

Starting Your Indie Studio: How Hard Could It Be

Pavel Kolev

CEO @ Rebellious

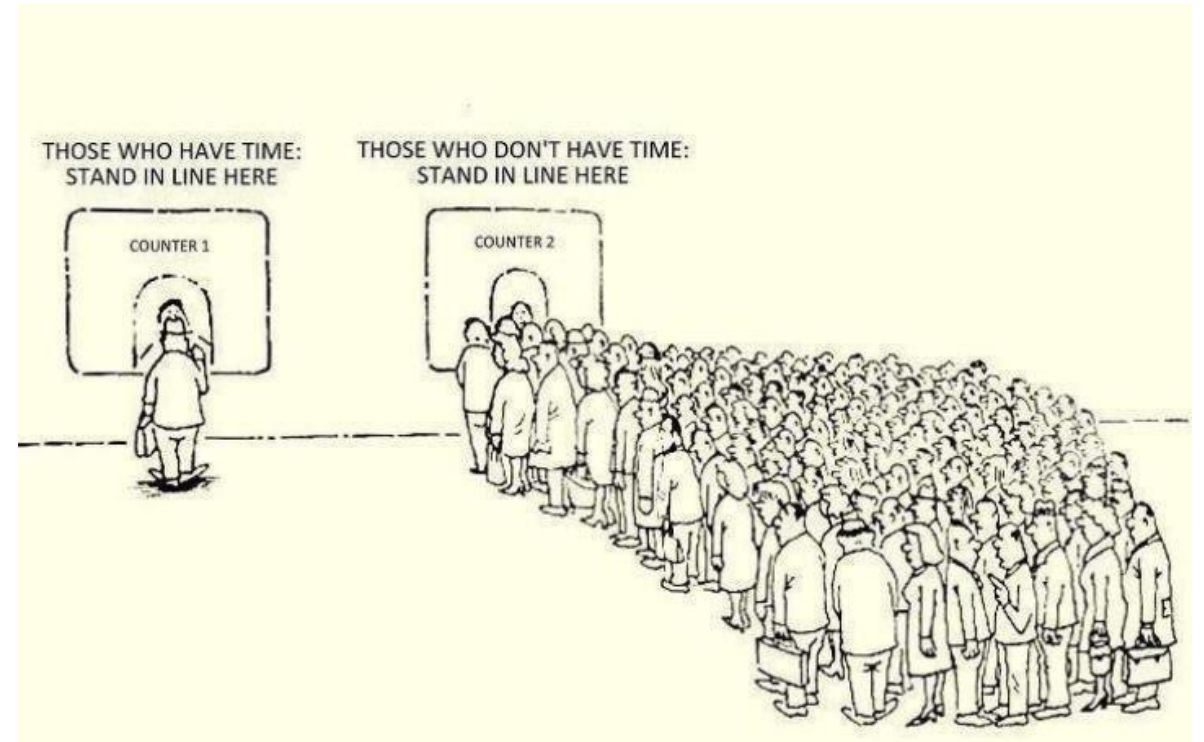
Find a way to stand out.
Be memorable.





