

FANTASTIC MISTAKES

AND HOW TO AVOID THEM

LEAN CULTURE
BREAK ONE RULE
INVEST IN YOUR TEAM



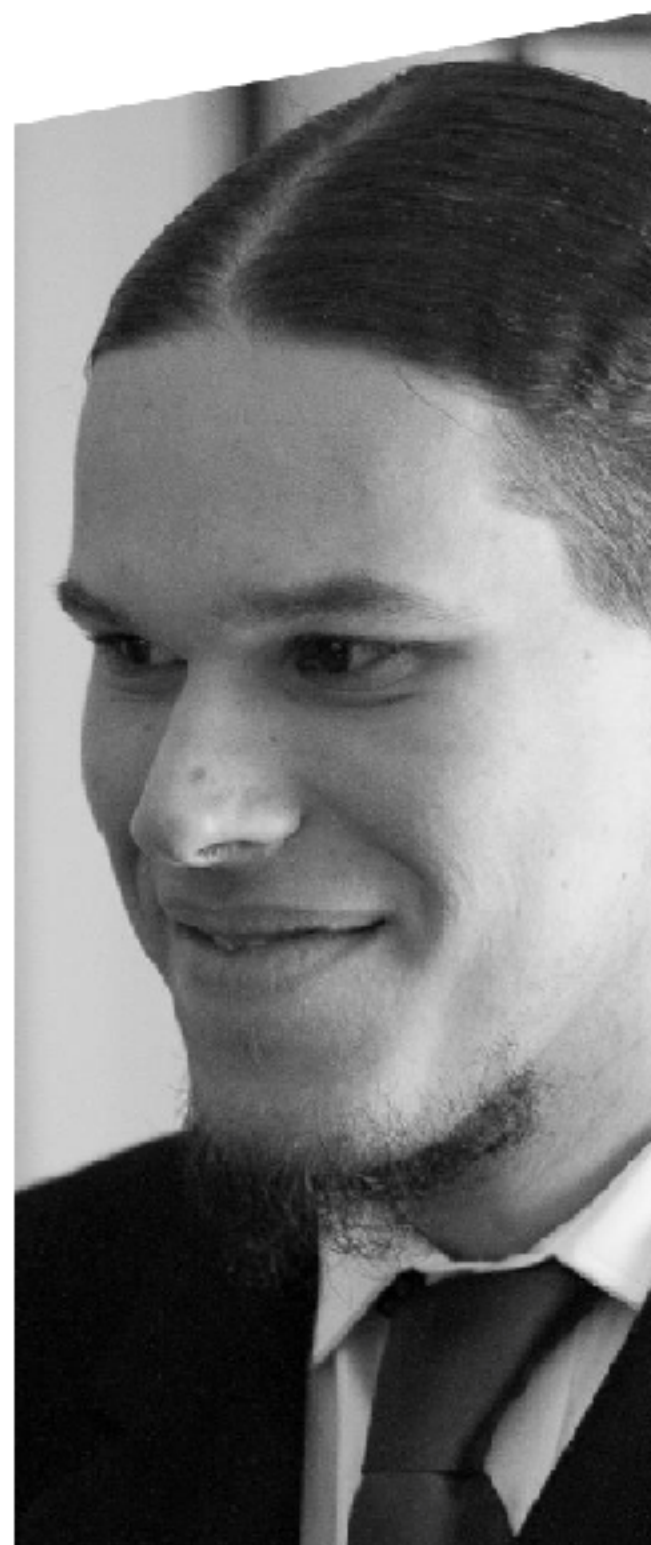
(in no particularly order!)



