IGDB.com

Startup Life

Warning:

Nothing in this presentation is new or unique

Everything is copy-pasted!

A smorgasbord of topics

1. About me, IGDB.com and the company and the video game industry
2. How we do things
3. 10 things I've learned the hard way

About me

Christian Frithiof
Born 1979
Founder, CEO 8 Dudes in a Garage AB (IGDB.com)
Full time entrepreneur 1 year
Proud Dad of 2 Daughters & Passionate Gamer

Previous experience:
4 years - M.Sc. Computational Linguistics
3 years - Founder, Tricom Solutions
5 years - IT/Sales related jobs
3 years - Intrapreneur, Academic Work

About IGDB.com

A gaming website intended for game consumers and the video game industry.

Mission:
Centralize all relevant information about Gaming & Simplify game consumption

Vision:
To become the dominating influencer on the Video Game Consumer market

Started as a hobby project in 2012

Backed by investors 2015
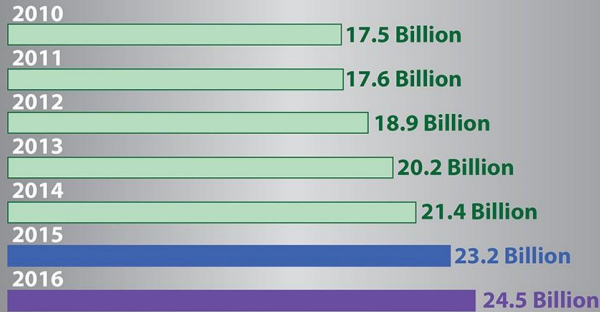Raised 4,7 million SEK in seed rounds

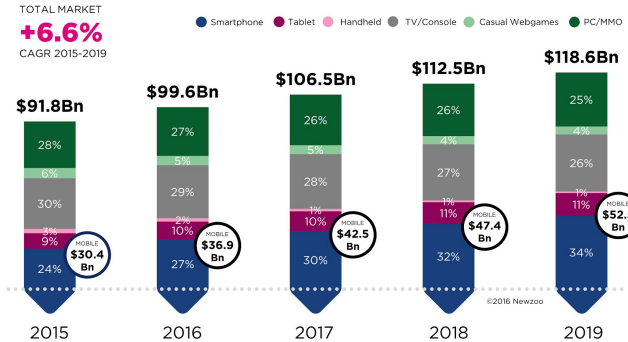IGDB.com

the Video Game Industry

Growing market

### ANNUAL VIDEO GAME SPENDING IN THE UNITED STATES

Year	Spending
2010	17.5 Billion
2011	17.6 Billion
2012	18.9 Billion
2013	20.2 Billion
2014	21.4 Billion
2015	23.2 Billion
2016	24.5 Billion

2015-2019 GLOBAL GAMES MARKET
FORECAST PER SEGMENT TOWARD 2019

TOTAL MARKET
+6.6%
CAGR 2015-2019

Legend: Smartphone · Tablet · Handheld · TV/Console · Casual Webgames · PC/MMO

2015 — $91.8Bn
- 28%
- 6%
- 30%
- 3%
- 9%
- 24%
- MOBILE $30.4 Bn

2016 — $99.6Bn
- 27%
- 5%
- 29%
- 2%
- 10%
- 27%
- MOBILE $36.9 Bn

2017 — $106.5Bn
- 26%
- 5%
- 28%
- 1%
- 10%
- 30%
- MOBILE $42.5 Bn

2018 — $112.5Bn
- 26%
- 4%
- 27%
- 1%
- 11%
- 32%
- MOBILE $47.4 Bn

2019 — $118.6Bn
- 25%
- 4%
- 26%
- 1%
- 11%
- 34%
- MOBILE $52.5 Bn

©2016 Newzoo

Growing consumer base

In 2016 the average buyer of video games was **36** years olds

37% Female **63% Male**
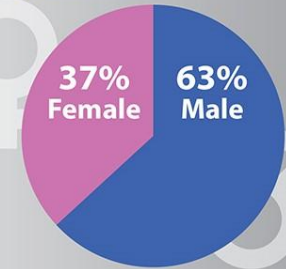
Game consumers (2015)