DON'T





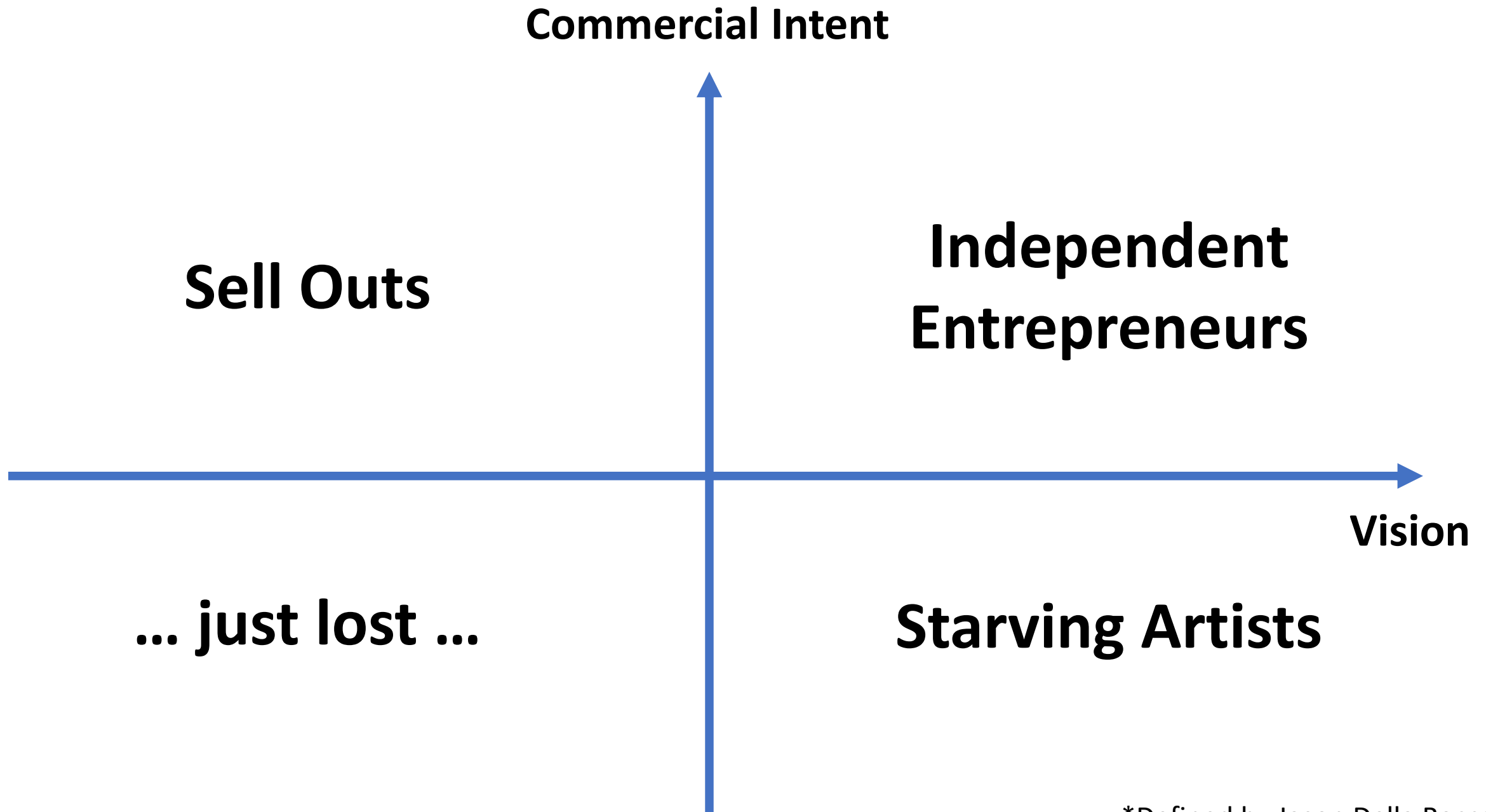
Surviving as Indie Studio

~~Starting Your Indie Studio:~~

How Hard Could It Be

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*Defined by Jason Della Rocca