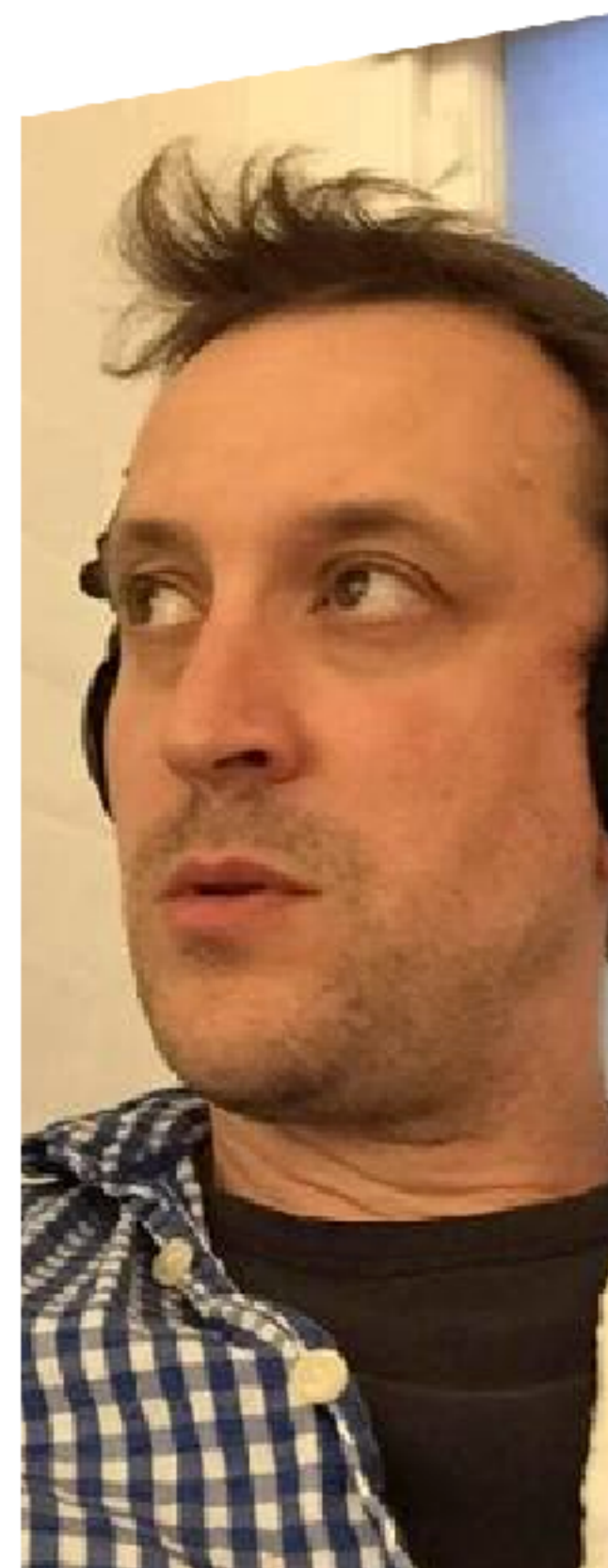
**SEAN
TURNER**



**JAMES
EMMINS**



**JAY
MCDONALD**



**WILL
WHITAKER**



**SHAUN
RUTLAND**

2011



5 devs
5.2 Million

2012



7 devs
22 Million

2013



9 devs
17 Million

EMERGENT CULTURE

