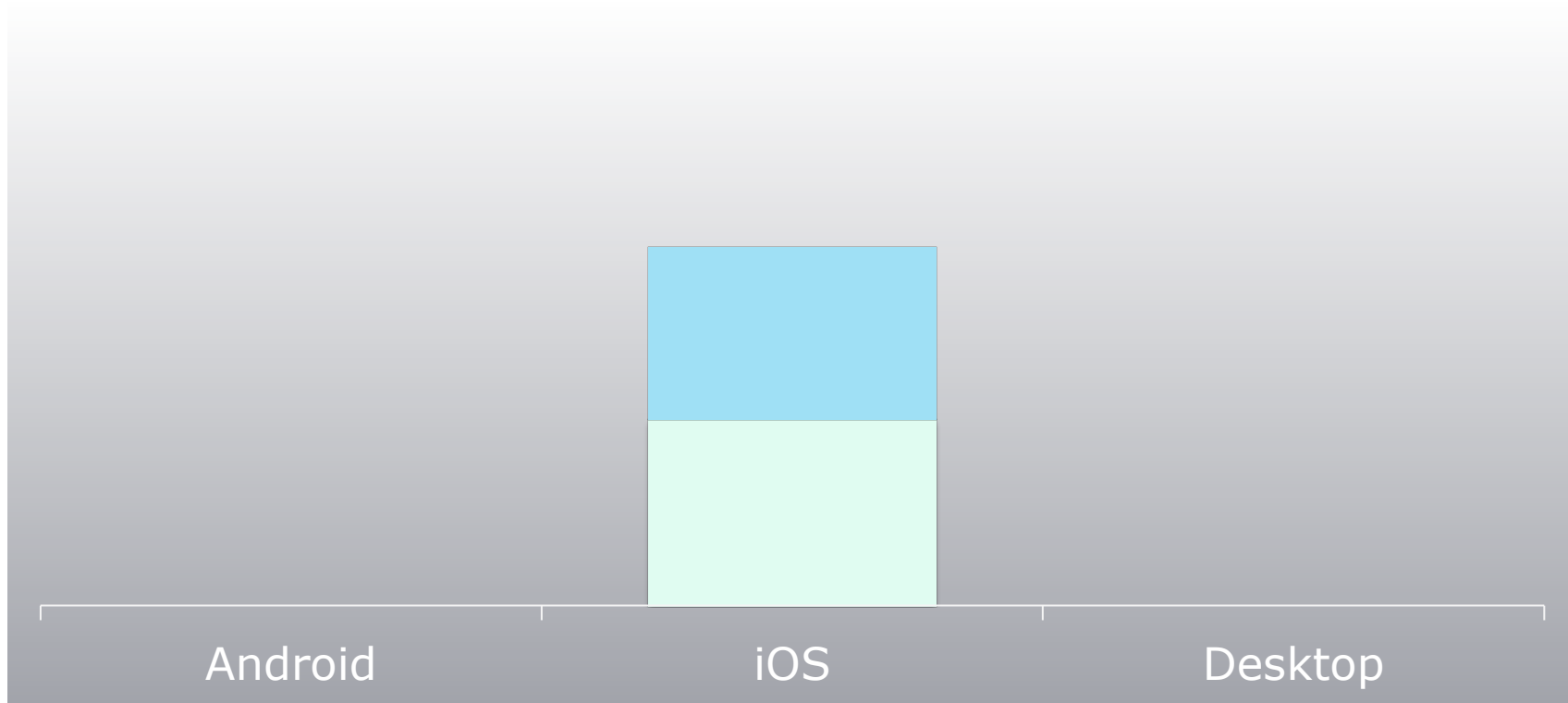
Enjoying this talk?

Rate “Making 100000000”

