



# Game Start-Up

How to survive

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CEO

Wolfen Game

# My start-up road

Bika Solutions

Outsourcing

2010



Sstore.vn

E-Commerce

2011



Obuut

Social Network

2012-2014



Wolffun Game

Online games

2014-Present



# Tips to survive on building a game start-up

- Build a team
- Be a leader
- Make a game
- Financial
- Strategy
- Market
- Luck

Build a good team first!

# Why do you need a team?



You can't be good at everything



Time to market is CRUCIAL

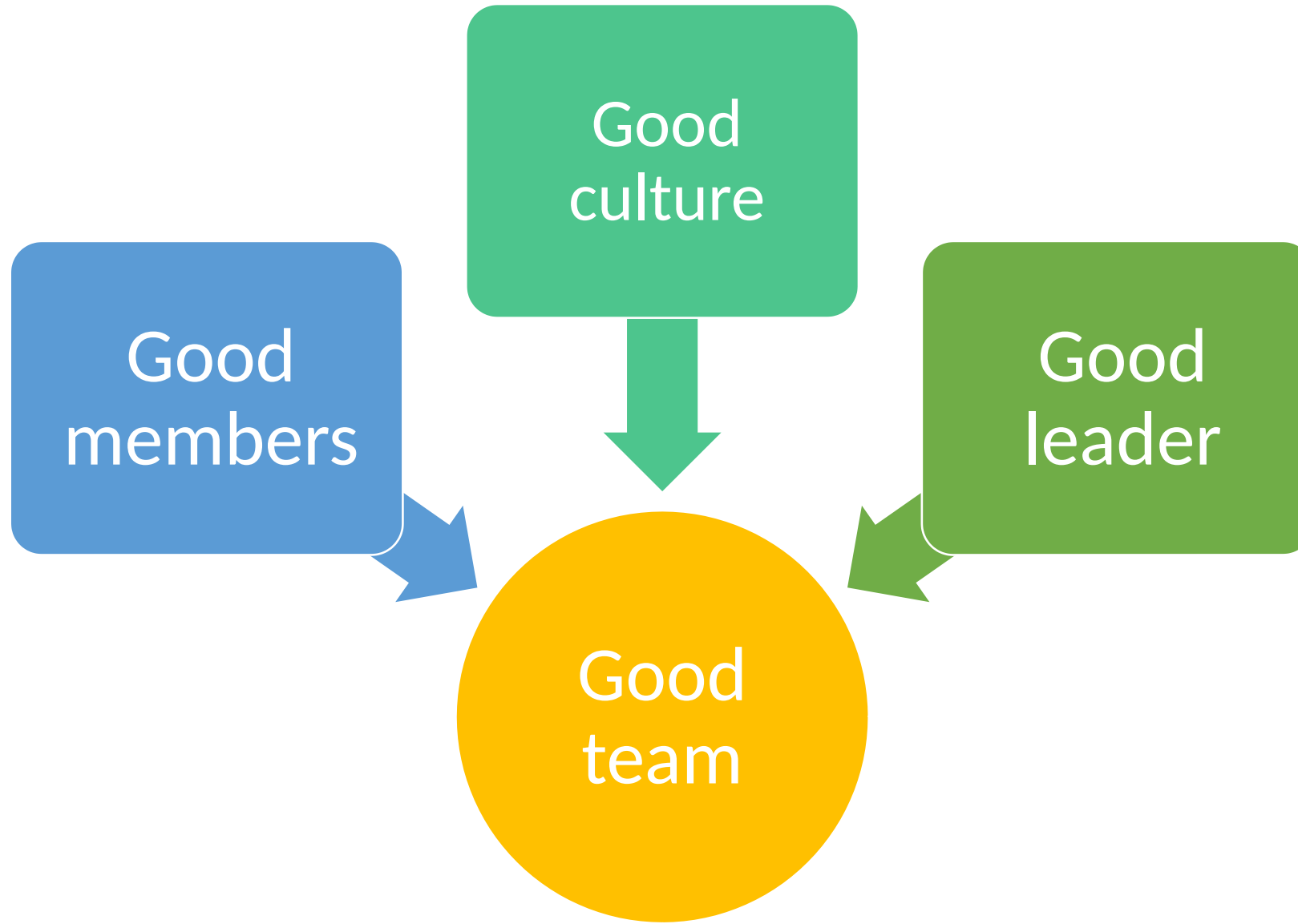


You need FRESH opinions and ideas



Start-up is stressful

What makes a good team?



# A team needs







SUITABLE



VS



EXCELLENT

## But...

- Be clear about the responsibilities and benefits at the beginning
- Be honest
- Set clear goals
- Choose the ones who fit okay. But know where requires ONLY the excellent.
- Have members who are different from you
- Trust & respect
- Consider hiring freelancers

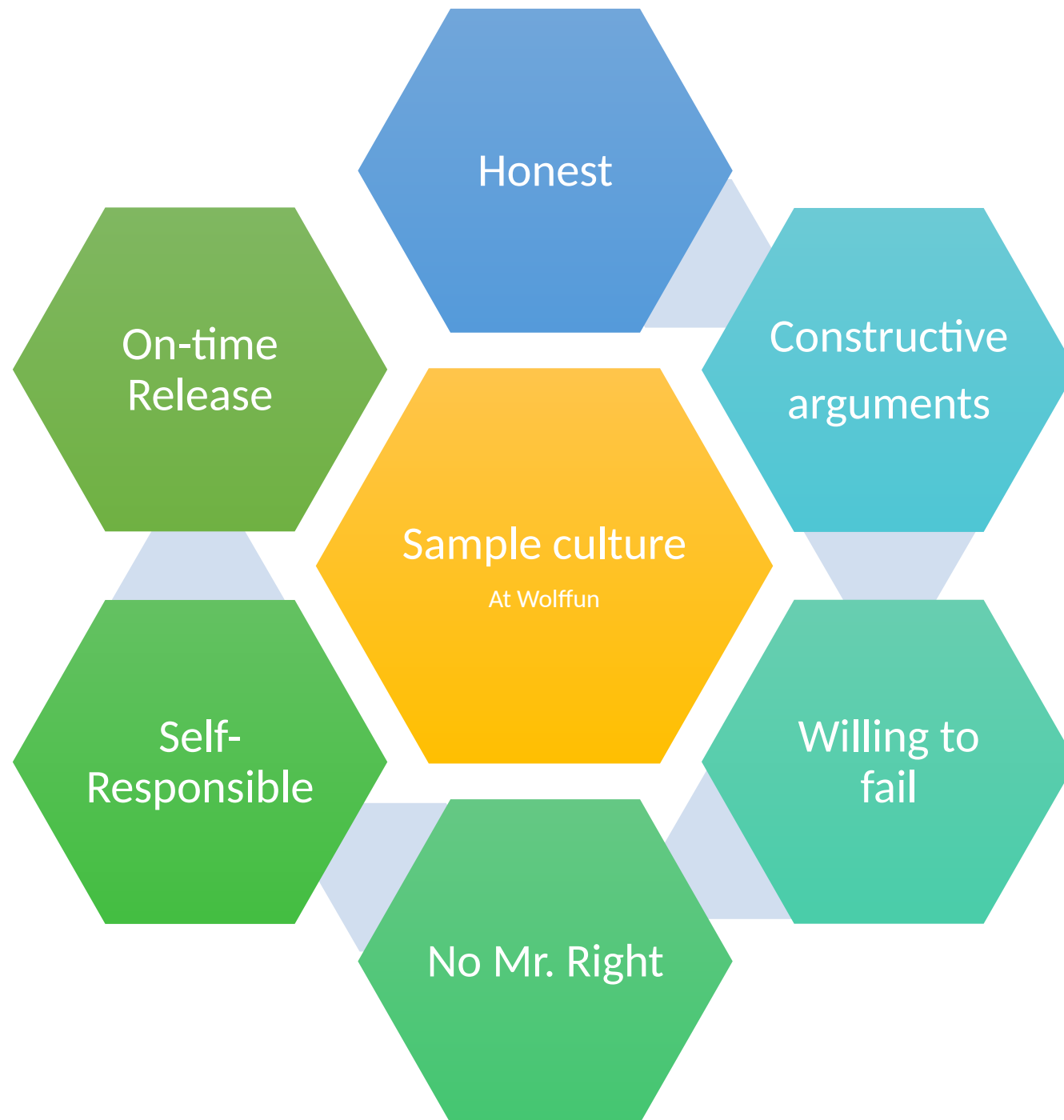
No Money? Pay with your big  
DREAM!