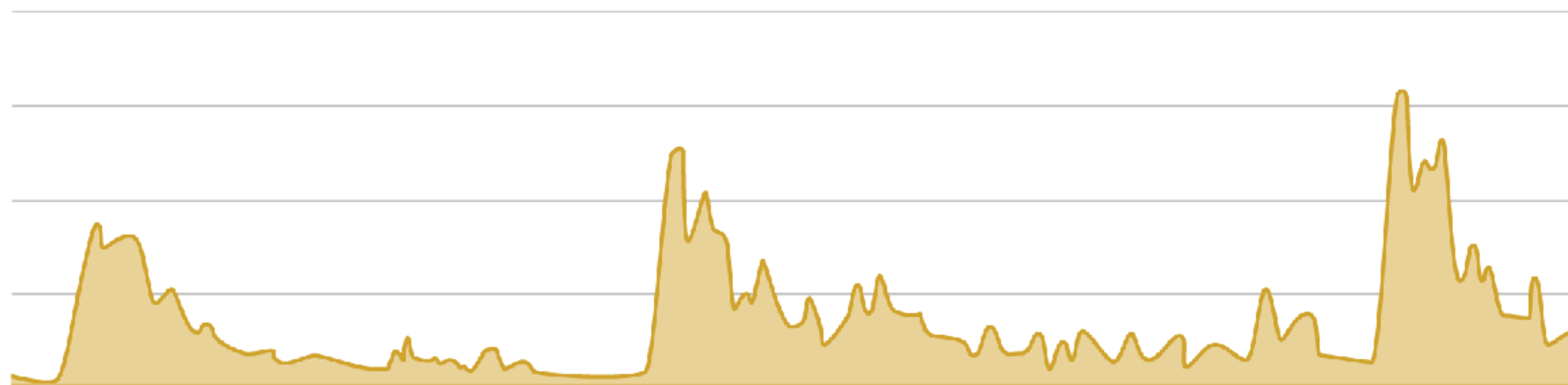
INNOVATE TO ACHIEVE SUCCESS

CHAMPIONS OF GAMEPLAY





Revenue 💰



Downloads ⬇

500k

400k

300k

200k

100k

0



Sep 2013

Apr 2014

LEAN CULTURE
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2014