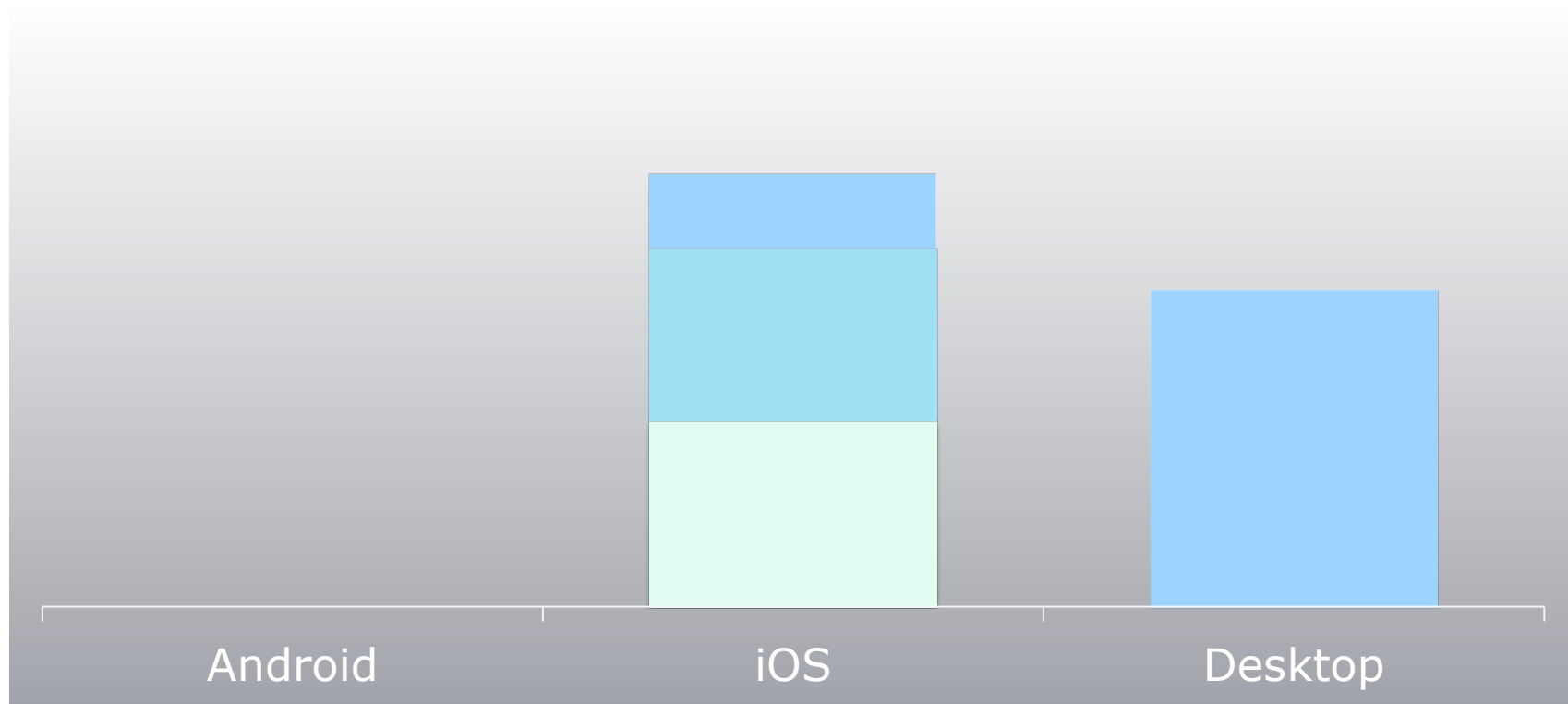
Remind me Later



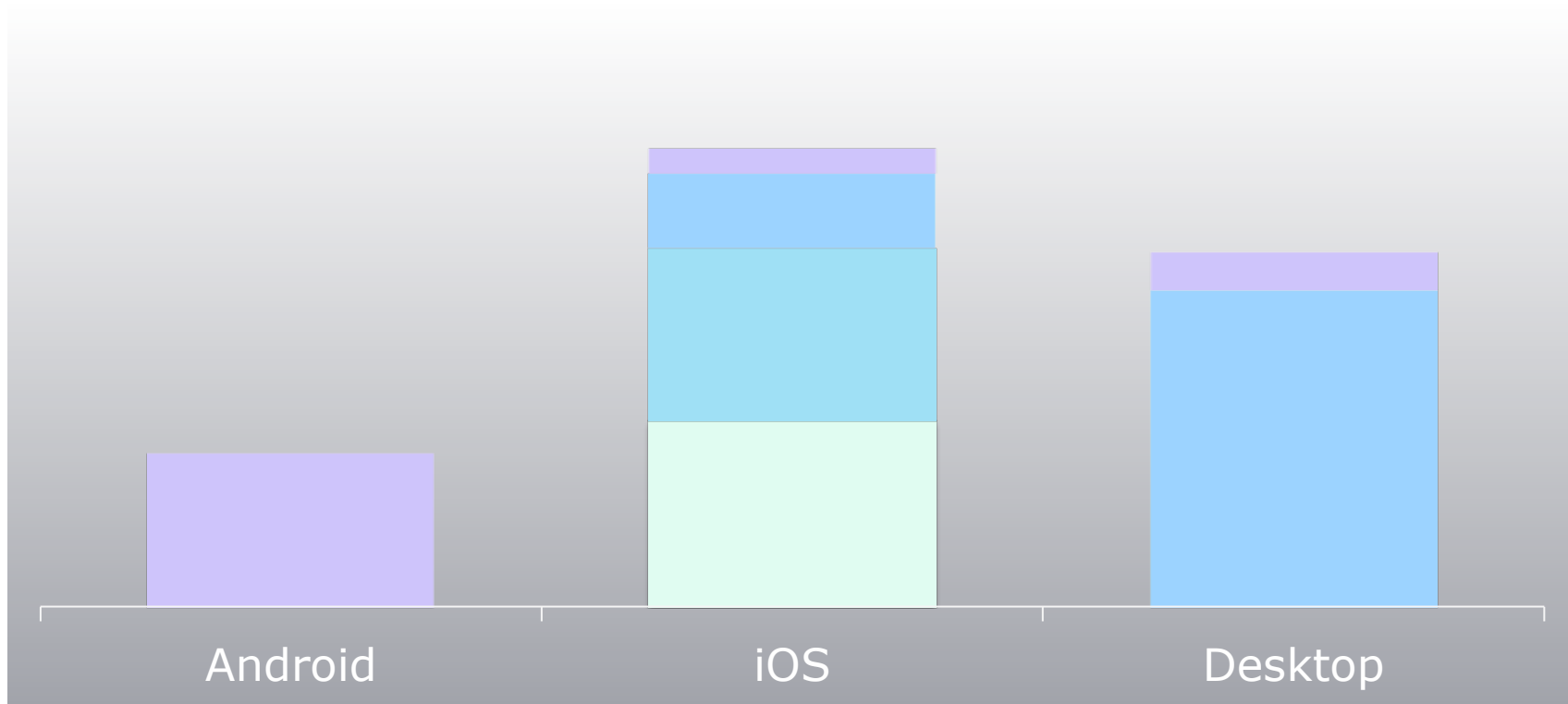
# December 2012



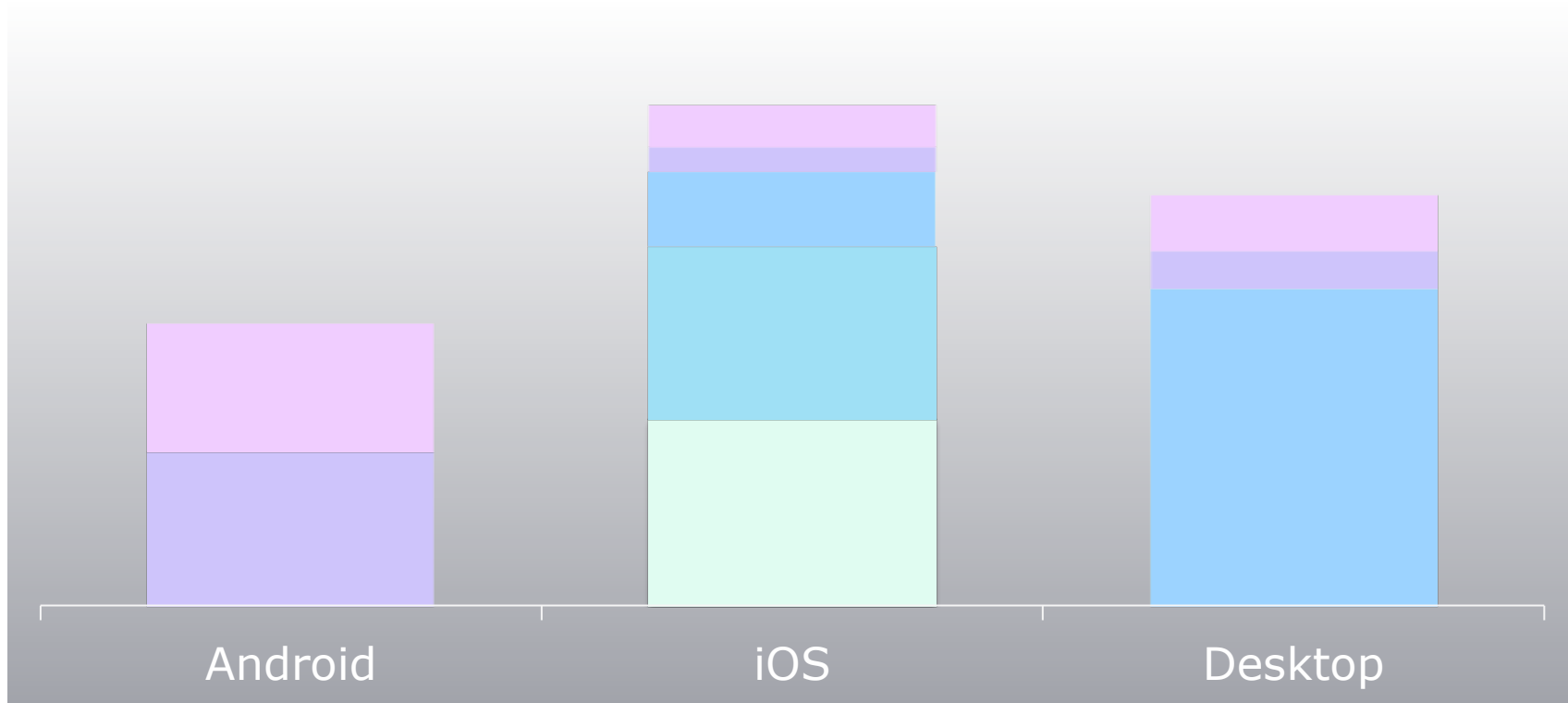
# February 2013



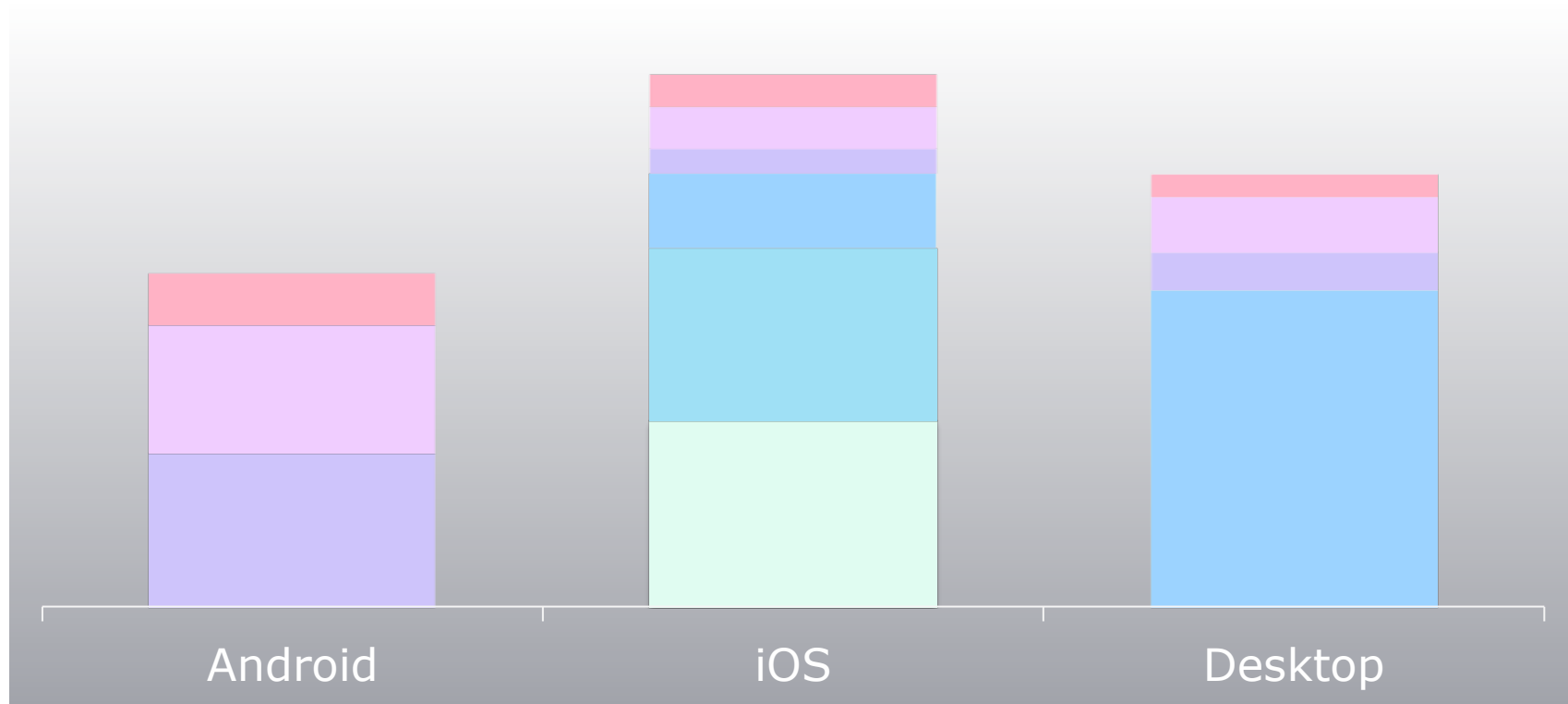
# April 2013

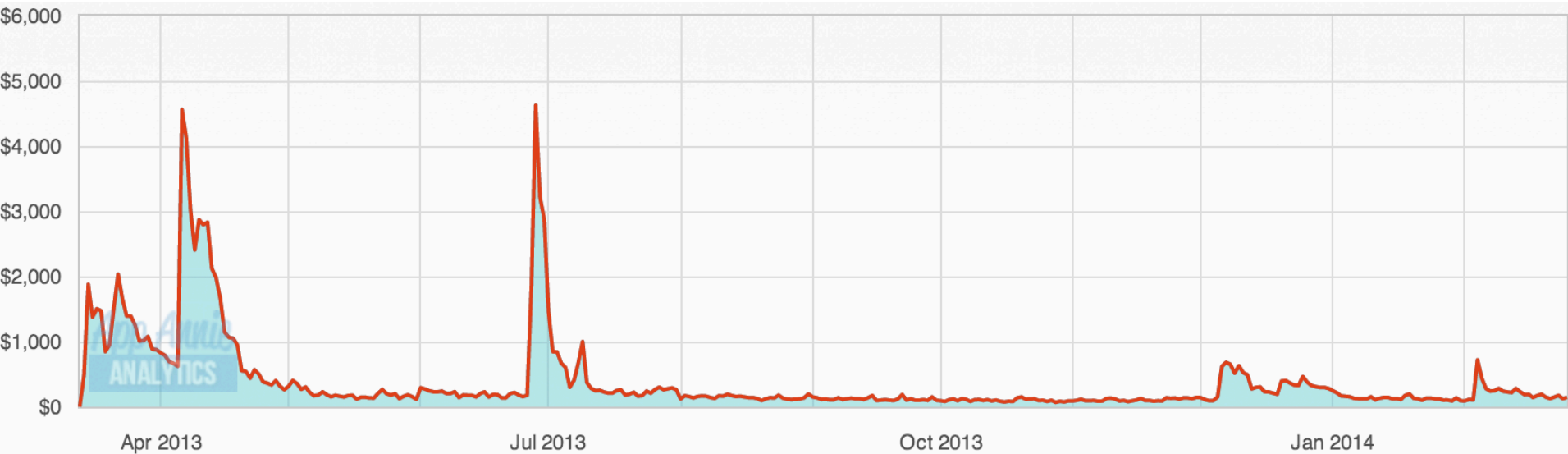


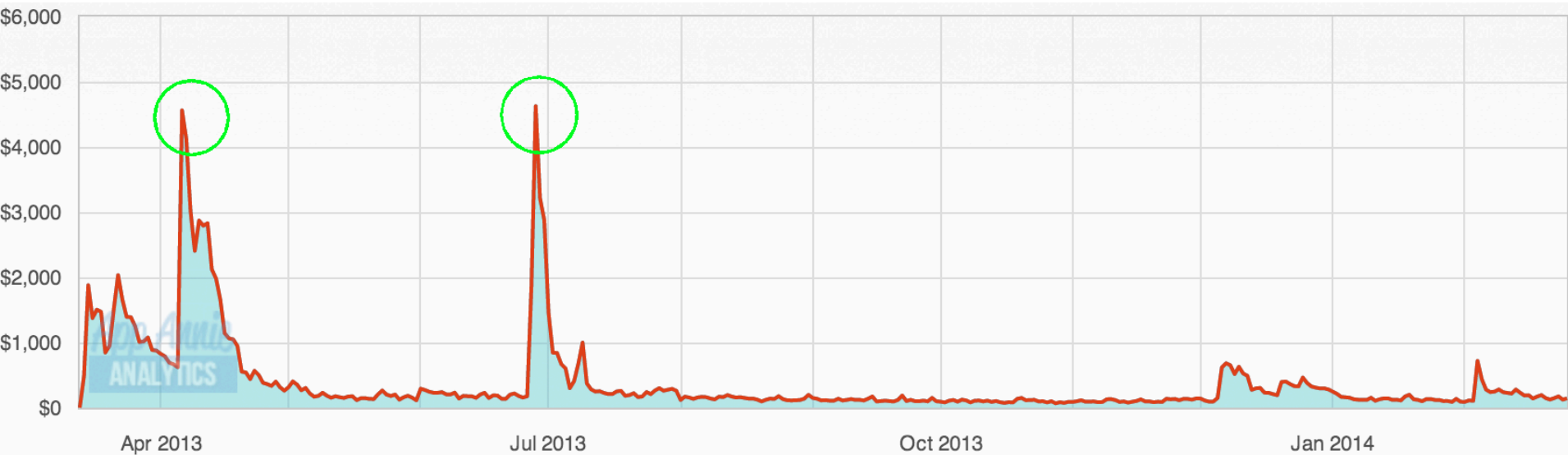