Next, build a game making  
culture

Why?

"Politeness is  
the poison of  
collaboration."  
– Edwin Land

- Culture let everything works without a management tool
- Game Studios need a different culture
- Keep the team working without your presence
- Make it easy for new members to adapt
- Culture is the invisible bond that connects people







# Make sure

- All, especially new, members understands clearly company culture
- Culture nourishes team-spirit and creativity
- Culture is adjusted overtime for good
- Culture is in-line with long-term vision

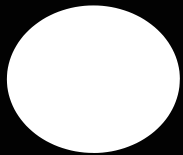


Self-judge your leadership  
Are you a good leader?



## Good leader

- Coaching & mentoring
- Empower the team
- Do not micro-manage
- Build the trust
- Listen and share



Good leader

- Career development
- Clear vision/strategy
- Strong decision maker
- Has key technical skills

# LEADER



# MANAGER

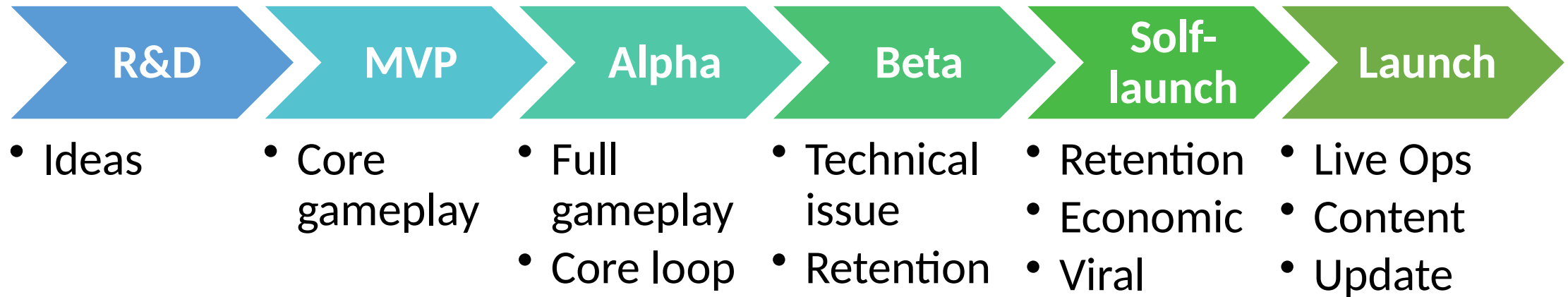


“If you want to lift yourself up, lift up someone else.”

– Booker T. Washington

How to make a good game?

