

Supercell has become a billion-dollar mobile game development company in less than five years. Currently they only have 180 employees, 5 offices, and 3 games. Their first success was a social farming game called *Hay Day*, the second was a tower defense game called *Clash of Clans*, and the third was a war strategy game called *Boom Beach*. They started out in 2010 as small company in Finland invested by the life savings of their founders and a loan from the Finish government. The three successful games were not their first attempt though. In fact, they created a game called *Gunshine* meant to be a multiplayer online role-playing game. They ended up getting a half a million players, but they would lose interest in about a month or two. So Supercell decided to kill the game and try something new. The company bought tablets for their employees, and they soon realized that this was the next format for games the be played upon. They decided to kill all web and Facebook games, including one with the codename “Magic”. It is interesting to learn that the same team that was creating “Magic” went on the develop *Clash of Clans*, and it too held the codename “Magic” before its release.

The foundation of Supercell’s success is revealed through their core beliefs: “The best people make the best games”, “Small and independent cells”, and “Games that people will play for years”. When the founders were seeking employees, they believed that they should recruit as a sports team would by finding the best person for a single position. Then the team was divided into different groups believing that the best work was provided by small groups. Each group, called cells, are independently run creating their own games. The games each cell created was founded on the desire to be playable for years, and that they would also provide a social aspect. In May of 2013, Forbes.com revealed that Supercell had a revenue of \$2.4 million a day with approximately 8.5 million players. It has since grown, and the continuation of their success is revealed through the *Clash of Clans* Super Bowl commercial starring Liam Neeson.

I chose Supercell as the success story I would research because they are one of the inspirations for me pursuing Mobile Development. I have been playing *Clash of Clans* for two years now and have been loving every minute of it. I was actually playing Clash when I realized what degree program I would like to pursue. I was debating between Video Game Design and Mobile Development, but did not know which would be the best for me. I decided that mobile applications like the one I was playing were going to increase in popularity, and the demand for educated developers would also increase. That very same day I called Full Sail to start my application process. This success story is applicable to my journey because Supercell’s creation of *Clash of Clans* is what convinced me to even start a journey. As I progress through the stages of becoming a mobile app developer, I will always remember that my inspiration started out small holding core beliefs that would eventually lead to their success. I may not be successful with every app I create, but learning from my mistakes is success within itself. A quote I will now hold dear is from the CEO of Supercell, Ikka Paananen. He said “We really want to celebrate maybe not the failure itself but the learning that comes out of the failure.” The truth of this statement will be carried throughout the rest of my journey.

Our Story. Retrieved from <http://supercell.com/en/our-story/>

Strauss, K. (2013, May 6). Is This The Fastest-Growing Game Company Ever? Retrieved from <http://www.forbes.com/sites/karstenstrauss/2013/04/17/is-this-the-fastest-growing-game-company-ever/>