# December 2013



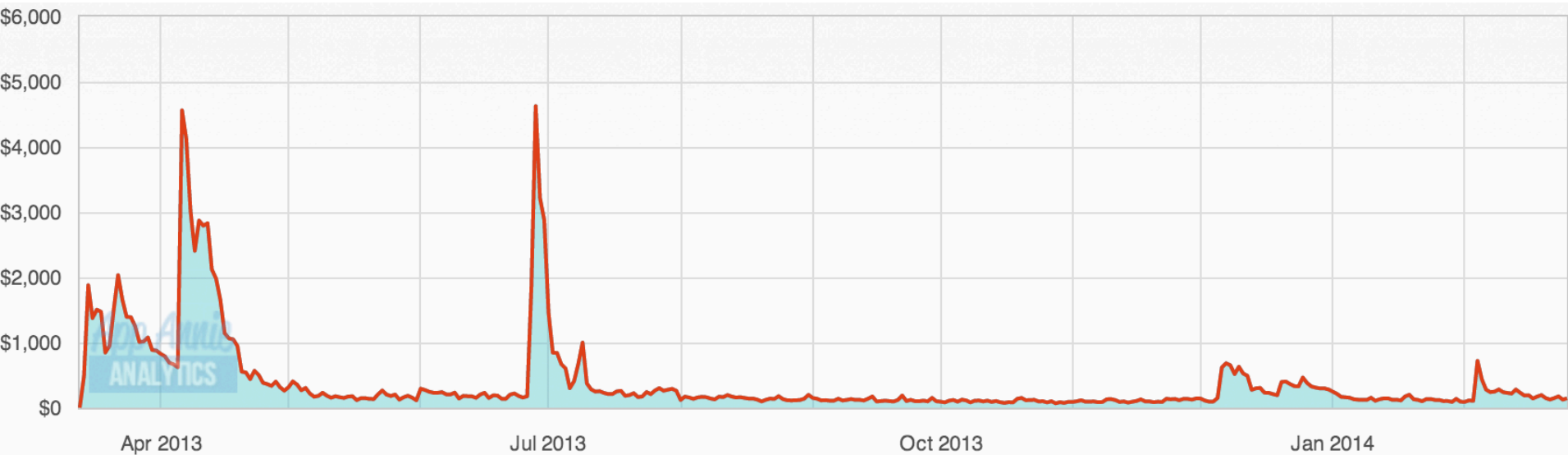
# Now

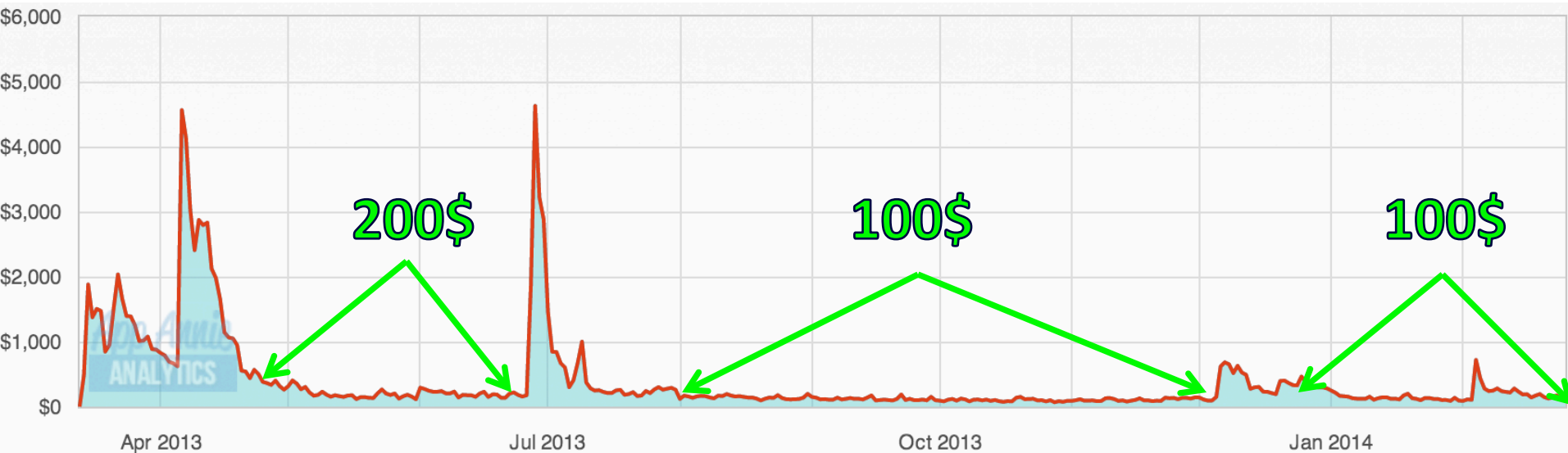






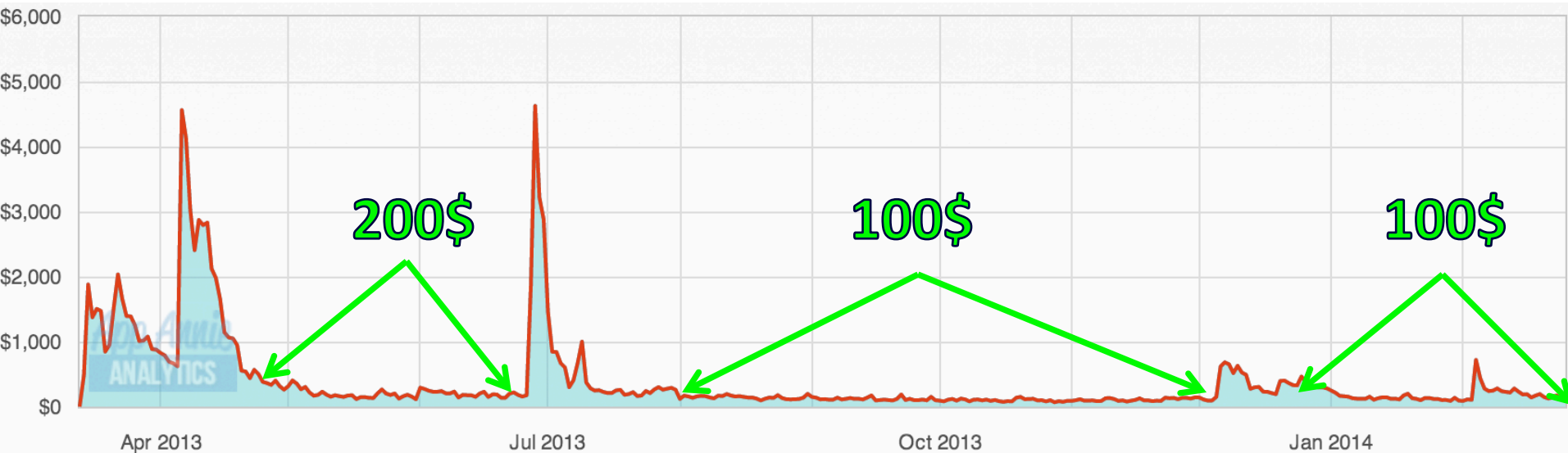






# Lessons Learned #4

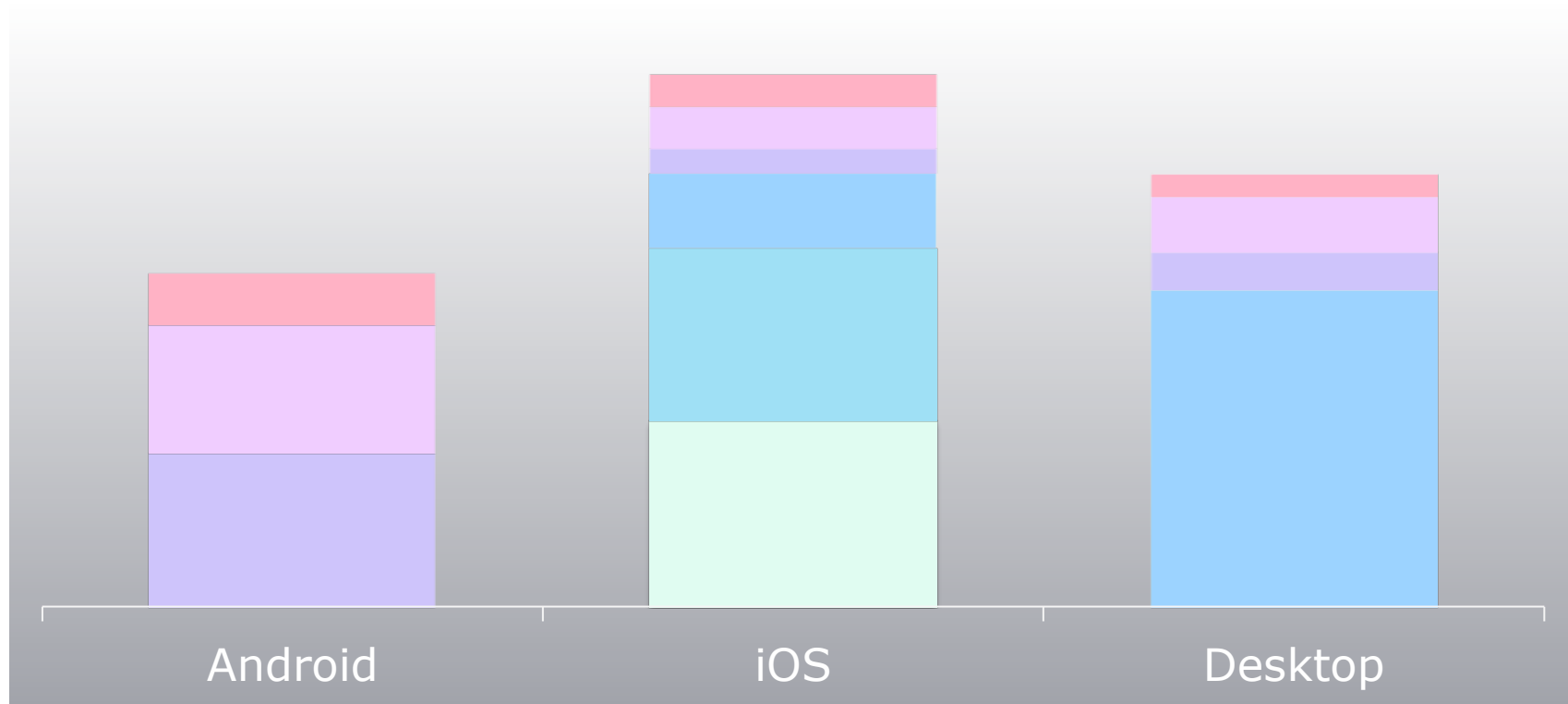
## Don't Focus on Spikes



# Lessons Learned #5















Diversify

