

Making 10000000

Luca RedwoodEightyEight Games





Lessons Learned #1

Design For the Experience

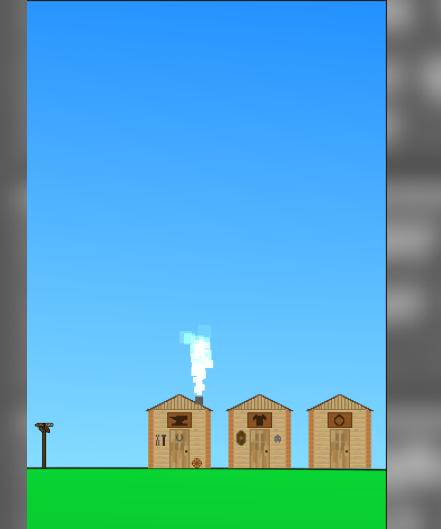












Enter the Dungeon

<< 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

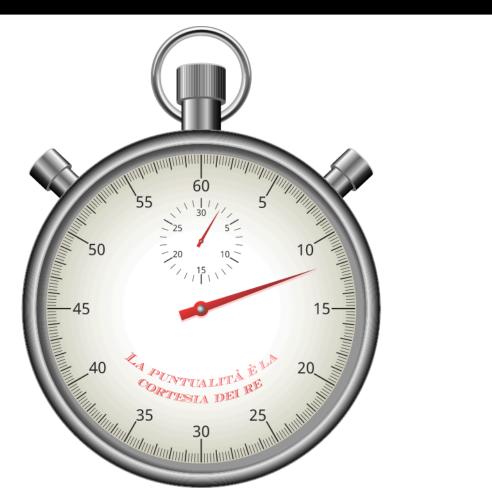


Moneybags Collect 200 gold in one game

Cancel

Enter the Dungeon







Average Dungeon Run: 90 seconds



Median Session: < 4 Minutes





Average Session: < 4 Minutes

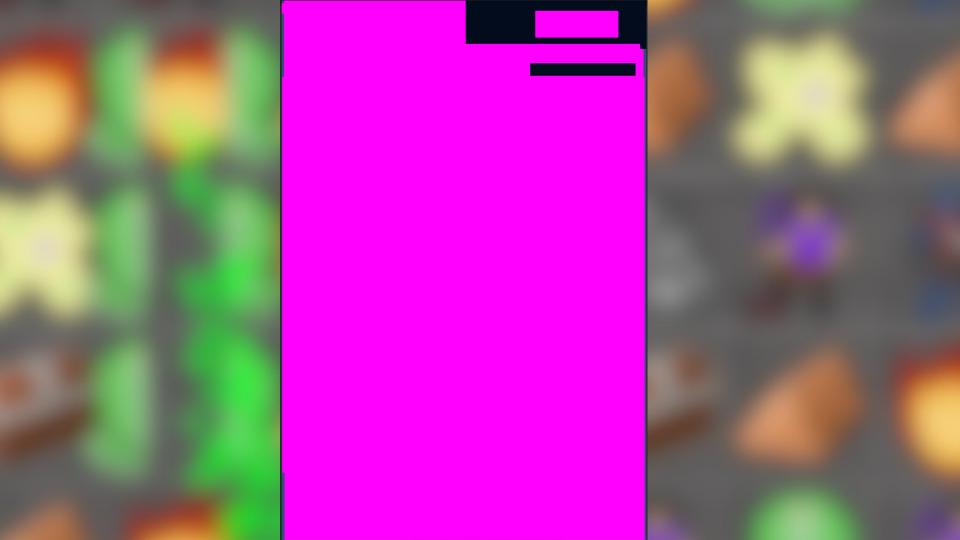


15% of Sessions over 20 minutes

Lessons Learned #2

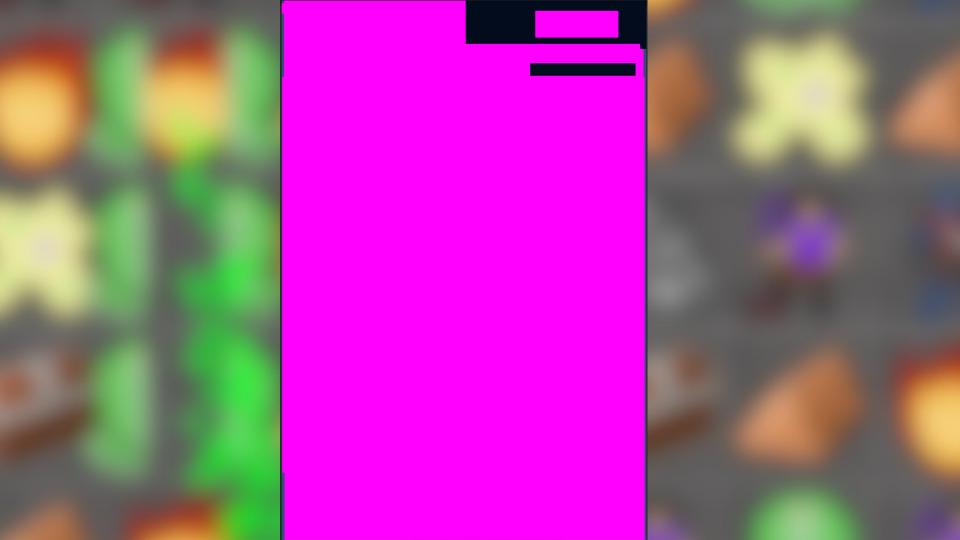
Design For Sessions





Lesson Learned #2.5

Back up.