9 devs



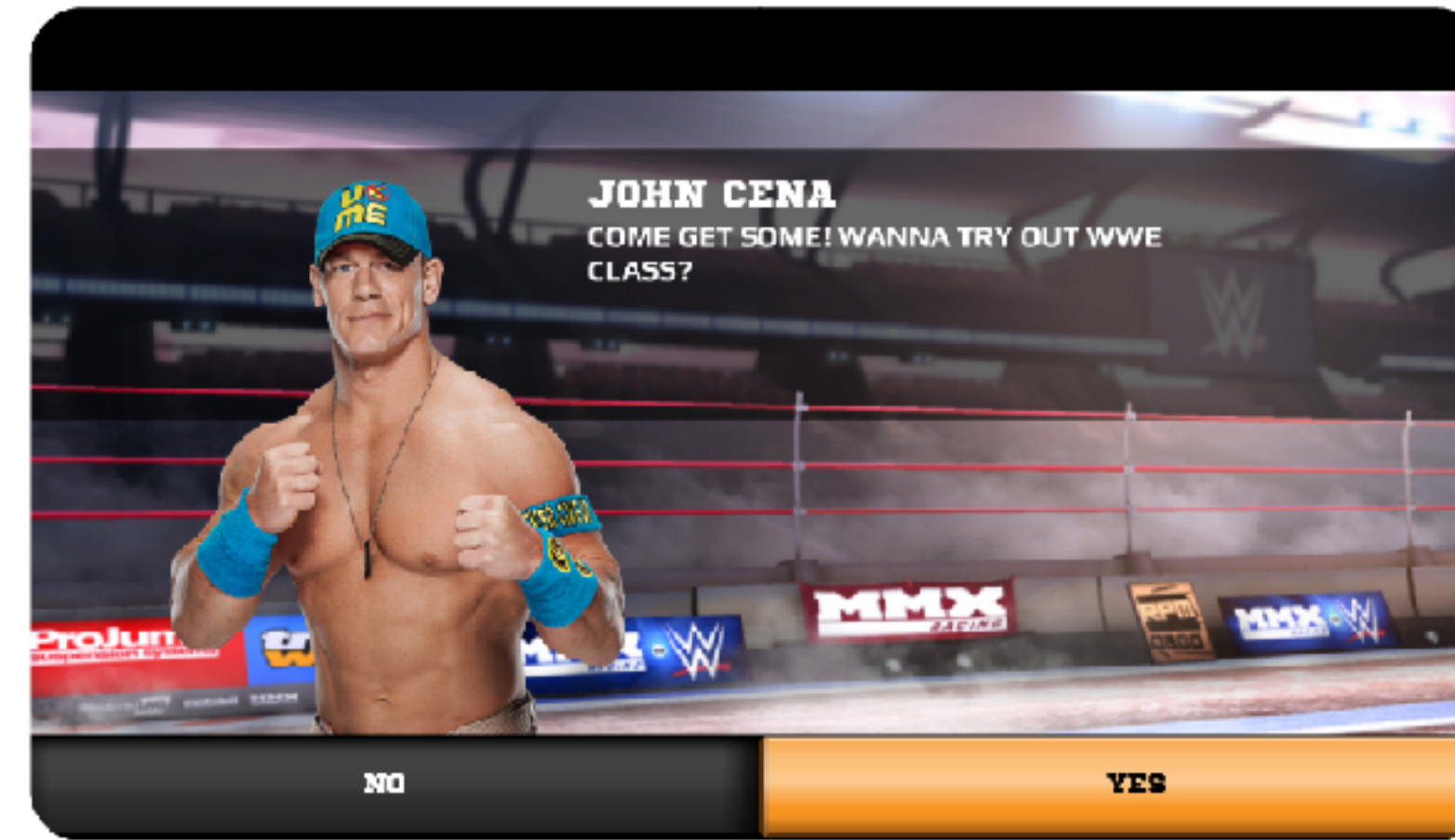
\$1 million



9 months

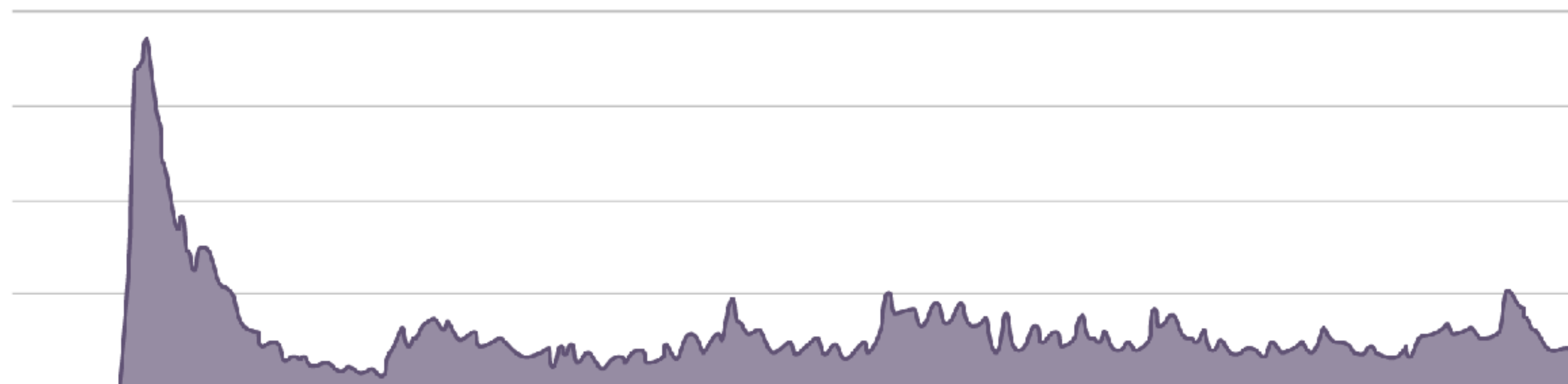


25 million

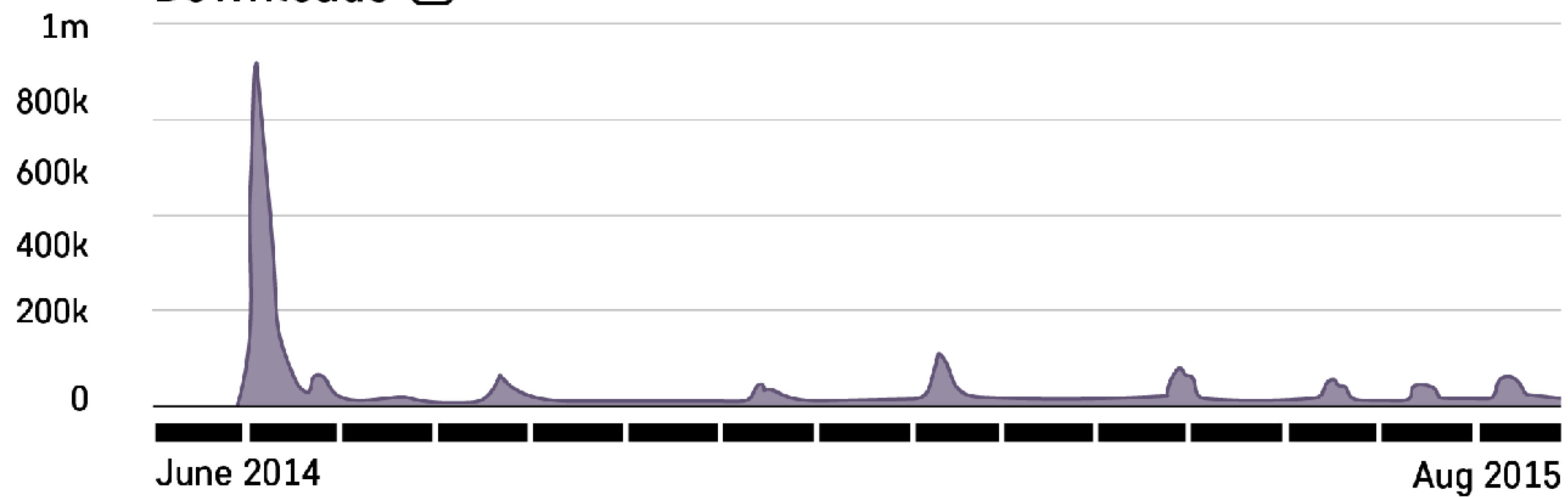


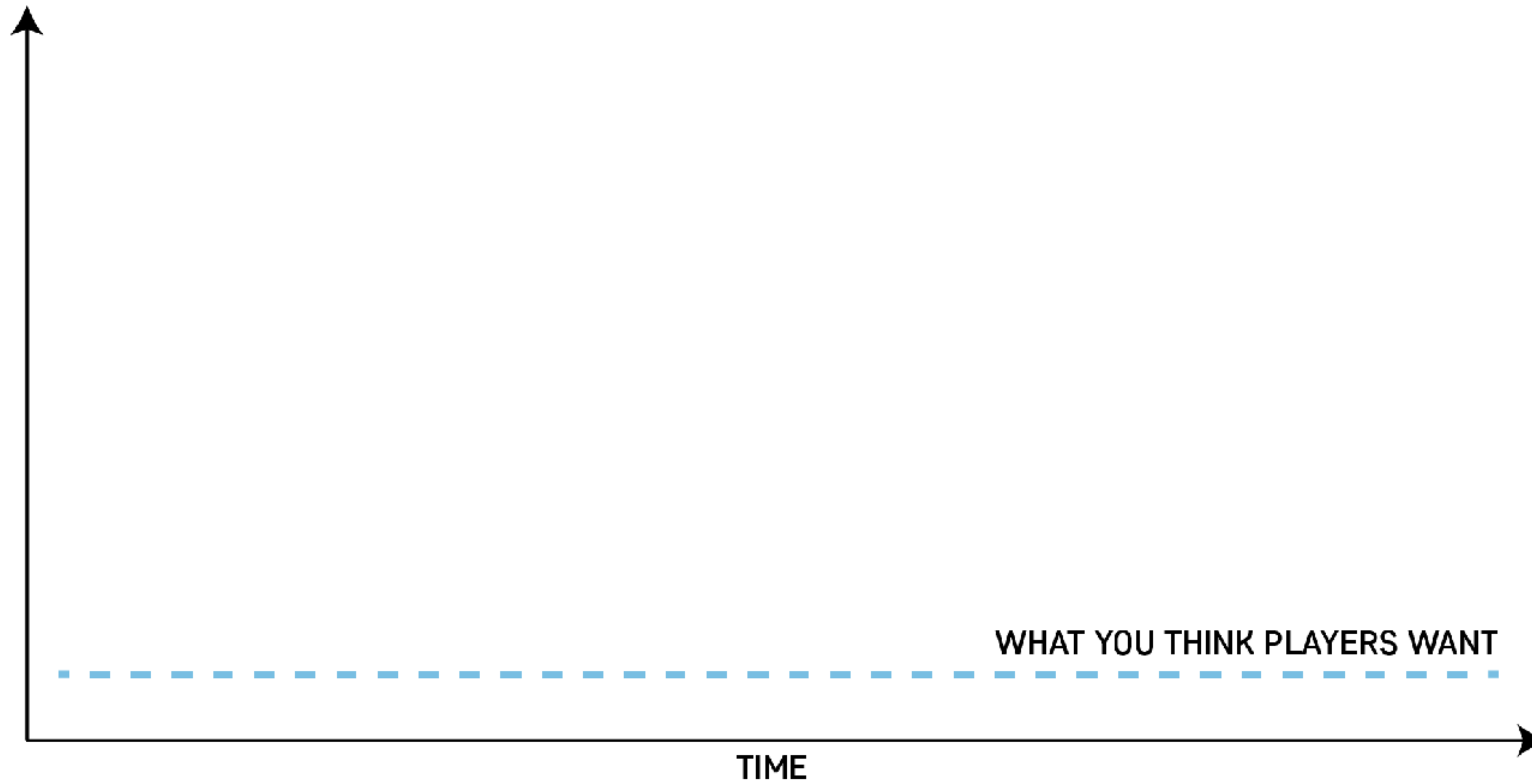