# Understand the process



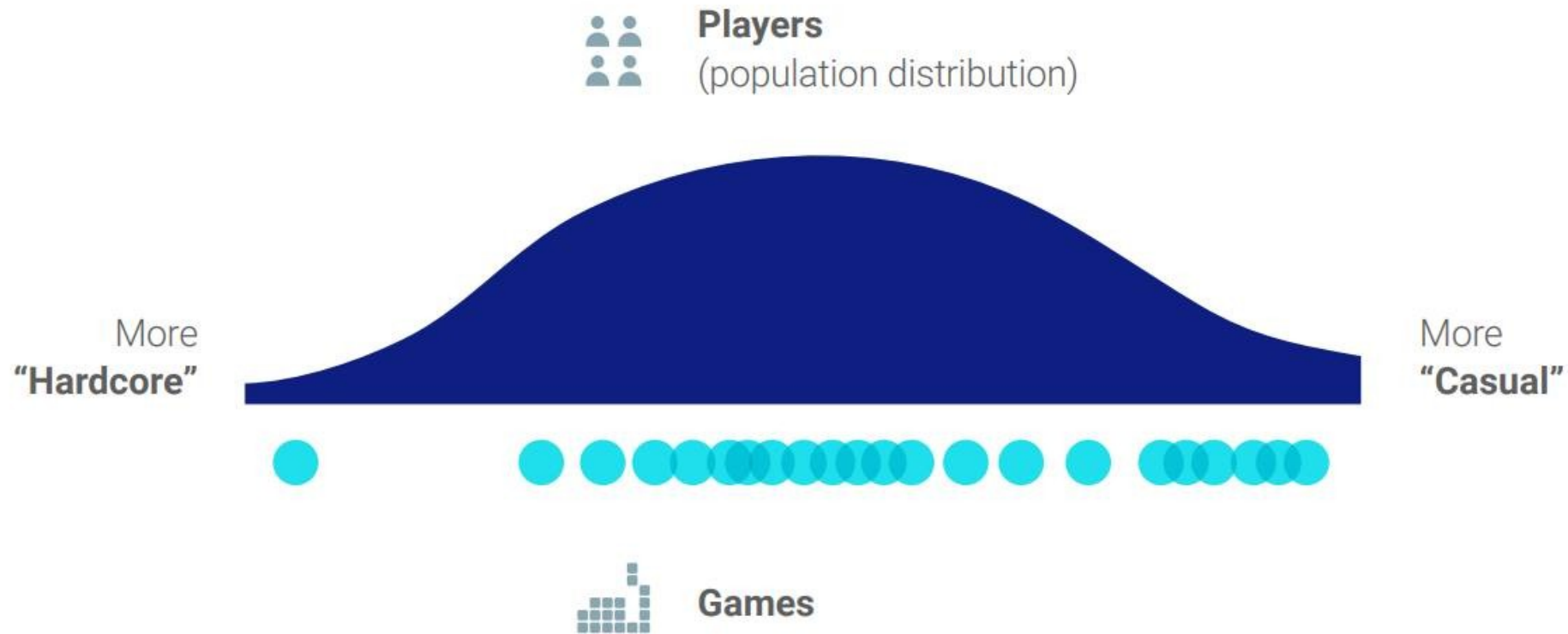


# Research & brainstorming

- Welcome all, even the most stupid ideas
- Know your competitors. Do enough research.
- Know your advantage. Focus on it.
- Think about your future games
- Your game must last for years
- Involve Marketers in the research
- Know your players



# Know your users



Source: Google Play

# Know your users



Connected Enthusiasts



Playful Explorers



Influenced Players



Tentative Followers



Passive Players



Source: Google Play



# Make an MVP first

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All team members  
play the game  
together



Playable version  
released as quick as  
possible



Play test frequently



Focus on core  
gameplay



No more than 1 week  
for offline, 1 month  
for online game

# Alpha

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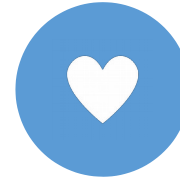
TECHNICAL SOLUTION



