3 YEARS AND STILL KICKING

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OVERVIEW





FALL 2009





FALL 2009

Scrappy for anything KID Group / Bop It Misc. Contract Work Gravity Sling



Gravity Sling nt Right What Went Wrong

What Went Right

- Fun Core Idea
- Very Quick Development
- **Good Teamwork**
- Freemium

Didn't Iterate Post Launch Business Model made it tough to update Fixed purchases



WINTER 2009-10



MAKE IT WORK OR GET A JOB



WINTER 2009-10

KID Group / Bop It More contract stuff Flash educational game Teamed up with Projkt Nine



SPRING 2010



SPRING 2010

KID Group / Bop It > Medical iPad Apps > First full-time contractor





SUMMER-FALL 2010



SUMMER-FALL 2010

Started talking Nancy Drew Mobile Mysteries Joint Marketing Agreement w/ Projkt Nine iLookApps



iLookApps Right What Went Wrong

What Went Right

Very Simple Side Project
Quick & Easy to Build
Fairly open niche

No Business Focus Not a coherent strategy Stopped working on them



WINTER 2010-11



WINTER 2010-11

Started pitching My Pet Zombie Nancy Drew Mobile Mysteries Bop It!



Nancy Drew

What Went Right:

Different Direction, Tried Something New Working Process and Experience

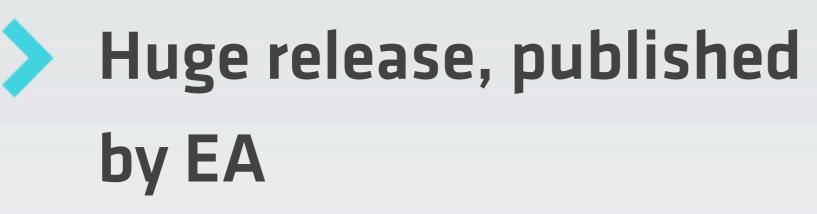
What Went Wrong:

Game Didn't Connect with Players



Bop It!

What Went Right:



- **Great Game, Highly Polished**
- **Outstanding Gameplay**

What Went Wrong:

Lost Money

* For us



SPRING-SUMMER 2011



SPRING-SUMMER 2011





My Pet Zombie

What Went Right:



What Went Wrong:

Didn't feel it went well Didn't follow up quickly



FALL 2011





FALL 2011

Started Growing More Contract Stuff Lots of Pitches Celebrity Battle



WINTER 2011-12



WINTER 2011-12

Lots of Pitches Remembird Florida > Ultimate Battle Zombies





Florida

What Went Right:

Huge for Teambuilding

- **Very Productive Trip**
- > Meetings at the Pool

What Went Wrong:

Screwy Timing Better Capitalize on Projects



Ultimate Battle Zombies What Went Right: What Went Wrong:

Focused on New Tech

- **Big Undertaking**
- Florida changes

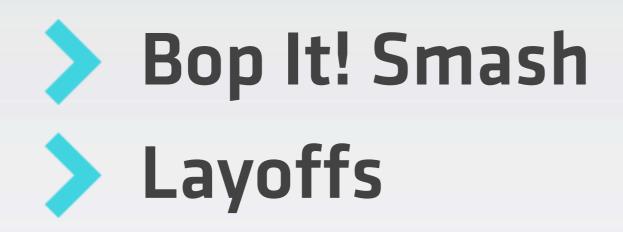
Focused on New Tech Shouldn't Have Finished It **Missed the Audience**



SPRING 2012



SPRING 2012





Bop It! Smash

What Went Right:

Freemium title with great
partners
Polished
Marketing

What Went Wrong:

Missed on Monetization Very short Timeframe



TODAY





TODAY







ADVICE (TL;DR)





BE SCRAPPY



HAVE A FOCUS



PAY THE BILLS



GROW SMART



MAKE BETS



FIND PARTNERS



THANK YOU!

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