1. TEAM



1. TEAM

Telerik  Academy

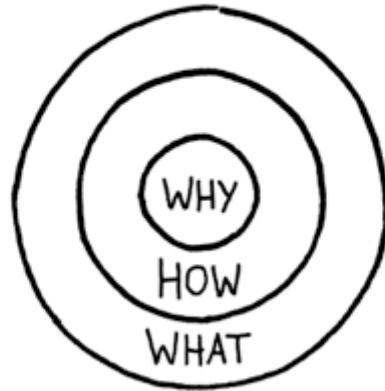
 SoftUni

 /groups/wacombgclub

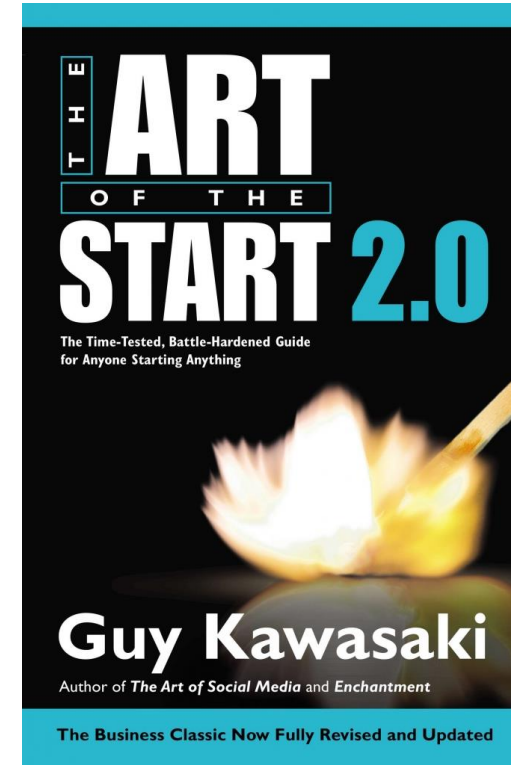
 /groups/devbg

2. VISION

The Golden Circle



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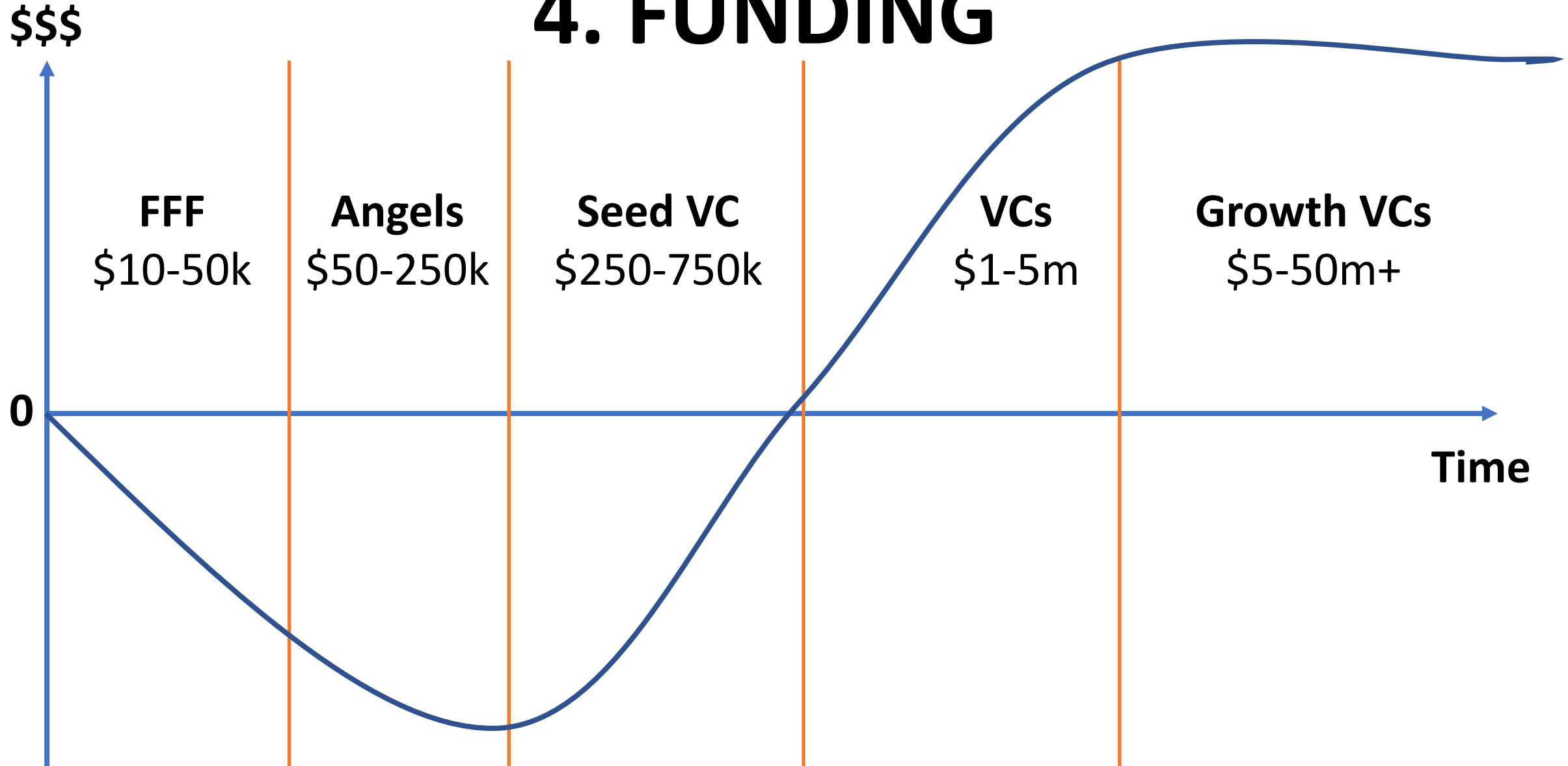


3. TERMS

**CPC, CPA, Churn, DAU, MAU,
ARPU, ARPPU, ARPDau, LTV,
K Factor, etc...**



4. FUNDING



4. FUNDING

VC/Angels etc

Company

Equity

Board Control

Exponential

The TEAM

Publisher

Project

Revenue (30-70%)