TRACKING RETENTION



FOCUS ON CORE  
GAMEPLAY & CORE  
LOOP



RETENTION TELLS HOW  
USER LOVE YOUR  
GAME



DON'T FOCUS ON THE  
ART TOO MUCH



A/B TESTING



RELEASE AS SOON AS  
POSSIBLE



MARKETING TEAM

# Beta

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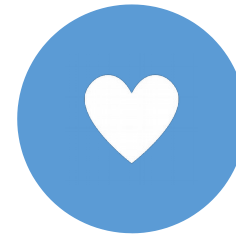
RETENTION



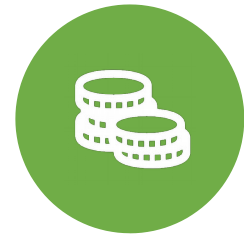
FIX TECHNICAL  
ISSUE



CRASH RATE



ANT RATE



TESTING ON  
ECONOMIC SYSTEM

This section shows all ANRs & crashes collected from Android devices whose users have opted in to automatically share usage and diagnostics data. Anomalies can only be detected for non-obfuscated stack traces. [Learn more](#)

Real-time ANRs

Last 7 days

All Android versions

Beta (30)

Installed from Play

15 ANR clusters

Show hidden

Cluster	Reports	Impacted users	Last reported	
Input dispatching timed out (Waiting to send non-key event because the touched... in com.google.firebase.MessagingUnityPlayerActivity	4	4	May 28, 6:30 PM	
Input dispatching timed out (Waiting to send non-key event because the touched... in com.google.firebase.MessagingUnityPlayerActivity	3	3	May 28, 12:53 AM	
Input dispatching timed out (Waiting to send non-key event because the touched... in com.google.firebase.MessagingUnityPlayerActivity	3	3	May 28, 1:36 AM	
Input dispatching timed out (Waiting because the touched window has not finishe... in com.google.firebase.MessagingUnityPlayerActivity	2	2	May 27, 12:42 PM	



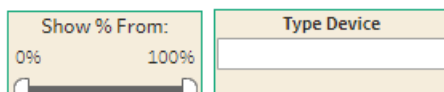
# Data is the key



## Tutorial Drop



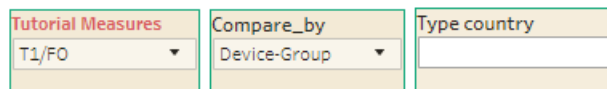
2. Choose a stage. Where bad/good changes happen? Why?



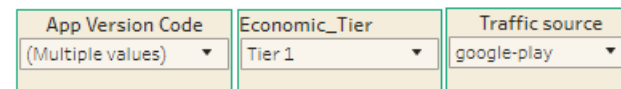
Device h..	20	22 & 23	24	25	26, 27.. 29 & 30
Grand Total					
SM-T580					
FIG-LX1					
SM-J330L					
SM-J737S					
SM-T560					
SM-J530F					
SM-J727S					
SM-G950F					
SM-J320FN					
PRA-LX1					
SM-G930F					

How about OS?