US: 155 million consumers
EU: 214 million consumers

More game titles being released (2014)

PC: 7 per day
iPhone: 500 per day

Problem

A rapid growing market generates major static

Game consumers: Explorability & Stay up-to-date
Game companies: Market their game

About IGDB.com: 3 Products

Purpose

A database that gathers all relevant information & data about video games and the industry.

Target Group

Users that contribute data.

Game consumers looking for information about gaming when they buy games.

IGDB.com

Potential business models

Ads
Game sales
Consumer data

FYI

Third biggest gaming database online

22,000 registered users
400,000 sessions per month

About IGDB.com: 3 Products

Purpose

A B2B-service that makes all our data available for third party.

API

IGDB.com

Target Group

Gaming websites
Gaming apps
Game industry services

unity

Potential business models

Freemium
Ad-network

FYI

Pure organic growth

2100+ external projects (10x the traffic compared to IGDB.com)
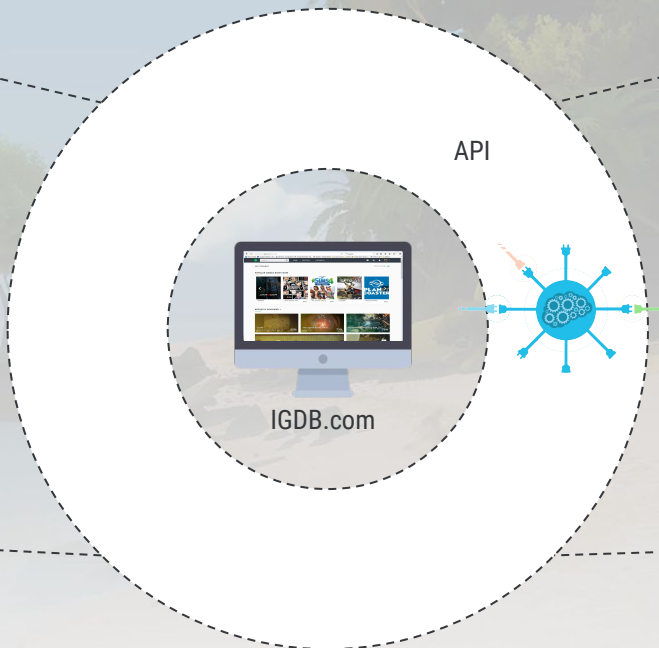
About IGDB.com: 3 Products

Purpose

Niched "problem solvers" that are fueled by our data.

Potential business models

Freemium
Premium
Ads

Official Apps

API

IGDB.com

Target Group

Narrow and nished target groups within:

Game consumer market
eSports
Game industry

FYI

First app releases in a week

About IGDB.com: 3 Products

Purpose

Niched "problem solvers" that are fueled by our data.

And injects new data back to IGDB.com, increasing the value and authority.

Potential business models

Freemium
Premium
Ads

Official Apps

API

IGDB.com

Target Group

Narrow and nished target groups within:

Game consumer market
eSports
Game industry

FYI

First app releases in a week
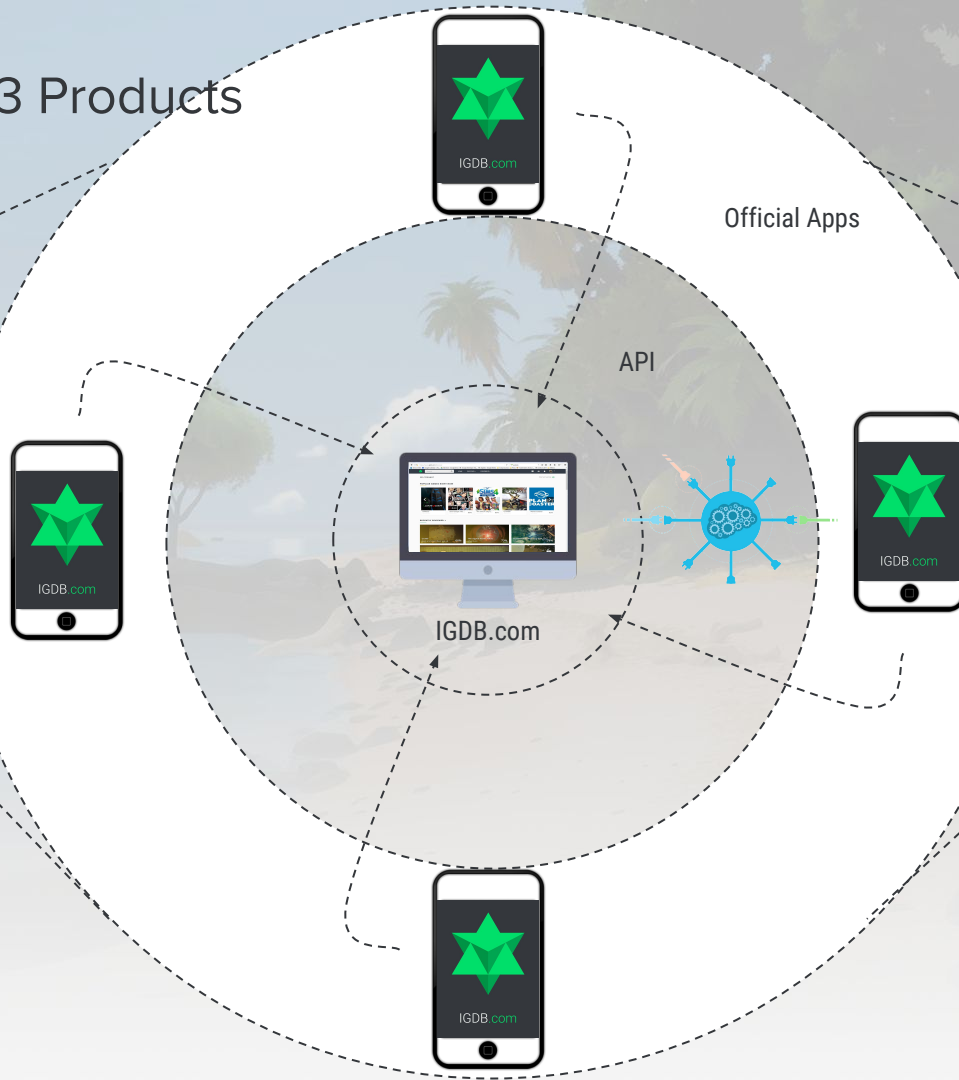
IGDB.com

About IGDB.com: The value chain

User generated data

Aggregated data

IGDB.com

(enriched data)