# Now







#	Grossing		
1	 <b>Candy Crush Saga</b> King.com Limited	9	 <b>The Hobbit: Kingdoms of Mid...</b> Kabam
2	 <b>Clash of Clans</b> Supercell	10	 <b>The Sims™ FreePlay</b> Electronic Arts
3	 <b>Pandora Radio</b> Pandora Media, Inc.	11	 <b>Zoosk - #1 Dating App</b> Zoosk, Inc.
4	 <b>Game of War - Fire Age</b> Machine Zone, Inc	12	 <b>MARVEL War of Heroes</b> Mobage, Inc.
5	 <b>Hay Day</b> Supercell	13	<b>Minecraft – Pocket Edition</b> Mojang
6	 <b>Slotomania - FREE Slots</b> Playtika LTD	14	 <b>Big Fish Casino - Free Slots, ...</b> Big Fish Games, Inc
7	 <b>Pet Rescue Saga</b> King.com Limited	15	 <b>Castle Age HD</b> Phoenix Age, Inc.
8	 <b>Farm Heroes Saga</b> King.com Limited	16	 <b>Zynga Poker - Texas Holdem</b> Zynga Inc.



Top 100 Grossing  
90-95% Free Apps  
98-99% IAP

The background of the slide is a blurred screenshot of a game chart, likely the Top 100 Grossing chart from the App Store or Google Play. It shows a list of games with their names, icons, and revenue figures, but the text is out of focus to emphasize the overlaid title.

# Stop Looking at the Top 100 Grossing



Top 1000 Grossing  
~1000\$ / Day

Top 1000 Grossing

~1000\$ / Day

25-30% Paid Apps

# Lessons Learned #6

It's still more than OK to  
be Paid

- Design for the Experience
  - Design For Sessions
    - Use Focus Scenes
  - Tails are important
    - Diversify
  - Still OK to be Paid





# Cheers

# Questions?



@LucaRedwood



You Must  
Build A Boat

 @LucaRedwood