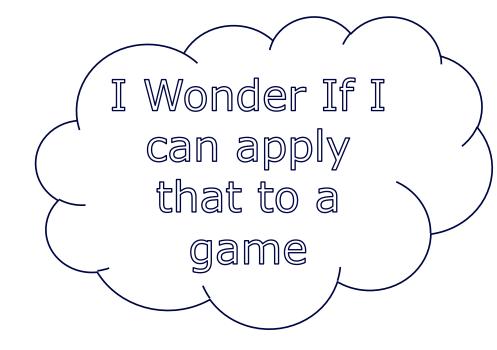


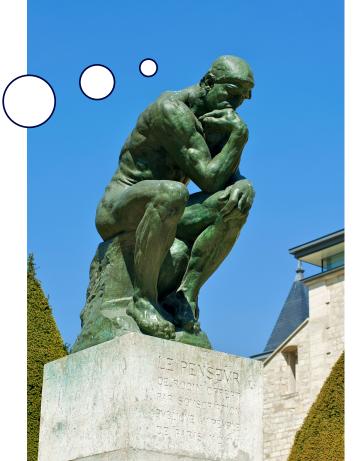




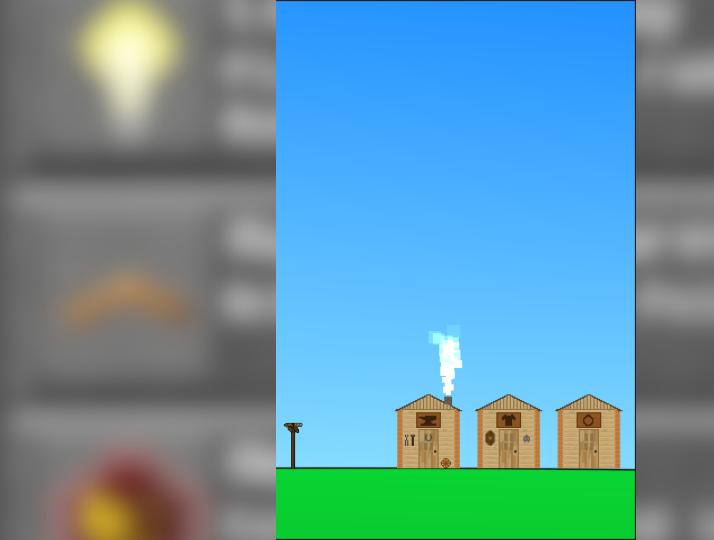


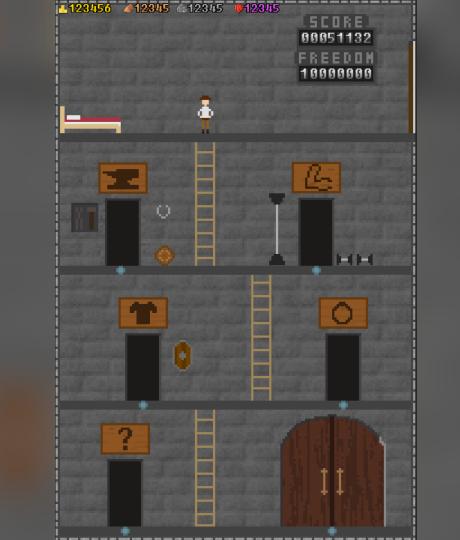
Focus





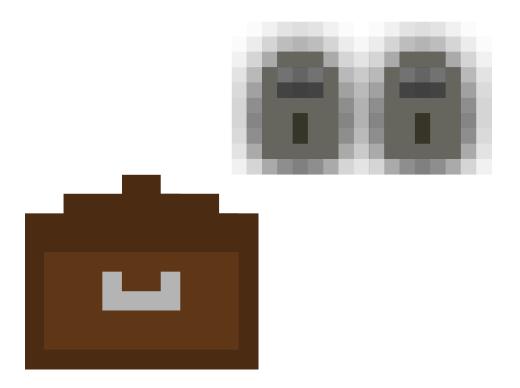












Lessons Learned #3

Use Focus Scenes



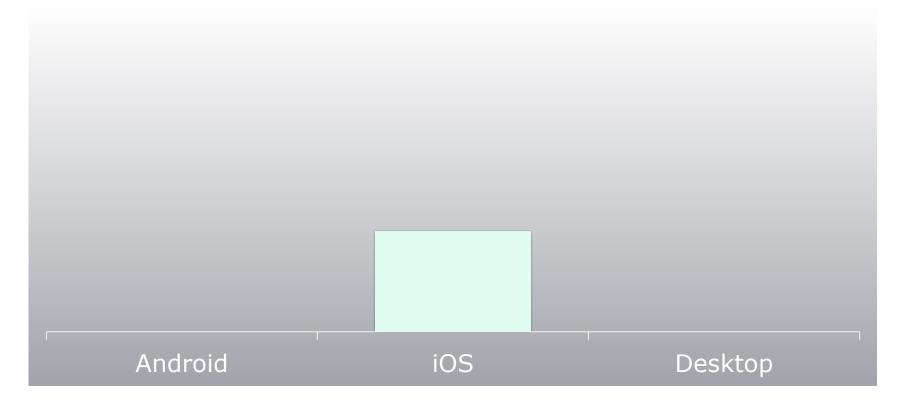




July 27th 2012

Brian Bit Silva @Kaboobi · 26 Jul 2012 IndieGames.com @indiegamescom · 30 Jul 2012 Rvan Bates @rbates · 28 Jul 2012 Oh no, '10000000' for iOS is a puzzle gam iPhone Game Pick: 10000000 (EightyEight Games) bit. I'm really enjoying the game 10000000. If you like fast-paced puzzlers, check WE'VE REACHED PEAK ADDICTION LEVI out. itunes.apple.com/app/10000000/i... (iTunes link) ◆ Reply ★3 Rety U /app/1000000... ◆ Reply ★ Retweet ★ Favorite · · · · Mo Cory Banks @Demiurge · 30 Jul 2012 ♠ Reply ★ Retweet ★ Favorite ••• More Whatever you do, do NOT buy 1000000 on iOS while on deadline. It's so good, Orthy™ @adam_orth · 19 Aug 2012 played for 3 hours straight last night, itunes.apple.com/us/app/1000000... 10000000 is the best iOS game ever created. Everyone else can stop making Raven Zachary @ravenme · 27 Jul 2012 Justin Davis @ErrorJustin · 6 Aug 2012 games 10000000 by EightyEight Games is one of the best iPhone games I have Hooked on indie iOS RPG/Puzzler 10000000: bit.lv/M0dMZV - Will try to get played this year. itun.es/us/VGQCG.i some stuff on it up on IGN