



IGDB.com

Startup life



Warning:

The contents in this presentation is totally copy-pasted!

Nothing is new or unique.

Viewer discretion is advised!



1. About me, IGDB.com and the video game industry
2. How we do things (in the frontlines of business)
3. 8 things I've learned the hard way



Christian Frithiof

Born 1979

Founder & CEO of 8 Dudes in a Garage AB (IGDB.com)

Full time entrepreneur for 2 years

Proud Dad of 2 Daughters & Passionate Gamer

Previous experience:

3 years - Business Developer, Academic Work

5 years - IT/Sales related jobs

3 years - Founder, Tricom Solutions

4 years - M.Sc. Computational Linguistics





A one-stop-infospot about video games

IGDB.com is an online ecosystem that gathers relevant information and data about games and the games industry.

Mission:

Centralize all relevant information about gaming
(product, consumer, market, social and financial data).

Vision:

Become the leading supplier of said data to the gaming industry.

Started as a hobby project in 2012.

Backed by investors in 2015.

Raised 4,7 million SEK in seed rounds.

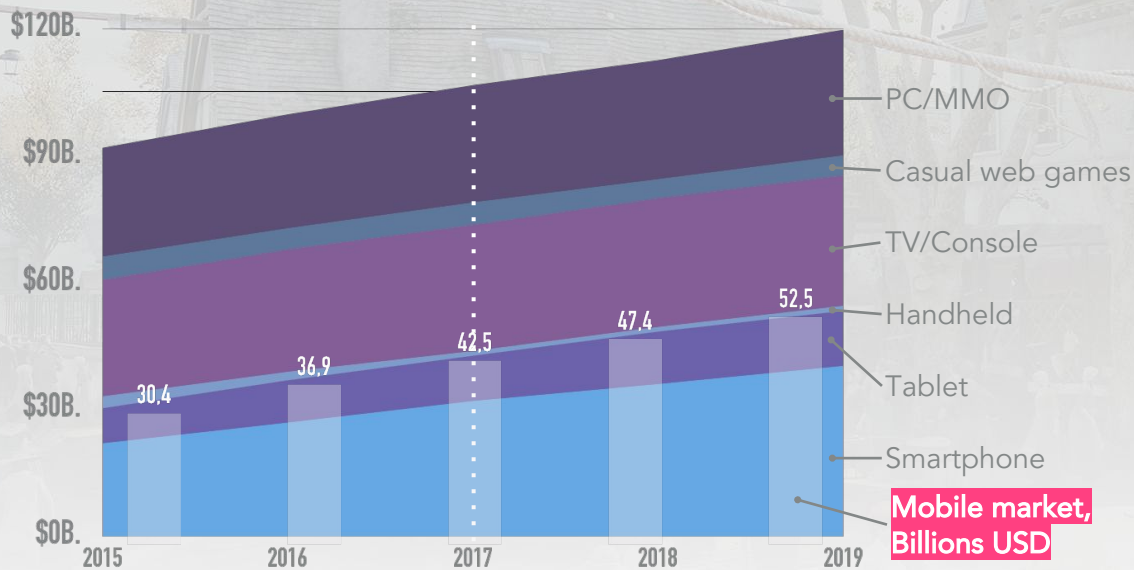


IGDB.com

Facts about the Games Industry

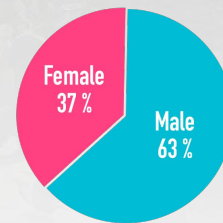


14 NEW GAMES PER DAY FOR PC **500** NEW GAMES PER DAY ON iOS **155** MILLION CUSTOMERS IN THE US **214** MILLION CUSTOMERS IN THE EU



36

Age of the average video game buyer in 2016.