API

Official Apps

2100+ external projects
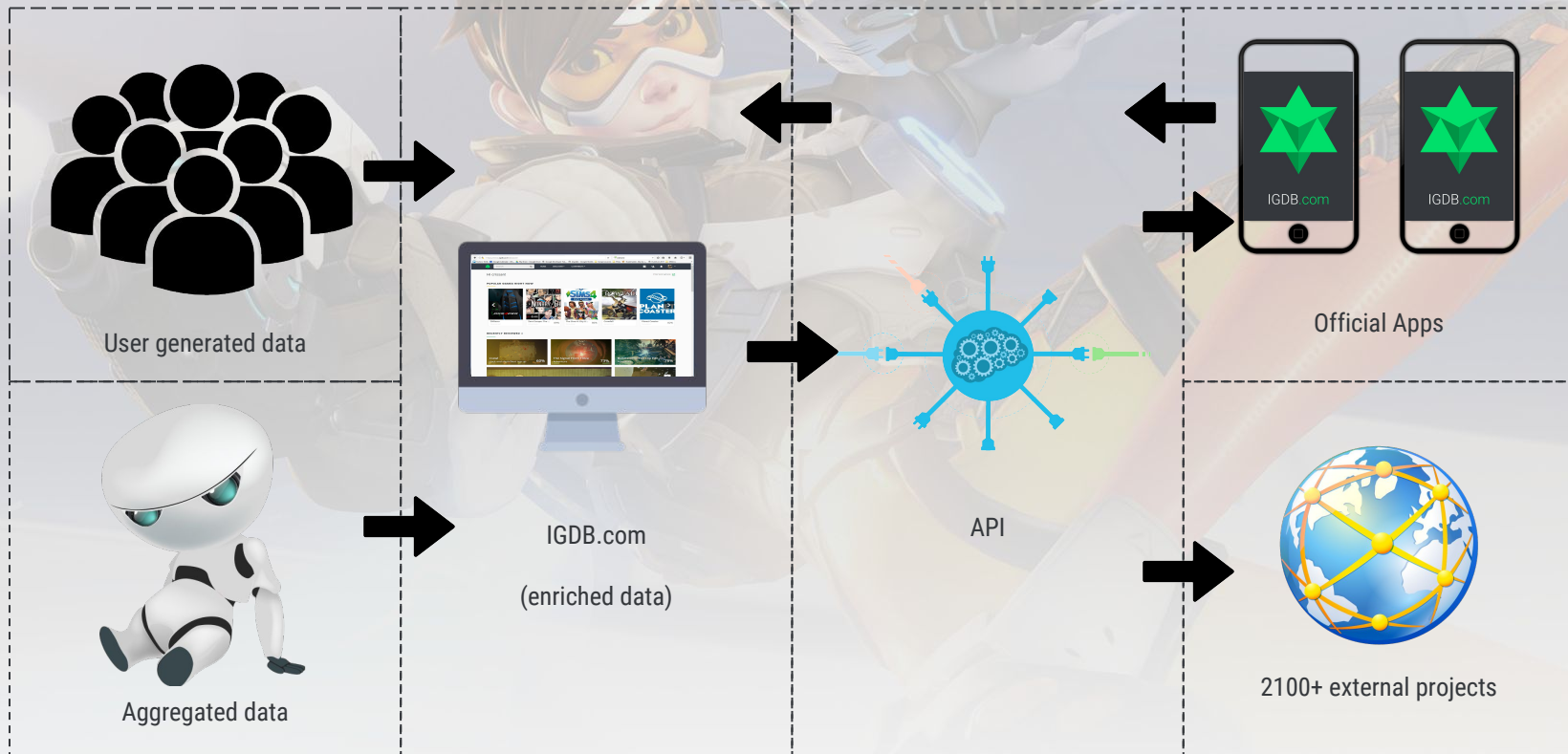
Team

Christian Frithiof
CEO/Business Developer/Scrum Master/Product Owner

Sander Brauwers
CMO/CRO/Data Analyst/Designer

Jonas Innala
Backend Developer

Jake Cattrall
Frontend Developer

Maddie Fritjof
Content Specialist/Social Media Marketing

Everyone owns their own area/domain:

Business Development	Market
Backend Development	Frontend Development

Self-propelled/self-motivating team

Puts **A LOT** of responsibility on individual team member

Competitive landscape

Influencers

Generic websites

Game review aggregator

OpenCritic

Game Databases

MobyGames

GIANT BOMB

IGDB.com

Game review websites (hundreds)