tomorrow. Expand ♠ Reply ★ Retweet ★ Favorite · · · More pretty nifty, j.r Expand ◆ Reply ★ Retweet ★ Favorite · · · · More Jayisgames @Jayisgames · 28 Jul 2012 App Ben Kuchera @BenKuchera · 31 Jul 2012 Andy McNamara @GI_AndyMc · 13 Aug 2012 a date 1000 Btw, if you haven't checked it out, I think 10000000 is an awesome iOS game. This is one of my favorite iOS games in a long time. Buy it. Love it. Pass it on I played the crap out of it when I was on the road this weekend itunes.apple.com/us/app/1000000... · · More Expand ◆ Reply ★ Retweet ★ Favorite · · · · More ♠ Reply ★ Retweet ★ Favorite · · · · M Eli Hod.app @hodapp · 27 Jul 2012 10000000: Your iOS becomes a gateway to arcade add Vell, there you have it. This week's top 3 iOS releases for For the morning crew: DOWNLOAD THIS GAME. Even all the commenters simple but endlessly en... bit.ly/OYDePY #videogames # think it's awesome. WHEN DOES THAT EVER HAPPEN?!?! ind 10000000. Will tweet this again some time tomorrov ♠ Reply +3 Ret toucharcade.com/2012/07/26/100... ◆ Reply **₹3** Ret Tran-Quan Luong @MuteQ · 27 Jul 2012 ◆ Reply ★ Retweet ★ Favorite · · · · More My most recent iOS addiction is 100000 I'll have reviews up at Paste this month, but go grab these iOS games, mixed in with a dash of RPG, toucharcade.com/2012/07/26/100. 