

How to survive the challenge of disruption

(Through the eye of social gaming)

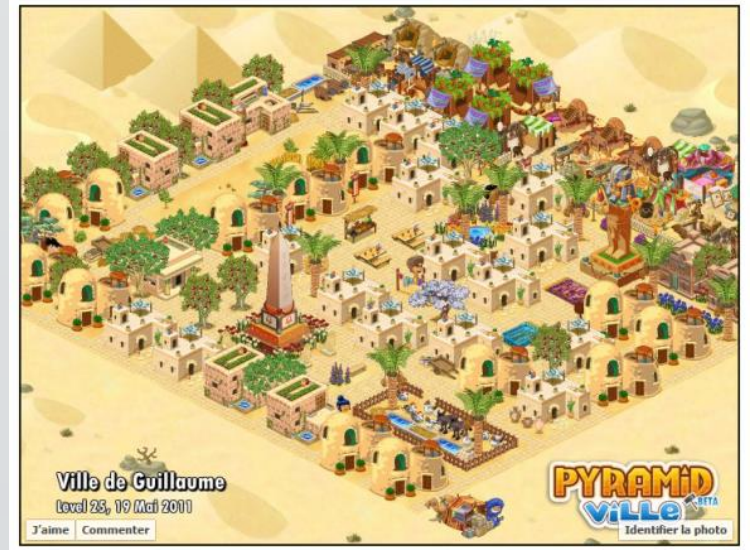
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EVERYDAYiPLAY
INTERACTIVE STUDIO

kobojo

Co-Founder & Former CEO of Kobojo
5.3M€ Serie A in april 2011



EVERYDAYiPLAY
INTERACTIVE STUDIO

Founder & CEO of EVERYDAYiPLAY
Self-financed Game Studio

Success vs Failure?

The Unknown

How do you mitigate this risk?

Let me tell you the Disruption story of Social Gaming

**How are video games made on
consoles for the last 10 years?**

\$10M



2 to 4
Years

?

Risk is mostly mitigated by a very narrow Demography or a License



Let's look at Social Games



Cross-Gender games are king on Facebook

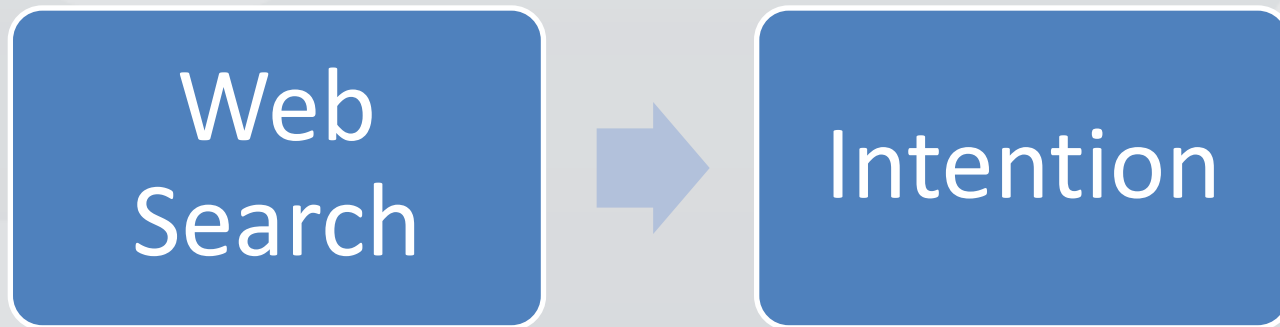
Why ?

Answer: Organic Traffic



Launch of Goobox – August 2009

Organic Web Acquisition



Organic Social Acquisition



Impact

**They use Cross Gender to maximize
their organic acquisition**

Impact

A lot of free traffic but ...

Product for everyone

=

Product for no one

**How do you survive
the challenge of not knowing your
customer?**

**How do you survive
the challenge of
innovation/disruption?**

Embrace the “Lean”

Think big

Act small

Fail fast

Iterate rapidly

Embrace the “Lean”

**Your Project doesn't have to
be perfect at Launch!**

Identify your Minimum Viable Product (MVP)