Game distributors

Humble Bundle

STEAM

gog.com

IGN

GAMESPOT

Editorial websites for games

How we do things: Lean Development

Ideas

Learn

Build

Data

MVP

Measure
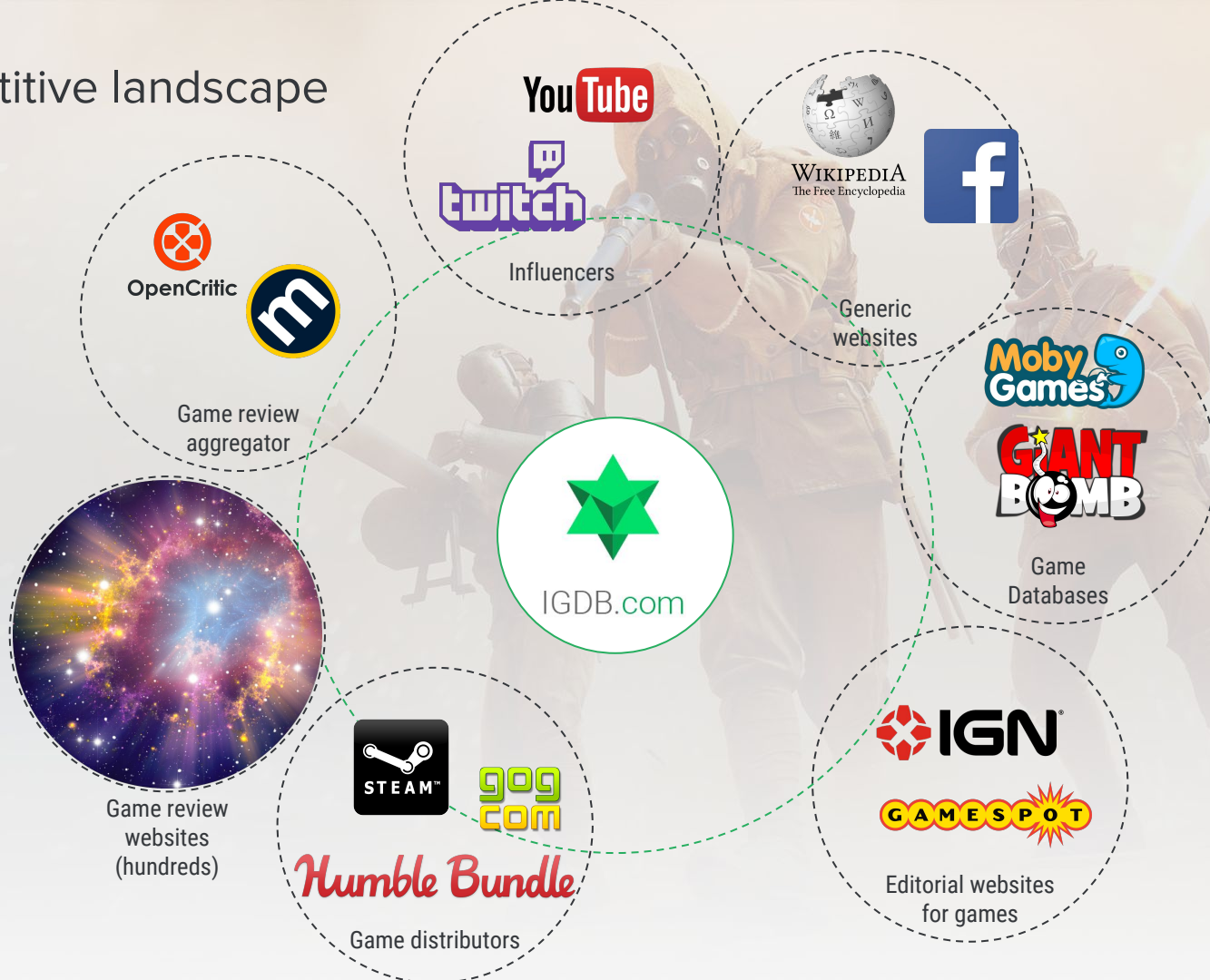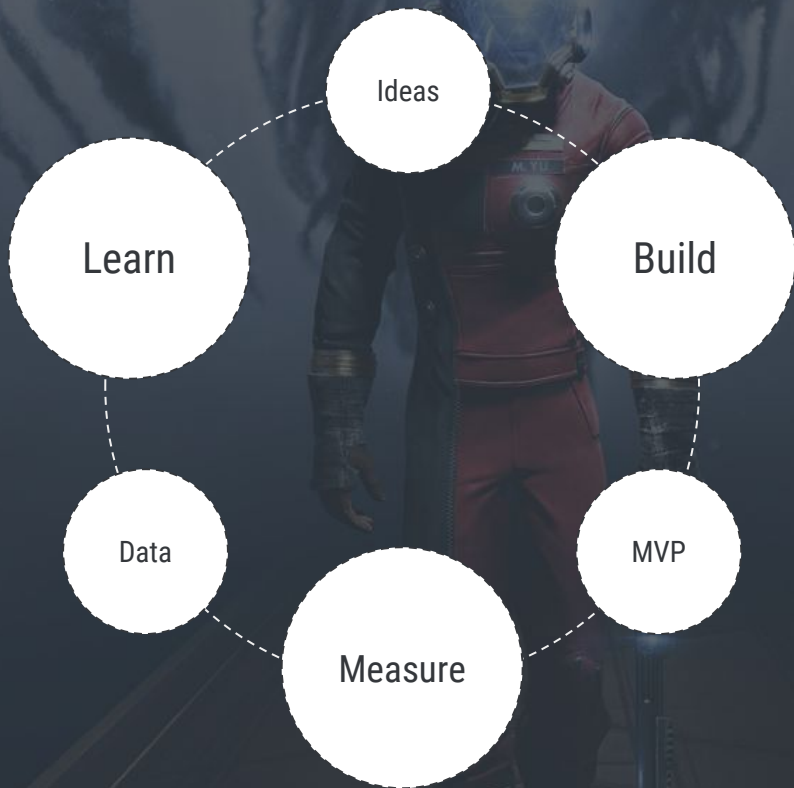
Why Lean?