10000000 goo.gl/AoXEJ & ORC: Vengeance goo.gl/aMIMb ◆ Reply ★ Retweet ★ Favorite · · · · More Shoe @DanShoeHsu · 6 Aug 2012 Brendan Keo Freedom! Scored 14.8 million in the 10000000 game. 6 hours of gaming for \$2. Blake Patterson @blakesnot - 28 Jul 2 So I mentione Not bad! Thx @BenKuchera @jason_wilson @johntv Arnold Kim @arnoldkim · 26 Jul 2012 Anyone who hook me in a bit.ly/P1Q4N '10000000' Review - A Bad Icon and Terrible Name, But an Absol Expand ◆ Reply ★ Retweet ★ Favorite · · · More Expand Awesome Puzzle Game - 5 stars toucharcade.com/2012/07/26/1 John Ricciardi @johntv · 29 Jul 20 Griffin McElroy @griffinmcelroy · 27 Jul 2012 It is absolutely essential that you buy 10000000 for your iOS device. It's got its Jeff Atwood @codinghorror · 3 Aug 2012 hooks in me, deep. itunes.apple.com/app/1000000/i... do not, under any circumstances, buy this game for iOS. Too addicting Kevin Pereira @kpereira ♣ Reply ♣ Retweet ★ Favorite ... More ght now it is my iOS Expand toucharcade.com/2012/07/26/100... Terrible name. INCREDIBLE GAME. If you own an iPhone, get 10000000: thrown my iPhone at the wall :-Expand youtube.com/watch?v=TPlkZR... #BetterThanDungeonRaid ◆ Reply ★ Retweet ★ Favorite · · · · Me Adrian Chmielarz @adrianc ♣ Reply ♣ Retweet ★ Favorite ••• More ng my productivity two ways - I'm either playing it or thir Expand Let's show the world that a bad game name about my own action puzzle game. a great game. GET IT NOW! toucharcade.com/2012/07/26/100... #10000000 Expand ♠ Reply ★ Retweet ★ Favorite •••