**Shorten as much as you
can your first iteration**

PyramidVille at Launch

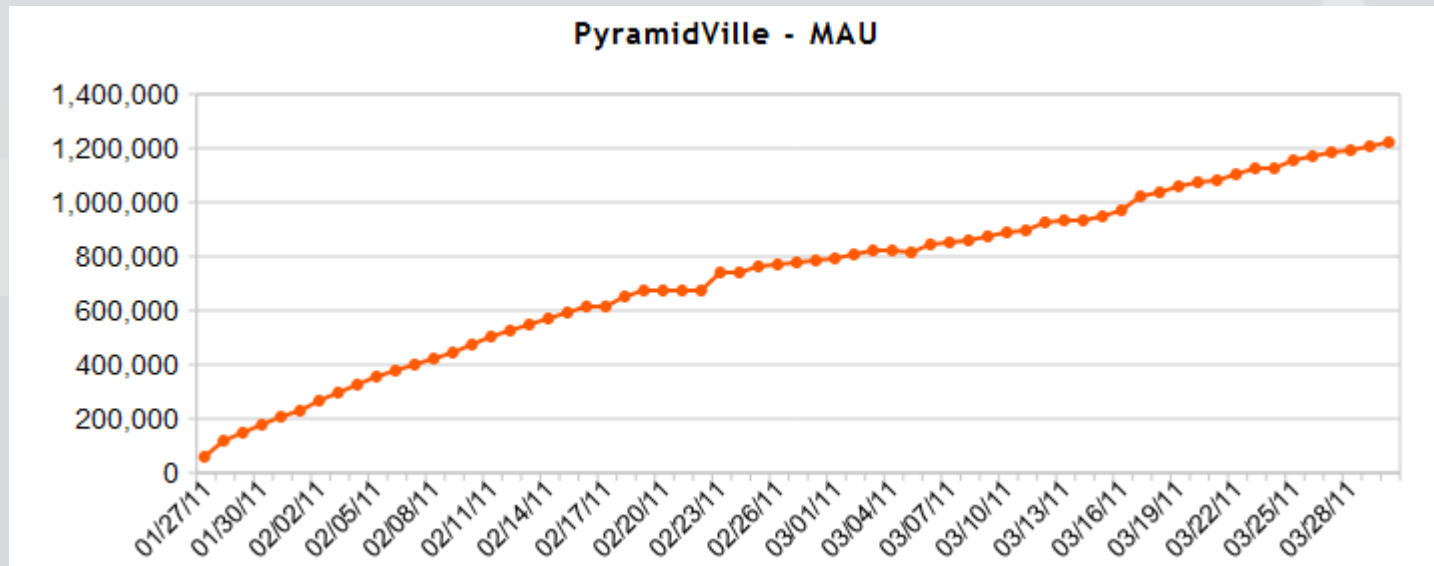


- 4 months of development
- Visit but no interactions
- Content for only 2 months
- No Collections
- No Achievements
- **But** Pixel Perfect



And it was enough!

Even without all these “Key” features
the game took off organically



**But most of the time
it doesn't go as planned**

Good example of content adjustment



Adapt / Pivot to survive

Kexye understood after launch that it was a male audience who was sticking



So ...



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Congratulation!
You are now an Online-Business!

Only way to move on from there is to
Observe, Listen & Observe

**But what should you
observe?**

Survival Guide To Online Disruption

#1 Maximize retention

#2 Maximize monetization

#3 Maximize acquisition

Symptom #1

**“I reached 300K installs in 2 months.
But my daily traffic is only 2K.”**

Paul C.

Ideal retention



Your actual retention



Retention Pro Tip 1

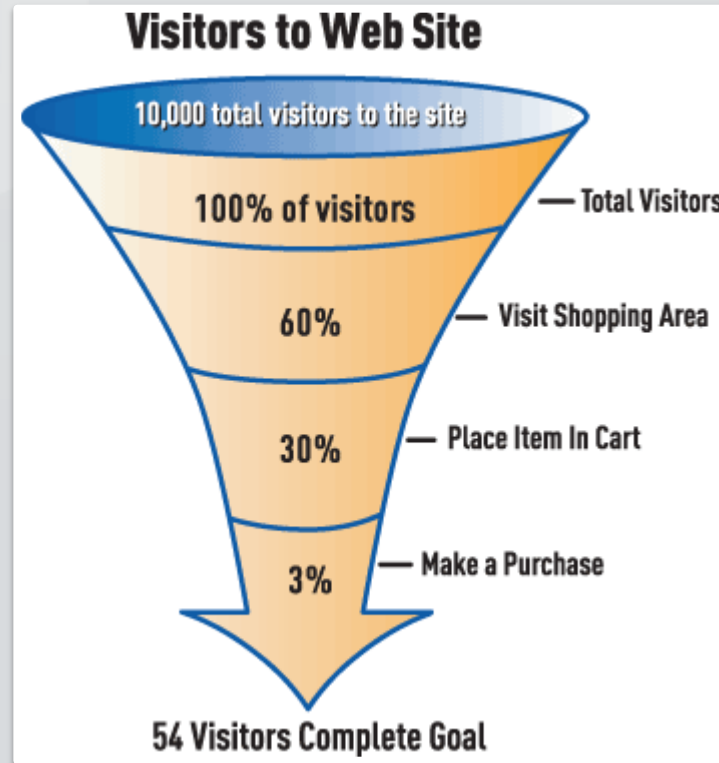
Master your
“First Time User Experience”

Fact: you will lose more players during
the first session than **any other sessions
combined!**

You need to understand where and why!