More fun!

Helps you building a product customers want

Developers are slow and expensive

Faster time to market

Faster validation

My experience:
More difficult to do than you think!

How we do things: Lean Development

Ideas

Ideas

Lean Canvas (LeanStack.com)

Low fidelity prototype/Interactive prototype/Concept designs

Apps: InVision

Should be validated on real users

My experience:
It will hurt like hell if you don't do the proper job before building your product.

Learn
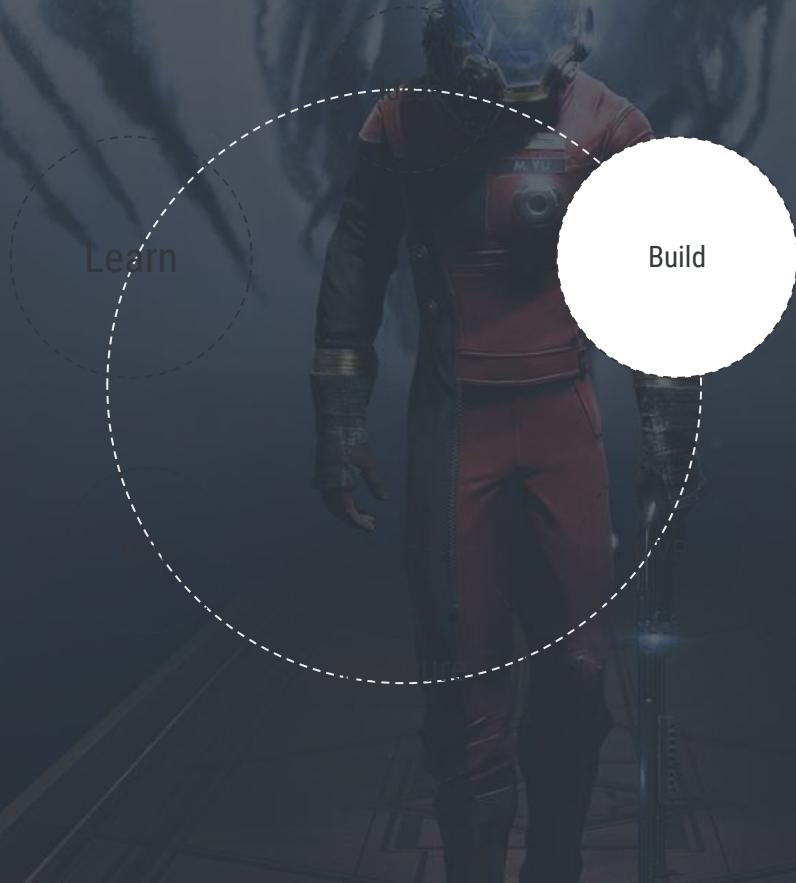
Build

Build

Scrum

1 week sprints (start on mondays, ends on fridays)

Poker Planning, estimate Story Points

Hyper-productive teams

My experience:
Easy to start, difficult to master
You need a Scrum fascist on the team
Takes a lot of discipline from all members

Learn

Build

MVP
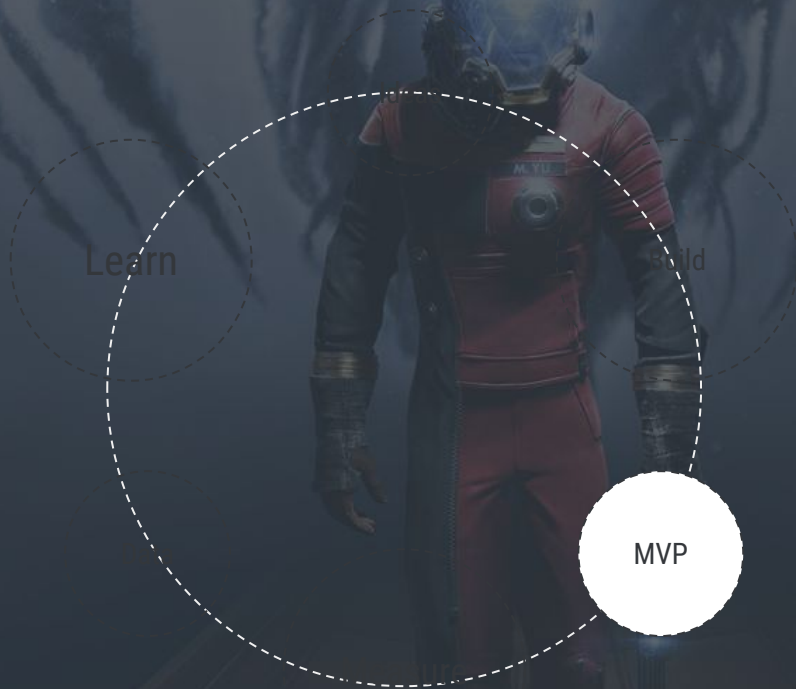
MVP

Minimum Viable Product

Definition (Dave McClure):
MVP = F(Customer, Problem, Time or $$$)

Which in turn will help you get Product/Market Fit (PMF)

PMF = F(Customer, Solution, Alternatives)

My experience:
Don't build a product if there is no (weak) competitors already out there.

Category	User Status	Conv %	Conv	Users
Acquisition	**App Store Visits**	100.0%	1000	
Acquisition	**Open App**			
Activation	**Complete onboarding**			
Activation	**Doesn't Abandon** View >=2 articles, stay >30 sec			
Activation	**Happy Visit** View >4 articles, stay 1min			
Retention	**x-Day Retention** 1d, 7d, 30d			
Retention	**Repeat User** >10 articles in first 30 days			
Referral	**Leave a Review/Rating**			
Referral	**Share article**			
Revenue				
Revenue				

Measure

Measure

Key metrics:
Day 1, Day 7, Day 30, Month 2, Month 3 retention

Google Analytics for user behavior
Hotjar for UX

Pirate Metrics ("AARRR", Dave McClure)

My experience:
You always start by measuring to much. Less is more.