August 2012



December 2012

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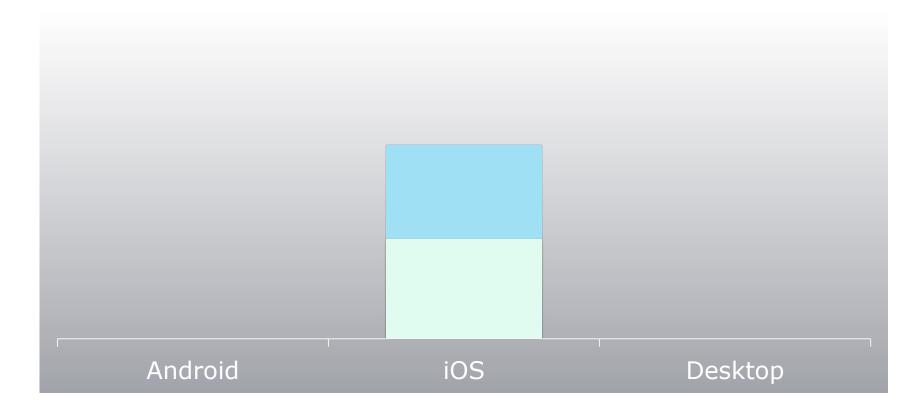
Remind me Later

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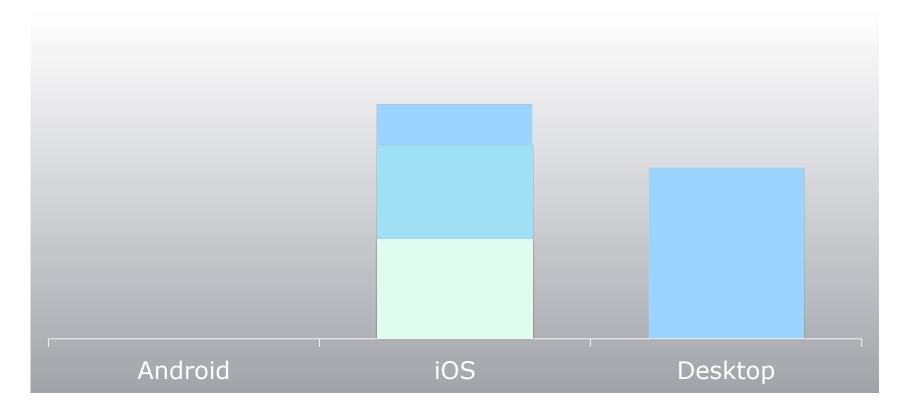
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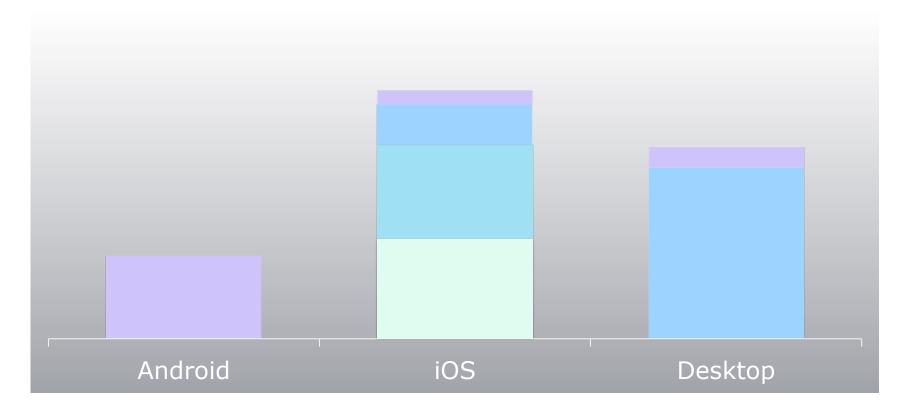
December 2012