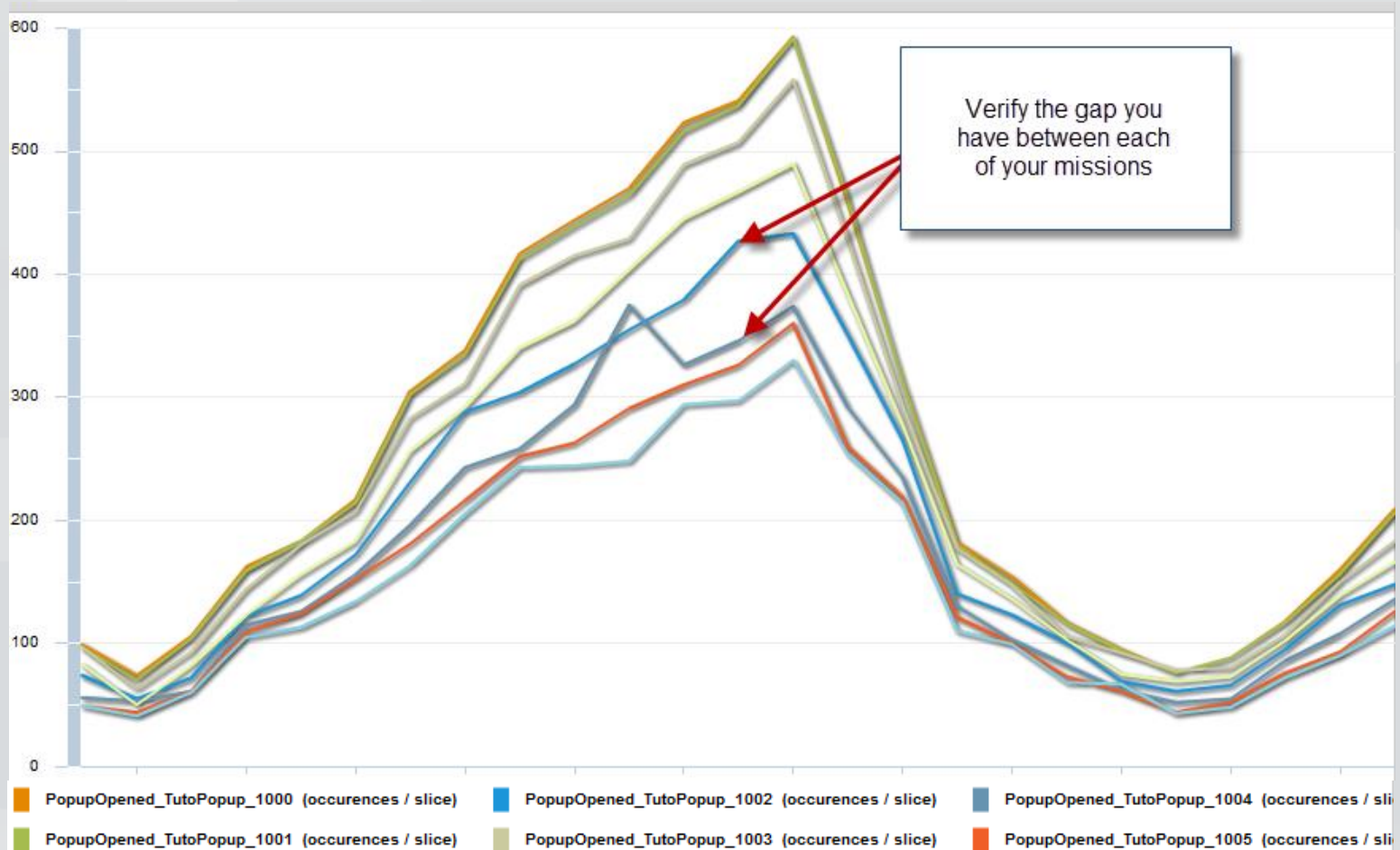
Monitor your First Time User Funnel

What is a Funnel?



**At which tutorial step or mission
do players give up on us?**

First Time User Data



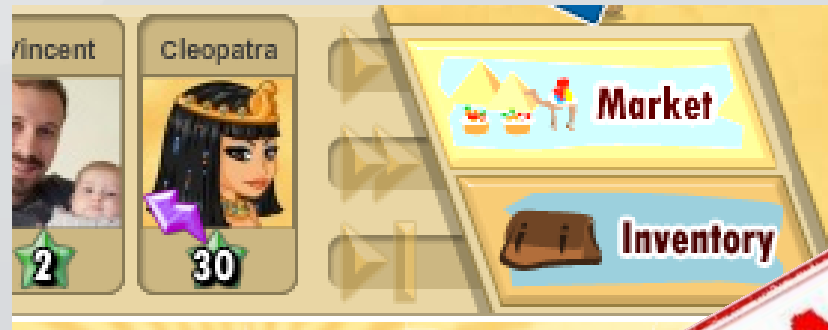
30 hours of mission data from PyramidVille

First try: indicate how the shop looks like



FAIL

Second try: make the shop blink



FAIL

Reason: Small resolutions just didn't have it on their screen!