Revenue 💰

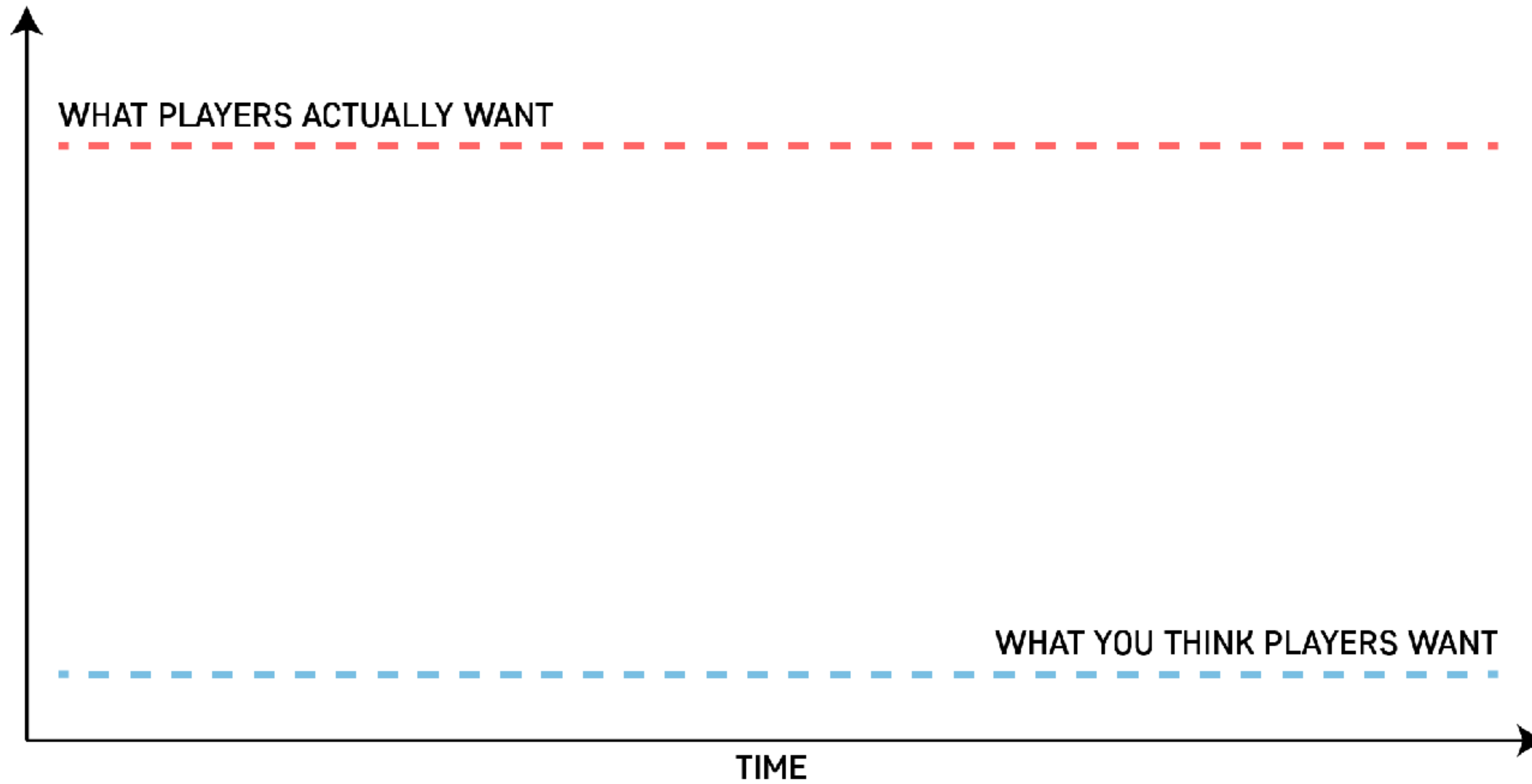


Downloads ↓

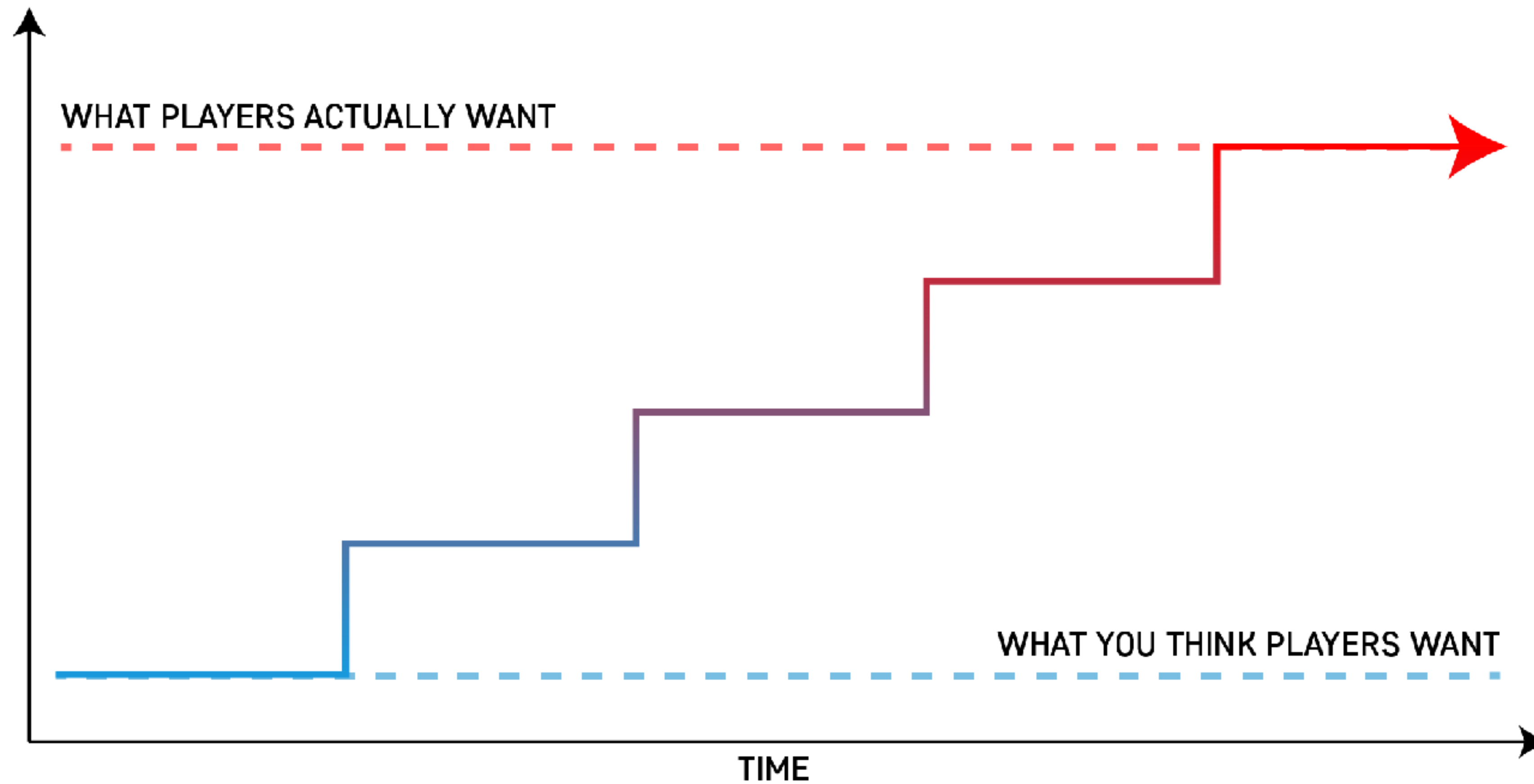




LEAN = VALIDATE EARLY



LEAN = VALIDATE EARLY



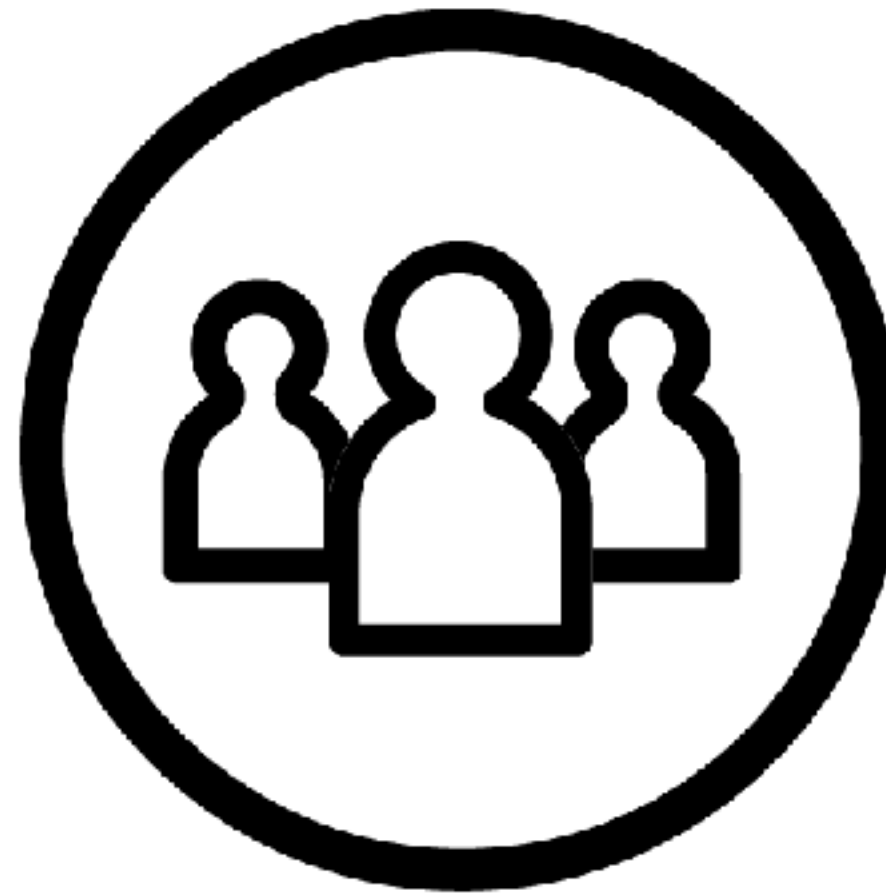
LEAN = VALIDATE EARLY

WHAT NEXT?