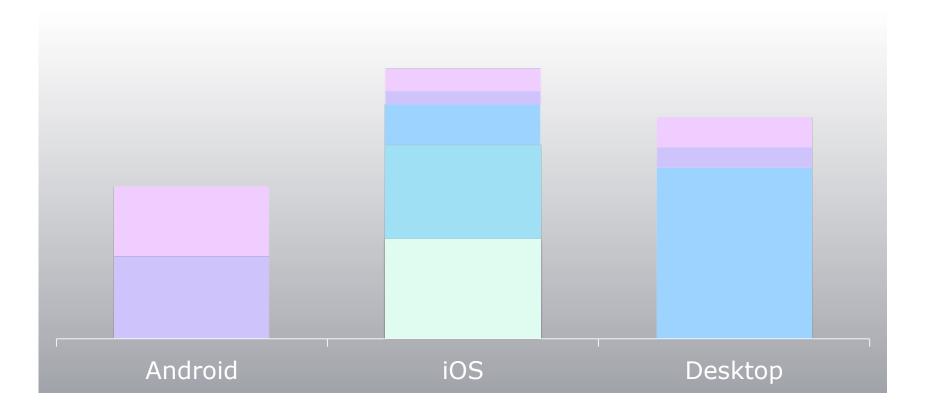
February 2013



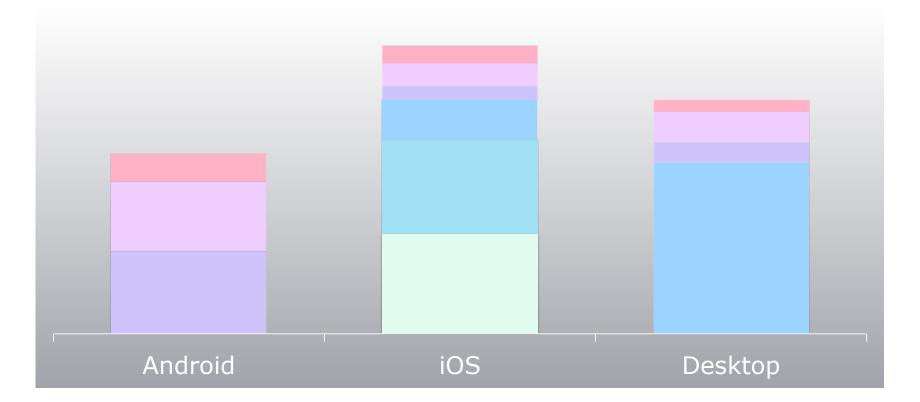
April 2013

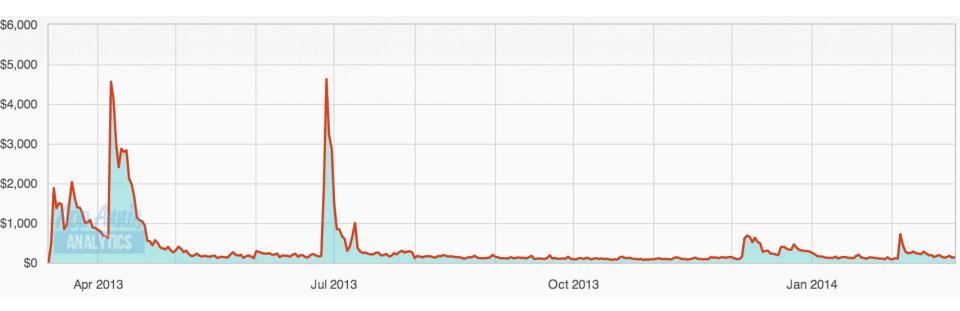


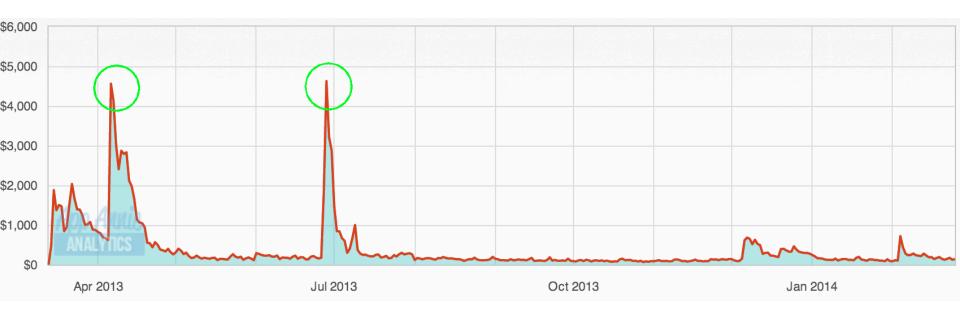
December 2013

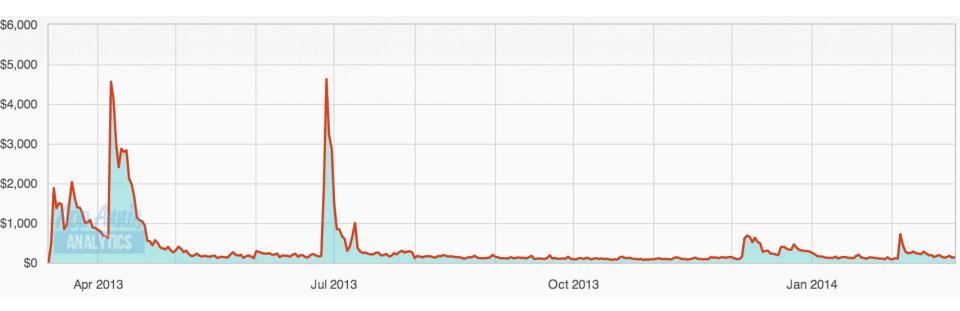


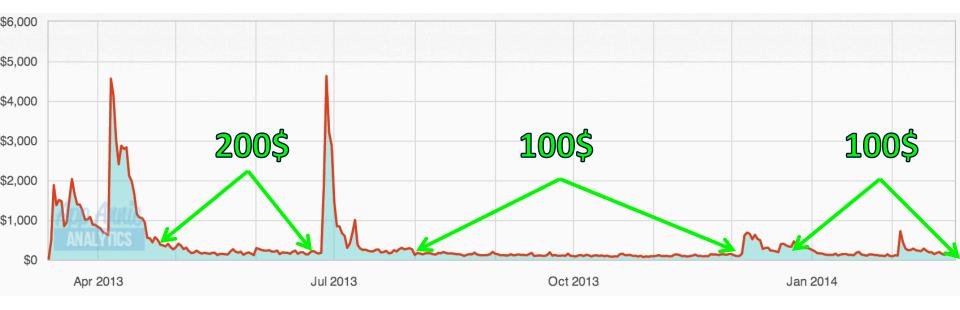