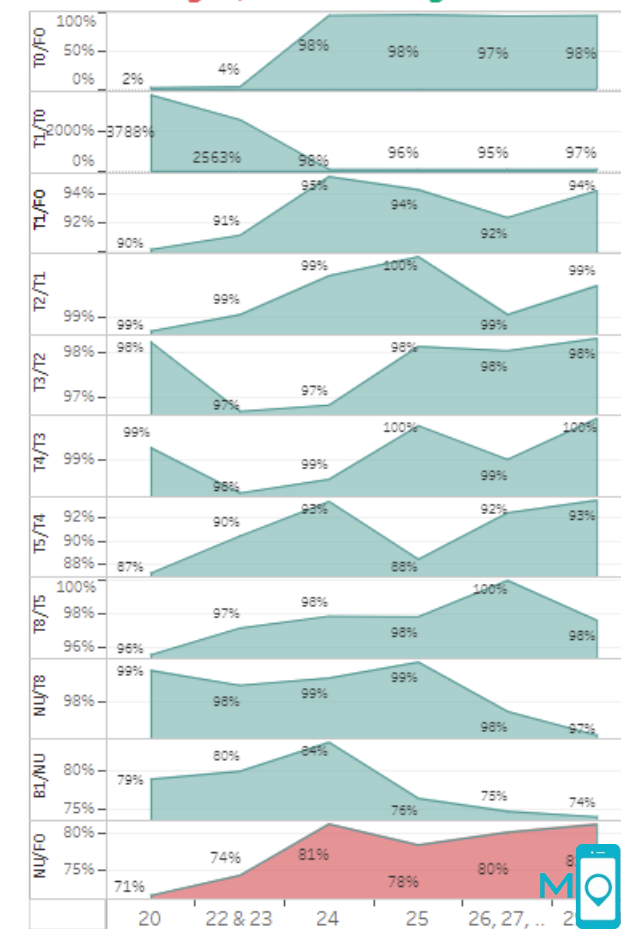
	20	22 & 23	24	25	26, 27.. 29 & 30
Grand Total	100%	100%	100%	100%	100%
8.0.0	20%	22%	18%	15%	23%
8.1.0	15%	16%	19%	17%	14%
7.0	15%	16%	17%	14%	10%
6.0.1	8%	8%	10%	11%	12%
9	6%	9%	8%	12%	9%
7.1.1	6%	5%	8%	7%	5%
5.1.1	4%	5%	7%	4%	6%
6.0	6%	4%	2%	4%	4%



3. How "Big Players" performing?  
Any big dot staying behind? See its detail!



1. In all stages, Which changed most?



# Self-Launch

- Optimize retention
- Optimize monetization
- Prepare for LiveOps
- Optimize for virality
- Know your CPI and LTV
- It might take you 1 month to make a game but years to complete Self-launch

# BRAWL STARS TIMELINE




## SOFT-LAUNCH 1 JULY 14-15, 2017

Brawl Stars was announced globally on June 14, 2017 via a live-stream on YouTube. The game was released in the Canadian App Store the following day, on June 15, 2017.

## DEC UPDATE #1 3 DECEMBER 5, 2017

This update changed the Brawl Stars UI for the very first time. The game lost the Western touch, Darryl and ticketed gamemodes were added and Star Powers were introduced.

## MAY UPDATE 5 MAY 23, 2018

The May update introduced Penny and Frank, Heist 2.0, Duo Showdown, Trophy Road and a whole new UI! In addition to these, the update also contained some QoL features.

## DEC UPDATE #2 7 DECEMBER 7, 2018

The pre-global update introduced 3D environments, new Brawler Leon, new Brawler models, new UI, Darryl rework and Mortis hat skin!

## SEPT UPDATE #1 2 SEPTEMBER 4, 2017

This update released two new Brawlers: Pam and Tara, and a new game mode: Brawl Ball! Also, season system and two new rarities (Mythic and Super Rare) were added.

## LANDSCAPE 4 MARCH 9, 2018

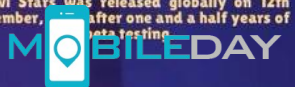
The game changed to Landscape, auto-aim was added and tap-to-move was removed. Upgrade system was changed once again and UI was revamped.

## ANDROID LAUNCH 6 JUNE 26, 2018

The game was softlaunched on Android devices on 26th June. The game was available in soft-launch countries only and so players had to use VPN to play.

## GLOBAL LAUNCH 8 DECEMBER 12, 2018

Brawl Stars was released globally on 12th December, after one and a half years of beta testing.



$CPI < LTV$

It's time to launch

# Live ops are key revenue drivers

- Supply side sales
  - Discounted asset sales
  - Starter packs
  - Bundles...
  - Etc.
- Demand side event
  - Time-limited content
  - Content prize discount
  - Elite Gacha
  - Etc.

# Keep in mind that



Google/Apple team always  
looking for good games



The game community is  
strong



Networking is nothing if  
your games like sh..t

Do not cheat the store, please!

Thank you!