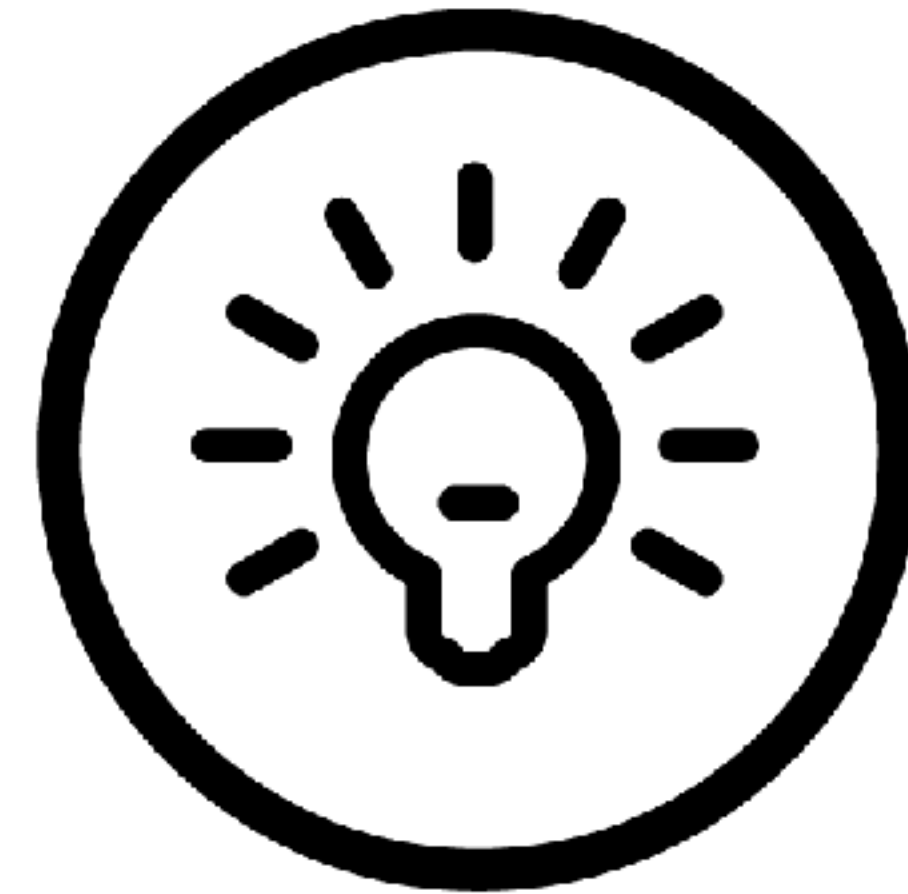
**F2P
CONFIDENCE**



**AMAZING
TEAM**



GREAT IDEA



VALIDATE EARLY
BUILD A BUSINESS
UNDERSTAND YOUR REFERENCES



9 devs



\$1 million



1 years



30 million



12 devs



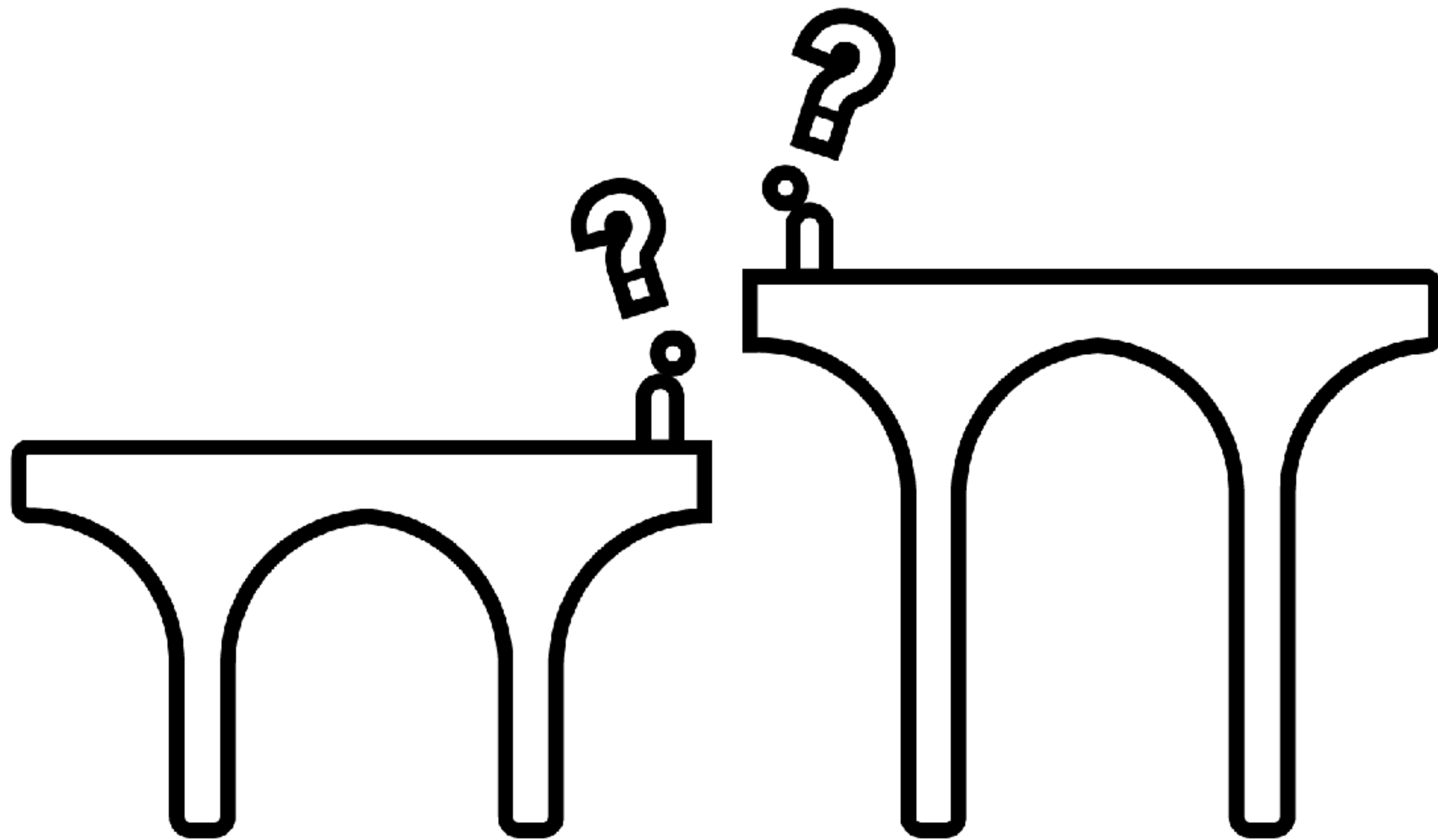
\$3.8 million



3 years



6 million



MISALIGNED AMBITION



INTENSE DRIFT RACING

TWO FAST CARS, EPIC SMOKING
CORNERS, FIRST TO THE LINE

IN-GAME SCREENSHOT

LIVE CAR MARKET

1000'S OF STUNNING LICENSED