Learn

Build
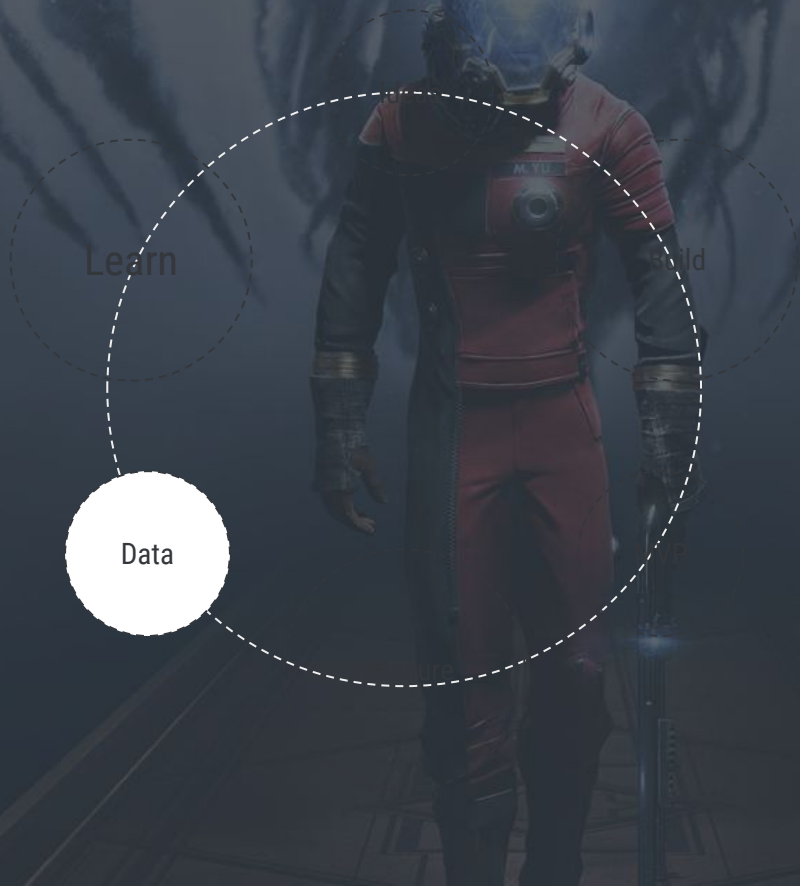
Data

Data

Data driven development kills arbitrary decision making...
and is a perfect way to deal with arguments.

2 important things in data driven approach:

Make sure you have enough data.

Pick the right metric

Learn

Learn

Google Optimize: A/B tests

Herder templates:

Define a problem
Learning goal: What you do and what is the suspected outcome
Metric: It is important to do this before doing the test. Otherwise you might change the metric depending on the outcome of the test.
Timebox: A good timebox is 2 weeks.

A/B test example

Herder template

Problem: We have a low conversion rate on the registration page
Learning goal: By adding labels above the input field we will increase the conversion rate
**Metric:** Account conversions on this page
Timebox: 2 weeks

Outcome

Version B (with the labels) had a 30% increase in account registrations.

10 things I've learned the hard way

1. Your "paper idea" is awesome… but you are wrong. Fail fast, adapt and kickass.
2. Build a strong Team - No company was ever built by one person.
3. Recruit passionate people, prepare them with the vision, then unleash them.
4. Investors invest in Teams, then the Product/Idea.
5. The true value of investors are not their money, but the time they save you.
6. Solve a real problem, not a theoretical one.
7. Board of directors/Advisory Board is more important than a business plan. They will open up doors.
8. Have a clearly defined vision of what you want to accomplish. It will help you when things don't go as planned (which they never do) and help you identify opportunities.
9. Don't re-invent wheels. You don't have time. Smarter people than you have already solved your problems. Copy-paste like crazy.
10. Never, ever lose momentum. The big opportunities always come along when you are least ready. Seize them everytime, they won't come again.

Thank you!