IP Control

Linear

The GAME

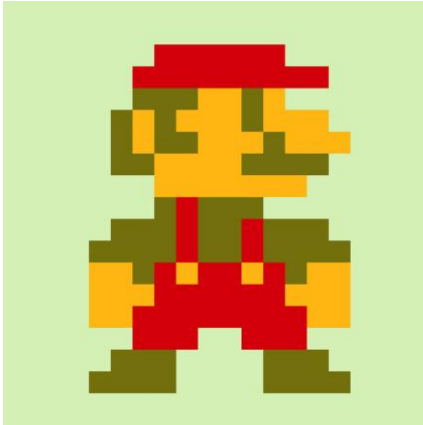
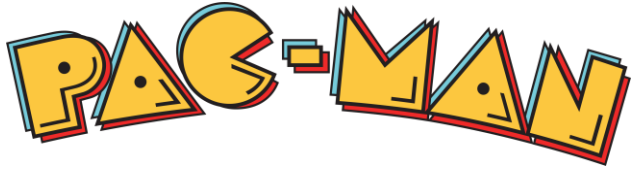
Kickstarter

DON'T

5. GAME DESIGN RESKIN



5. GAME DESIGN INVENT



5. GAME DESIGN +1 DESIGN



5. GAME DESIGN +1 DESIGN



6. WORK

Fail FAST!

- **UA**
- **Retention**
- **Monetization**

When you've been working hard for 1hr but you're still not a millionaire.



7. THE HOOK

What is exciting about your game?

The HOOK and The Kicker



7. THE HOOK

Descenders is extreme downhill freeriding[The Hook]
through procedurally generated worlds [The Kicker]



* Mike Rose, No More Robots

7. THE HOOK

Card game where the units don't attack each other [The Hook].
They attack as a group and defend as a group [The Kicker]



8. EVENTS



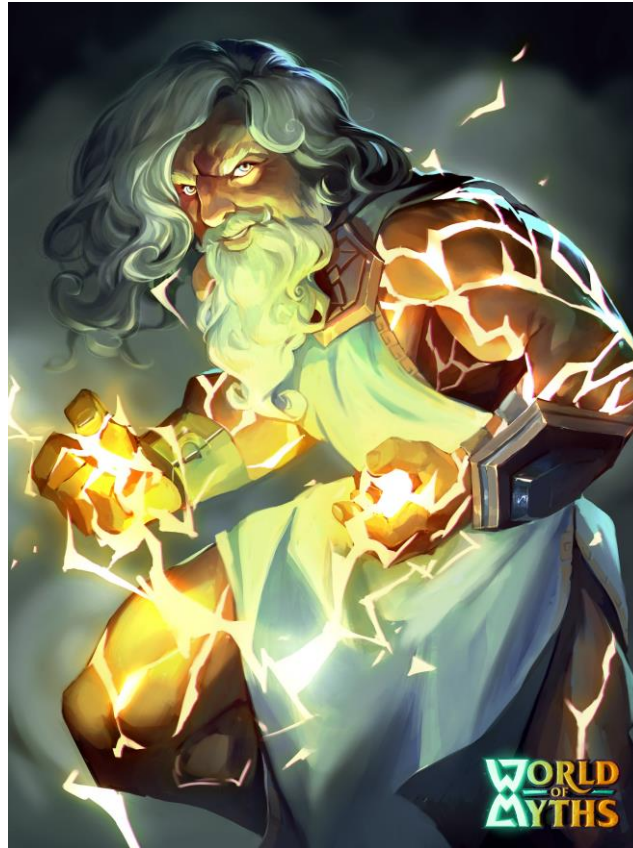
2017 Sensation Award Nominee



9. VALIDATION

A/B test everything

- **art,**
- **core game loop,**
- **target audience**



10. COMMUNITY



DISCORD

DELIVER MORE THAN EXPECTED



"Scavenger duels had very good engagement and decent retention numbers, but our monetization was around \$0.25-\$0.30 per user.

With user acquisitions cost of \$3.50 there is no business potential in such a product, despite the fact that is a very nice game!"



Hristo Neychev, Hack and Paint

"We wanted to create something really amazing that required more resources than we had. That delayed the release of the game and affected its success"



Hristo Tenchev, XS Software

"We had a niche game where players monetized like casual users."



Petar Dobrev, Chobolabs

THANK YOU

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f rebellioussoftware

📷 world_of_myths