Saturated market due to rapid growth

Consumer challenges

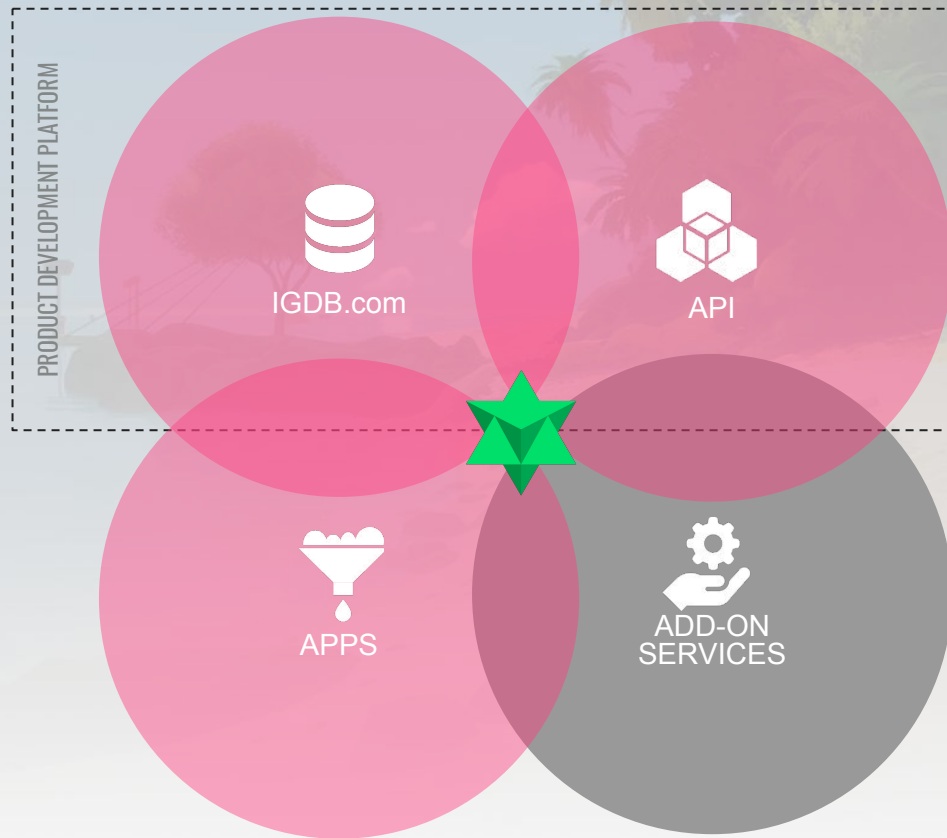
Too many games are being released.

Industry challenges

Too many games are being released.

Lacking market intelligence.

The ecosystem



The core is in our database



66,000+

... game titles in the database.

141 000 game developers and professionals.

123 000 screenshots & 15 000 videos.

Second biggest DB in the world.

Active community of contributors.



API for expansion of IGDB.com



4,000+

... external projects using our data.

Pure organic growth (500 projects per month).

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



IGDB.com is always available

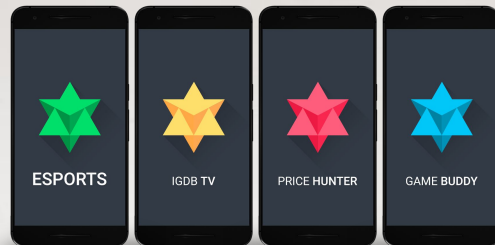


Multiple fronts

Niched problem solvers (built on our data) that focuses on narrowly defined target groups.