CARS TO COLLECT AND UPGRADE

IN-GAME SCREENSHOT

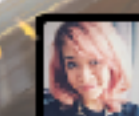
HIGH STAKES RACES

BIGGER RISKS MEAN
BIGGER REWARDS

IN-GAME SCREENSHOT

LIVE MULTIPLAYER, LIVE COMPETITION

100% REAL-TIME OPPONENTS



KATR#NA32

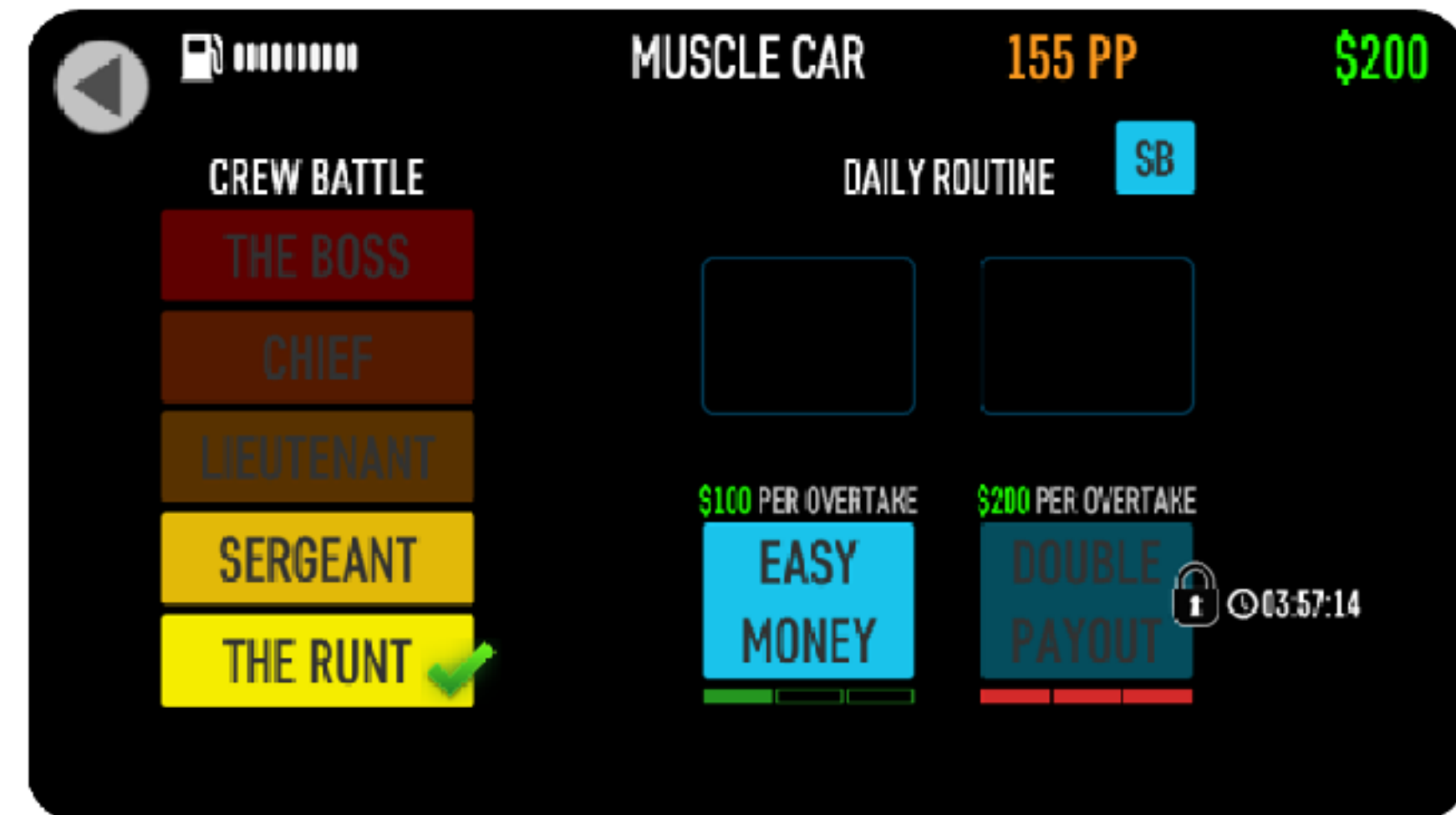


ROCKY1V1H1

RACE KINGS VALIDATION



PROTOTYPE VALIDATION



2015-2016



5 devs



\$400k



5 months



17 million

LEAN CULTURE
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6 WEEK VALIDATION



