

3 YEARS AND STILL KICKING

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OVERVIEW



RIPTIDE GAMES™

FALL 2009



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FALL 2009

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



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Gravity Sling

What Went Right

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

What Went Wrong

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



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WINTER 2009-10



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**MAKE IT WORK
OR GET A JOB**



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WINTER 2009-10

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



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SPRING 2010



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SPRING 2010

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



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SUMMER-FALL 2010



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SUMMER-FALL 2010

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



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iLookApps

What Went Right

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

What Went Wrong

- No Business Focus
- Not a coherent strategy
- Stopped working on them



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WINTER 2010-11



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WINTER 2010-11

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



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Nancy Drew

What Went Right:

- Different Direction, Tried Something New
- Working Process and Experience

What Went Wrong:

- Game Didn't Connect with Players



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Bop It!

What Went Right:

- Huge release, published by EA
- Great Game, Highly Polished
- Outstanding Gameplay

What Went Wrong:

- Lost Money
* For us



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SPRING-SUMMER 2011



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SPRING-SUMMER 2011

- **Merger with Projkt Nine**
- **My Pet Zombie released**



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My Pet Zombie

What Went Right:

- Great Partnership with W3i
- Successful idea & concept
- Profitable (yay!)

What Went Wrong:

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



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FALL 2011



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FALL 2011

- **Started Growing**
- **More Contract Stuff**
- **Lots of Pitches**
- **Celebrity Battle**



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WINTER 2011-12



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WINTER 2011-12

- **Lots of Pitches**
- **Remembird**
- **Florida**
- **Ultimate Battle Zombies**



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Florida

What Went Right:

- Huge for Teambuilding
- Very Productive Trip
- Meetings at the Pool

What Went Wrong:

- Screwed Timing
- Better Capitalize on Projects



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Ultimate Battle Zombies

What Went Right:

- Focused on New Tech
- Big Undertaking
- Florida changes

What Went Wrong:

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



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SPRING 2012



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SPRING 2012

- Bop It! Smash
- Layoffs



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Bop It! Smash

What Went Right:

- Freemium title with great partners
- Polished
- Marketing

What Went Wrong:

- Missed on Monetization
- Very short Timeframe



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TODAY



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TODAY

- **Bop It! Smash**
- **My Pet Dragon**
- **Spin O Rama**
- **Riptide Interactive**
- **More Contracts**



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ADVICE

(TL;DR)



RIPTIDE GAMES™

BE SCRAPPY



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HAVE A FOCUS



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PAY THE BILLS



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GROW SMART



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MAKE BETS



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FIND PARTNERS



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THANK YOU!

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