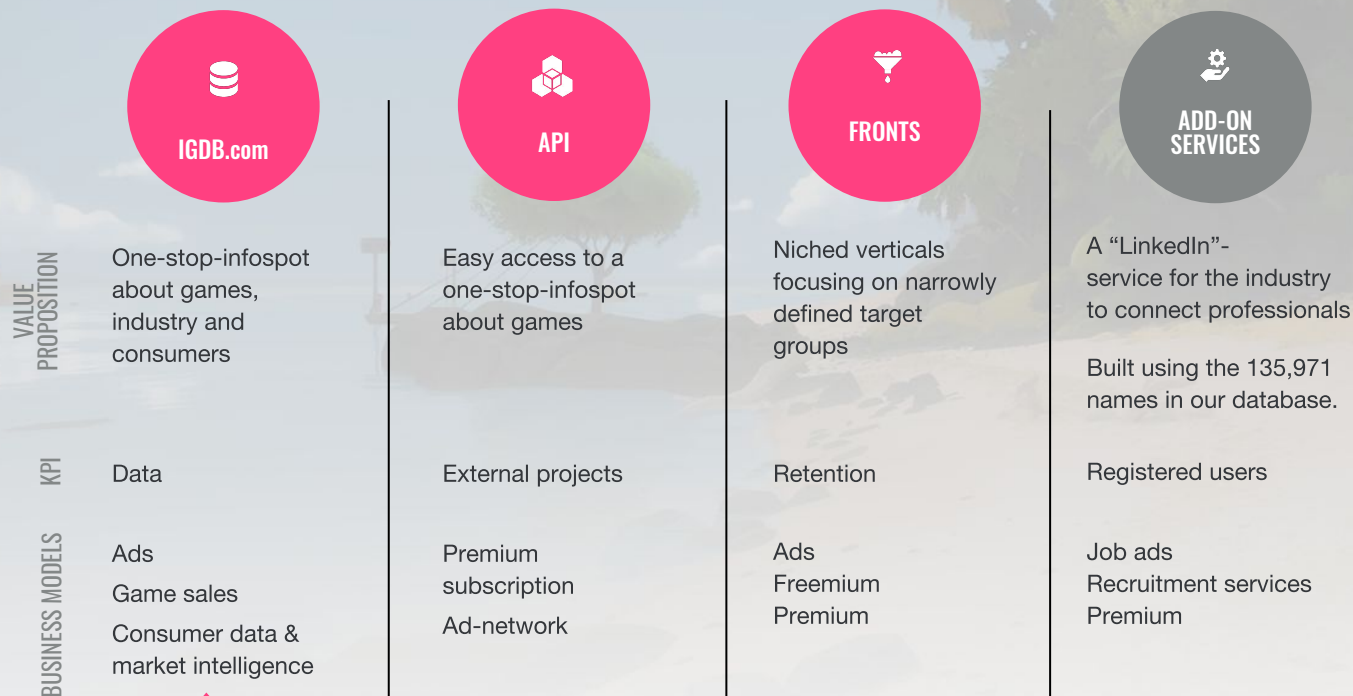
**“Game news
you care
about
whenever you
want it”**



FUTURE APP IDEAS



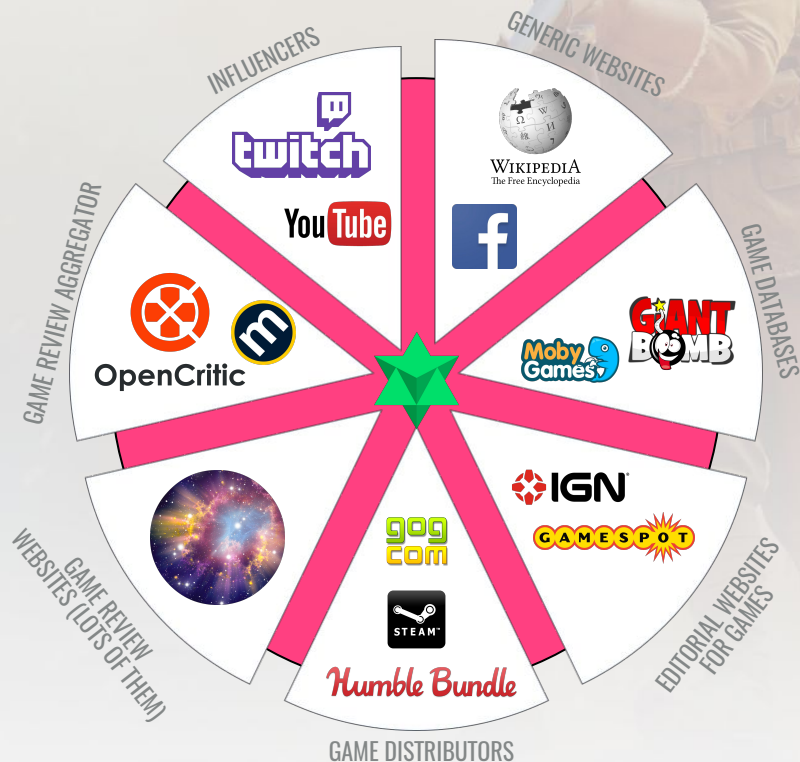
A multi-front approach to the market



FEEDS DATA (INCLUDING CONSUMER DATA) BACK TO THE DATABASE



If you can't beat them, integrate them!