LAUNCH

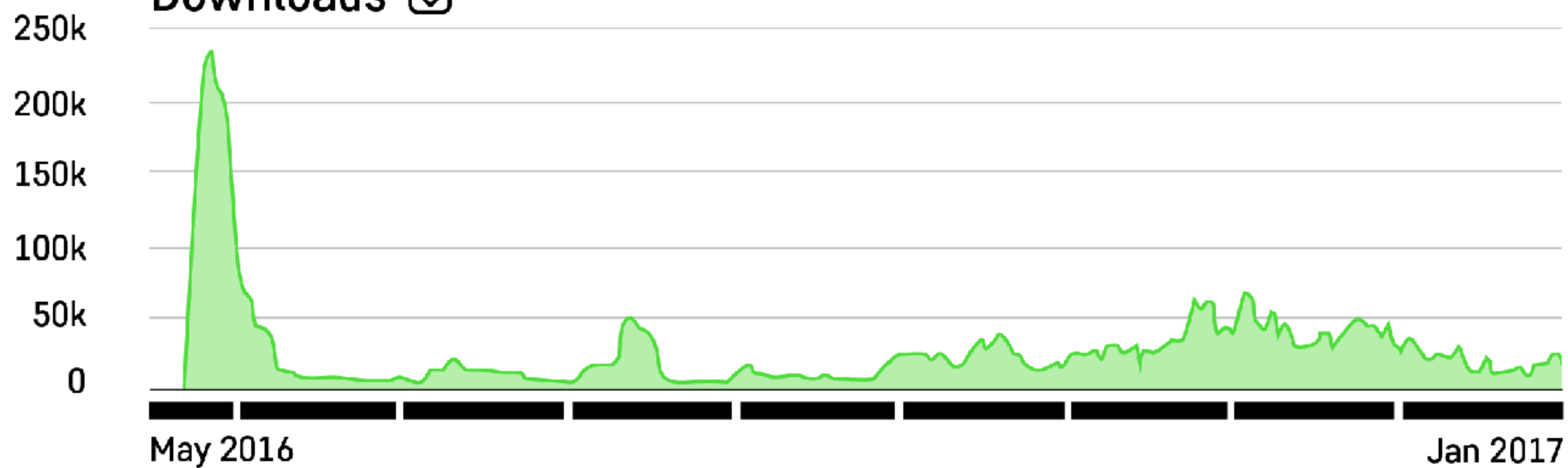




Revenue 💰



Downloads ⬇



2017

TOP DRIVES



9 devs



\$1.7 million



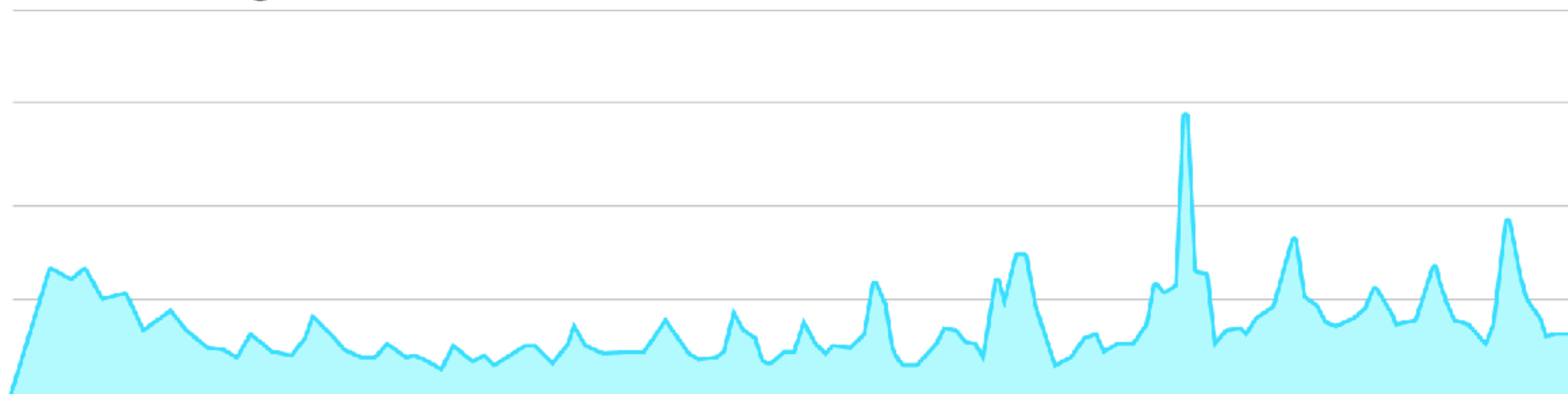
21 months



3 million



Revenue 💰



Downloads ⬇

250k

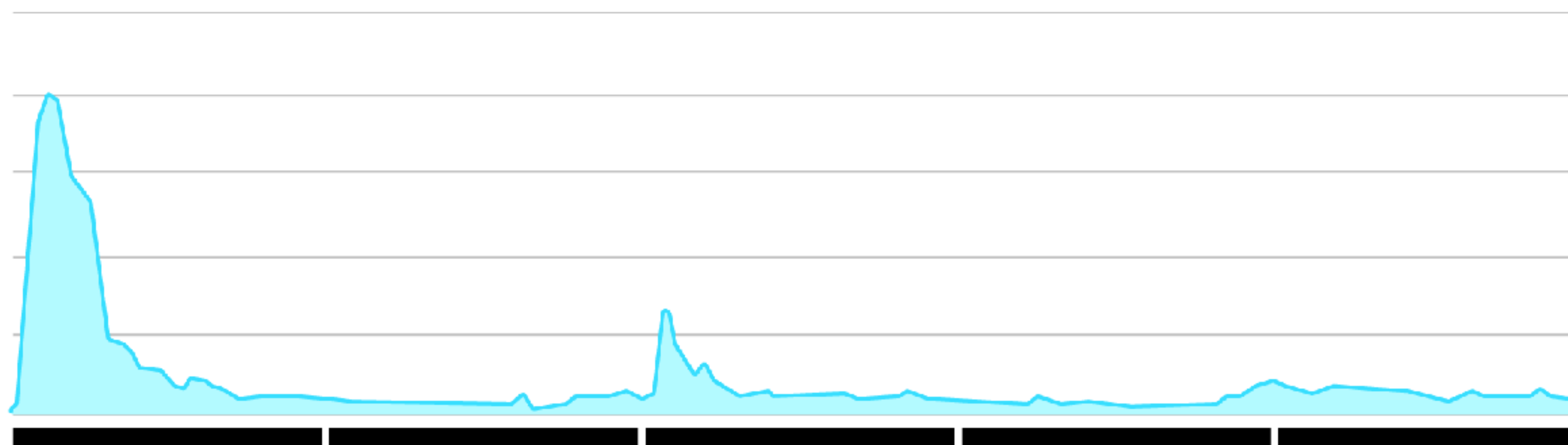
200k

150k

100k

50k

0



Sep 2017

Feb 2018

LEAN CULTURE
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2011



2012



2013



2014



2016



2016



2017



2017

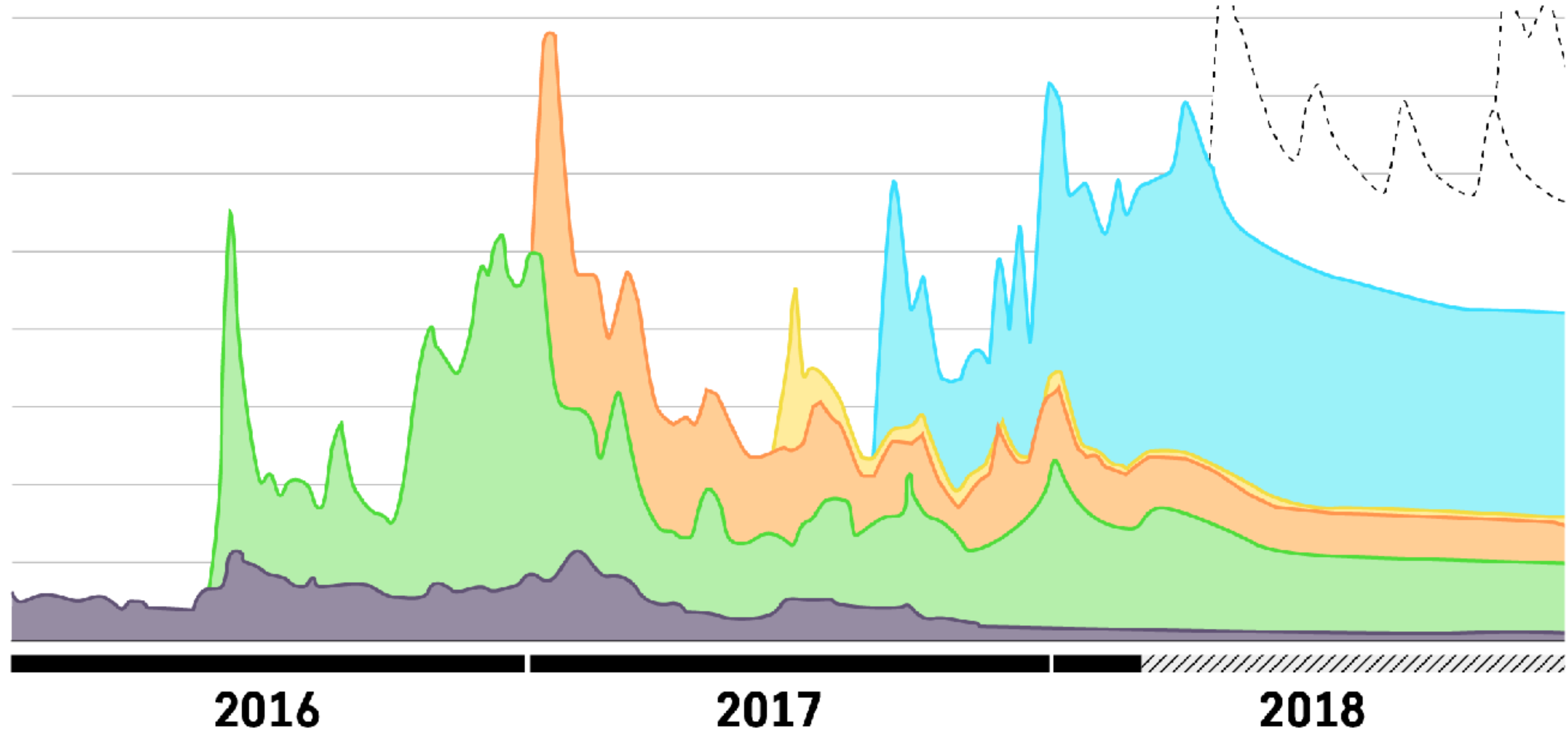


2018



2018

Revenue 💰



CULTURE PROCESS BUSINESS



QUESTIONS?