Now





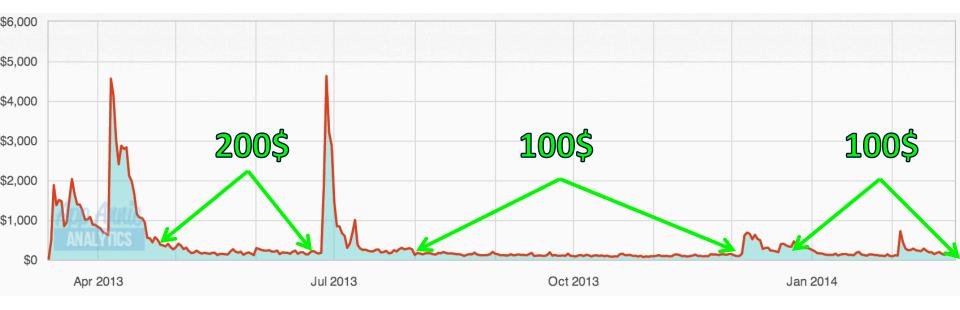






Lessons Learned #4

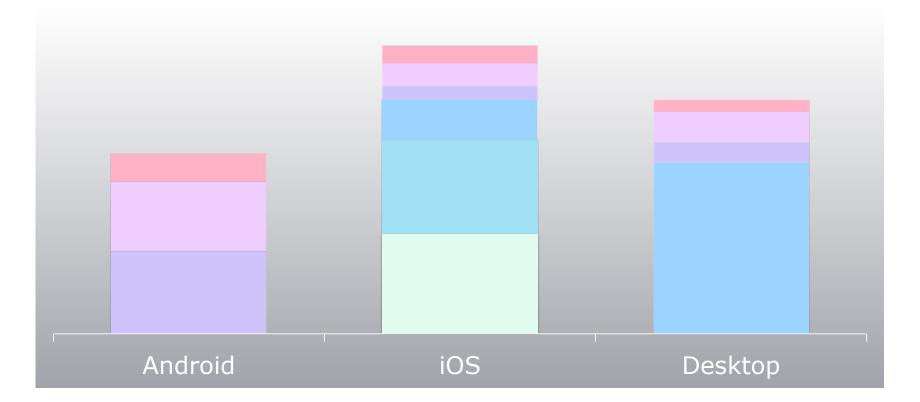
Don't Focus on Spikes



Lessons Learned #5

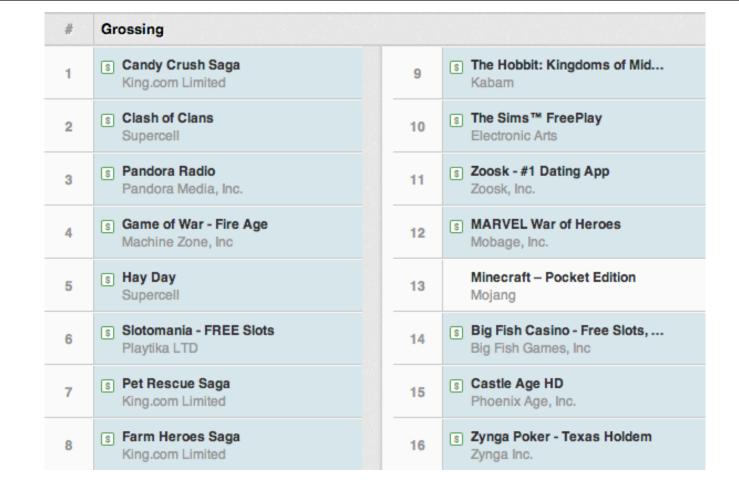
Diversify

Now









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

Stop Looking at the Top 100 Grossing

Top 1000 Grossing

~1000\$ / Day

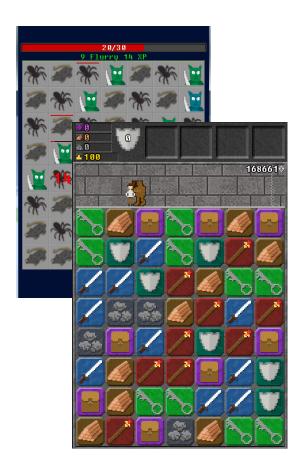
Top 1000 Grossing

~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
 - e Diversify
 - Still OK to be Paid



Cheers

Questions?



You Must Build A Boat