The Team



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

Sander Brauwers
CMO/CRO/Data Analyst/Designer

Jonas Innala
Backend Developer

Jake Catrall
Frontend Developer

Maddie Fritjof
Content Specialist/Social Media Marketing

Emil Åsberg
App developer

Filip Husnjak
App Developer

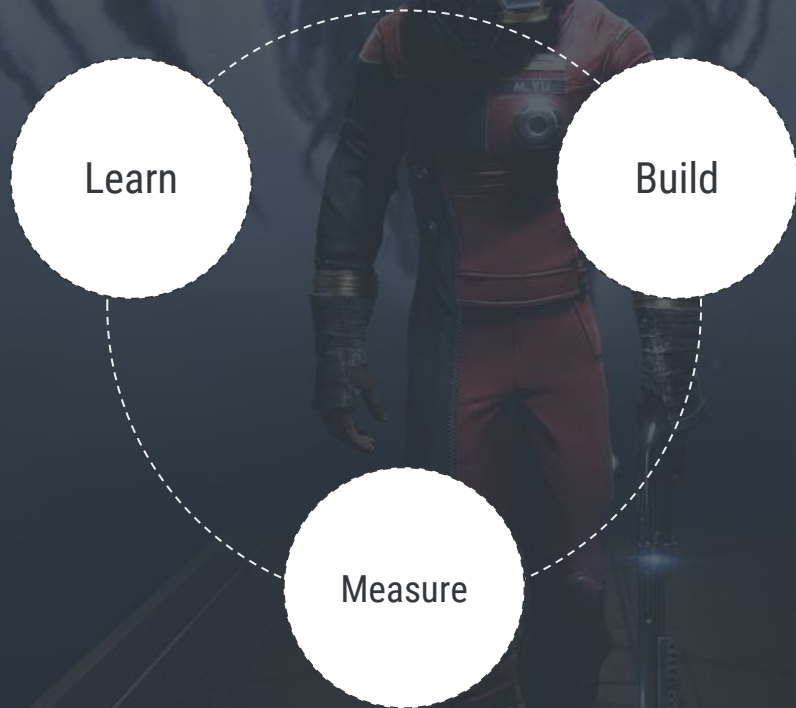
Everyone owns their own area/domain:



Self-propelled/self-motivating team

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

How we do things: Lean Development



Why Lean?

More fun!

Helps you building a product customers want

Developers are slow and expensive

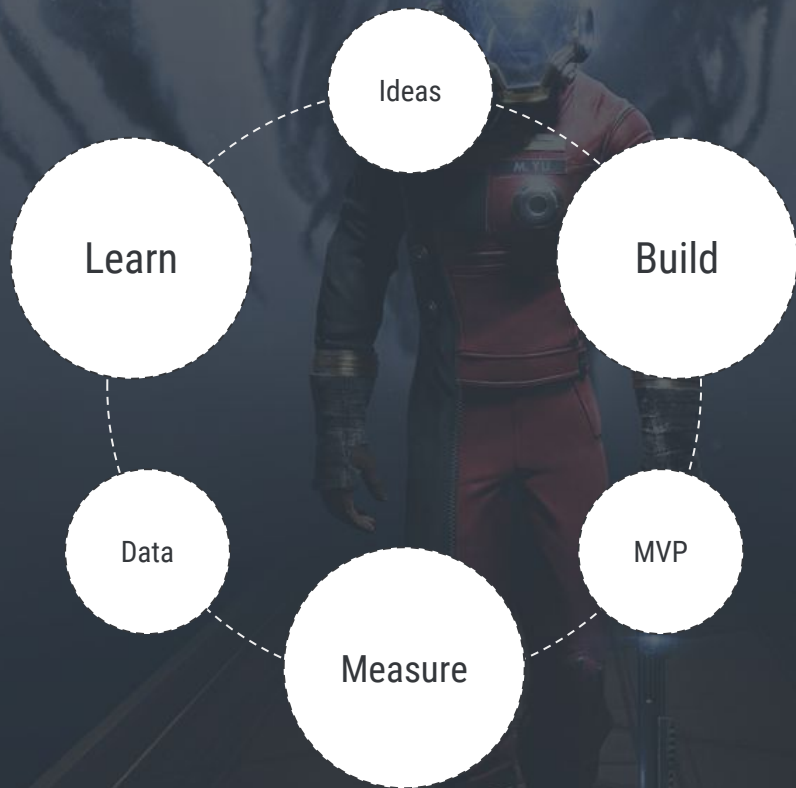
Faster time to market

Faster market validation

My experience:

More difficult to do than you think!