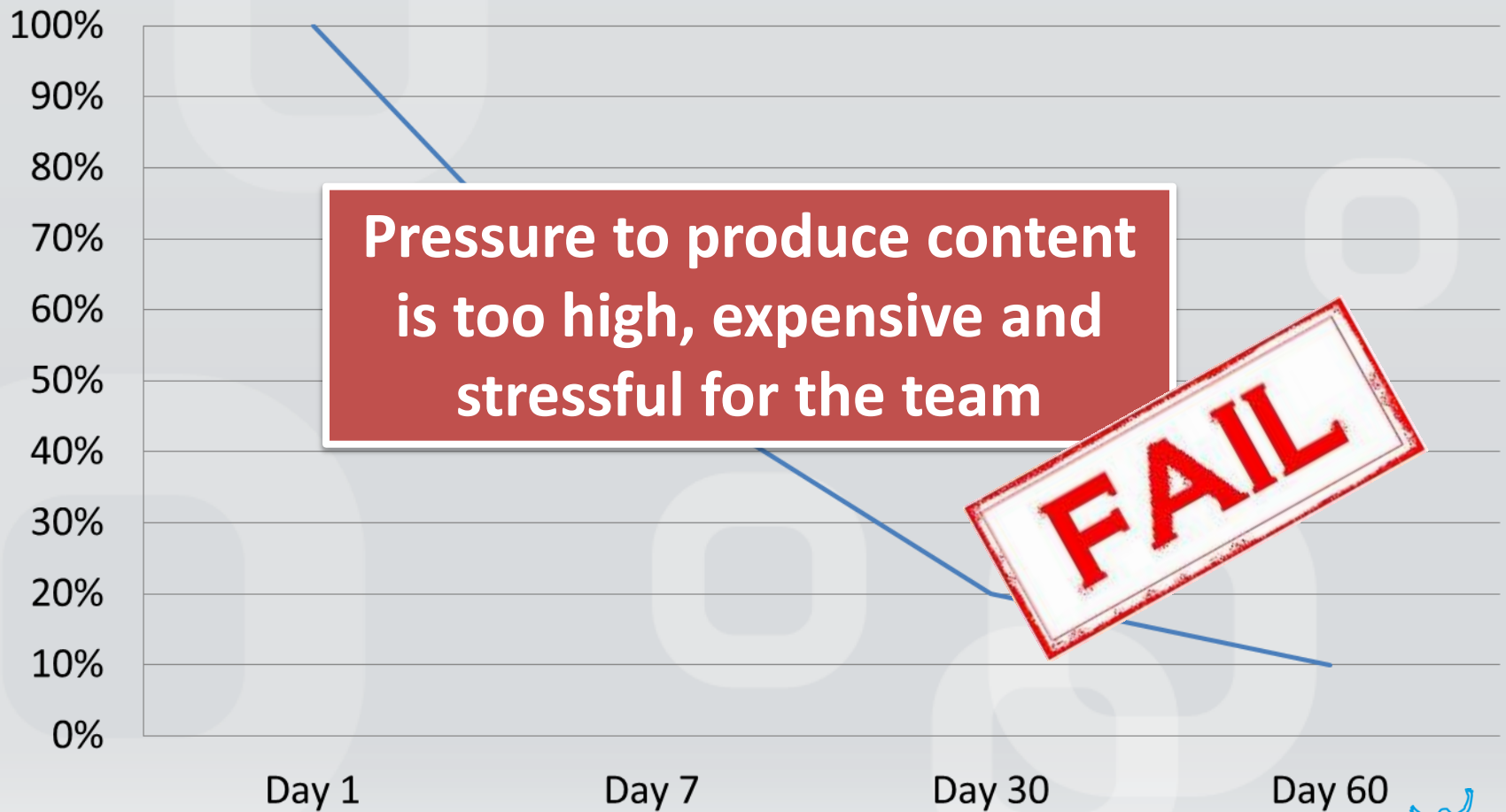
Third try: put a big blue arrow 😊



Retention Pro Tip 2

Plan why your players would
come back after they finish your
content

Interest Curve for Content Only





Salsa Class



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Interest Curve of Content + “Social Recognition”



Content is your ice breaker

**Social Recognition is your long term
retention**

To Conclude

Think big

Act small

Fail fast

Iterate rapidly



Questions?

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