How we do things: Lean Development



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How we do things: Lean Development



Ideas

Learn

Build

PROBLEM List your customer's top 3 problems. 1	SOLUTION Outline a possible solution for each problem. 4	UNIQUE VALUE PROPOSITION Single, clear, compelling message that turns an unaware visitor into an interested prospect. 3	UNFAIR ADVANTAGE Something that can't be easily copied or bought. 9	CUSTOMER SEGMENTS List your target customers and users. 2
EXISTING ALTERNATIVES List how this problem is solved today.	KEY METRICS List the key numbers that tell you how your business is doing. 8	HIGH-LEVEL CONCEPT List your X for Y analogy (e.g. "YouTube = Flickr for videos").	CHANNELS List your path to customers. 5	EARLY ADOPTERS List the characteristics of your ideal customers.
COST STRUCTURE List your fixed and variable costs. 7		REVENUE STREAMS List your sources of revenue. 6		

<http://www.leanstack.com>

Ideas

Lean Canvas (LeanStack.com)

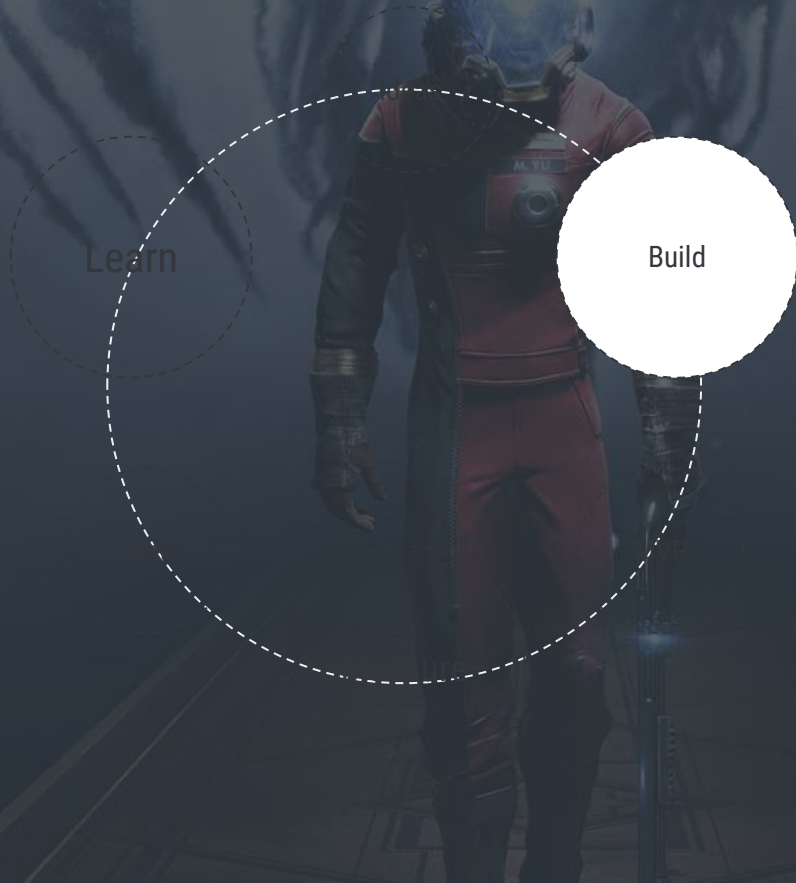
Low fidelity prototype/Interactive prototype/Concept designs

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.

How we do things: Lean Development



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

How we do things: Lean Development



MVP

Minimum Viable Product (a prototype)

Definition (Dave McClure):

$MVP = F(\text{Customer, Problem, Time or } \$\$\$)$

My experience:

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

How we do things: Lean Development



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

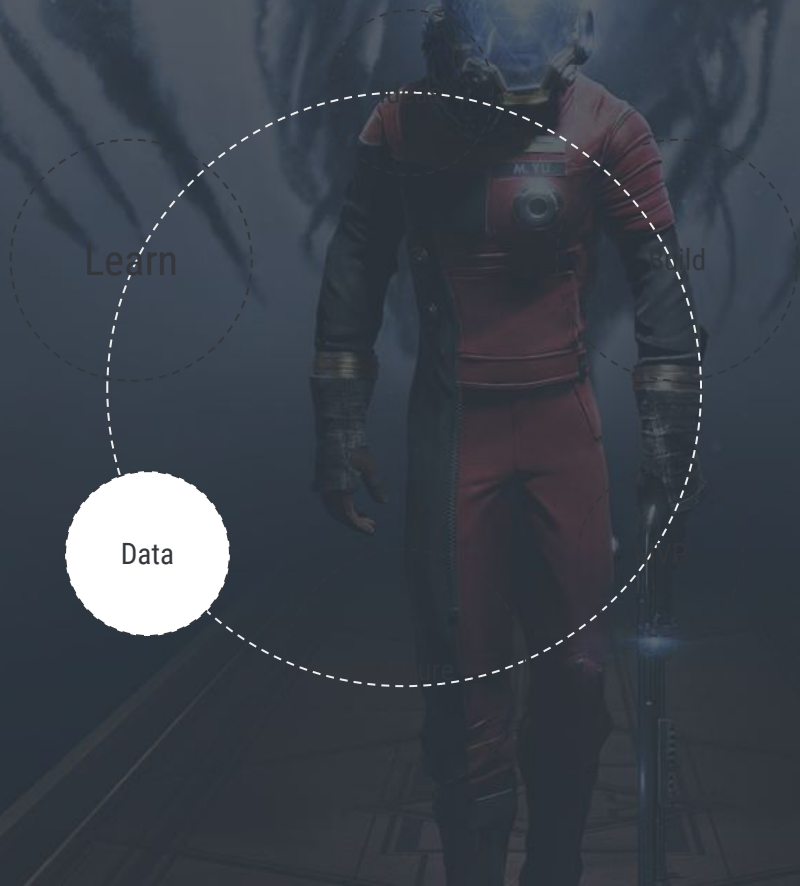
Hotjar for UX

Pirate Metrics ("AARRR", Dave McClure)

My experience:

You always start by measuring too much. Less is more.

How we do things: Lean Development



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

How we do things: Lean Development



Learn

The diagram illustrates the Lean Development cycle using a background image of a person in a red space suit. A large dashed circle encompasses the entire figure. Within this circle, there are three smaller dashed circles: one on the left labeled 'Learn', one in the center labeled 'Deploy', and one on the right labeled 'Build'. A vertical dashed line separates the 'Learn' section on the left from the 'Build' and 'Deploy' sections on the right.

Learn

Google Optimize: A/B tests

Header 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

Header 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.

Version A

Sign Up, it's free!

Register with



OR

with email address

Username

Email Address

Password

Optimizely has blocked this ad from loading in the editor.

Sign Up

Version B

Sign Up, it's free!

Register with



OR

with email address

Username:

Username

Email:

Email Address

Password:

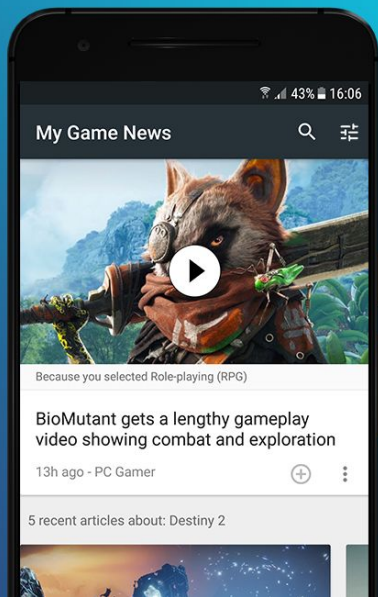
Password

Optimizely has blocked this ad from loading in the editor.

Sign Up

Another example

Game news you care about,
whenever you want it.



Goal metrics:

Day 1 retention: 50%

Day 7 retention: 25%

Day 30 retention: 10%

Development time: 4 weeks

1st iteration:

Day 1 retention: 21%

Day 7 retention: 13%

Day 30 retention: 4%

**Uninstall rate: 50% within
24 hours**

Possible causes:

1. Content issues
2. Technical issues

Invest two more weeks

2nd iteration:

Day 1 retention: 25%

Day 7 retention: 21%

Day 30 retention: ?%

Possible cause:

1. Content issues

8 things I've learned the hard way

1. Your “paper idea” is awesome... but you are wrong. Fail fast, adapt and kickass.
2. Investors invest in Teams, then the Product/Idea.
3. The true value of investors are not their money, but the time they save you.
4. Solve a real problem, not a theoretical one.
5. Board of directors/Advisory Board is more important than a business plan. They will open up doors.
6. 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.
7. Don't re-invent wheels. You don't have time. Smarter people than you have already solved your problems. Copy-paste like crazy.
8. Never, ever lose momentum. The big opportunities always come along when you are least ready. Seize them everytime, they won't come again.



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Thank you!