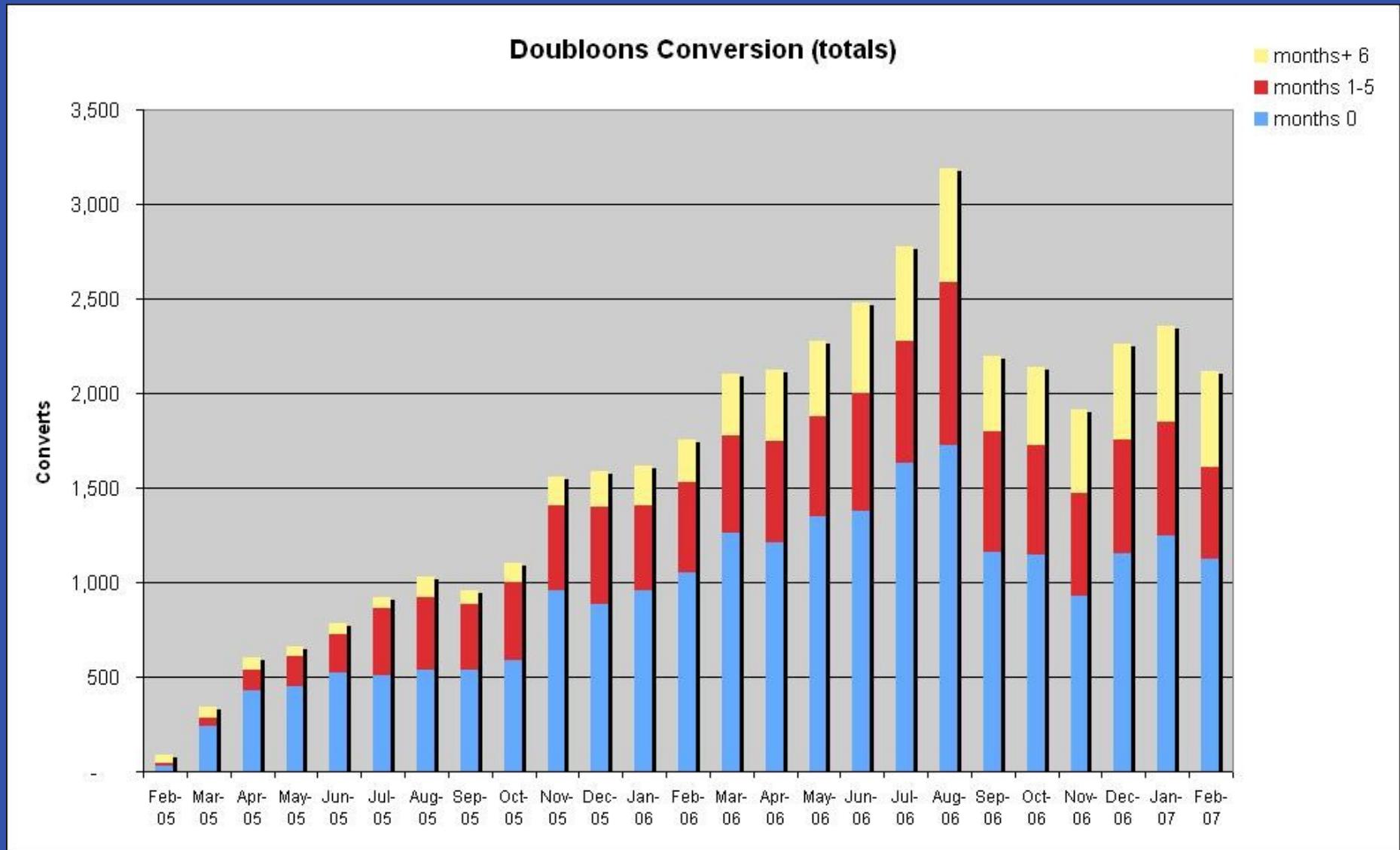
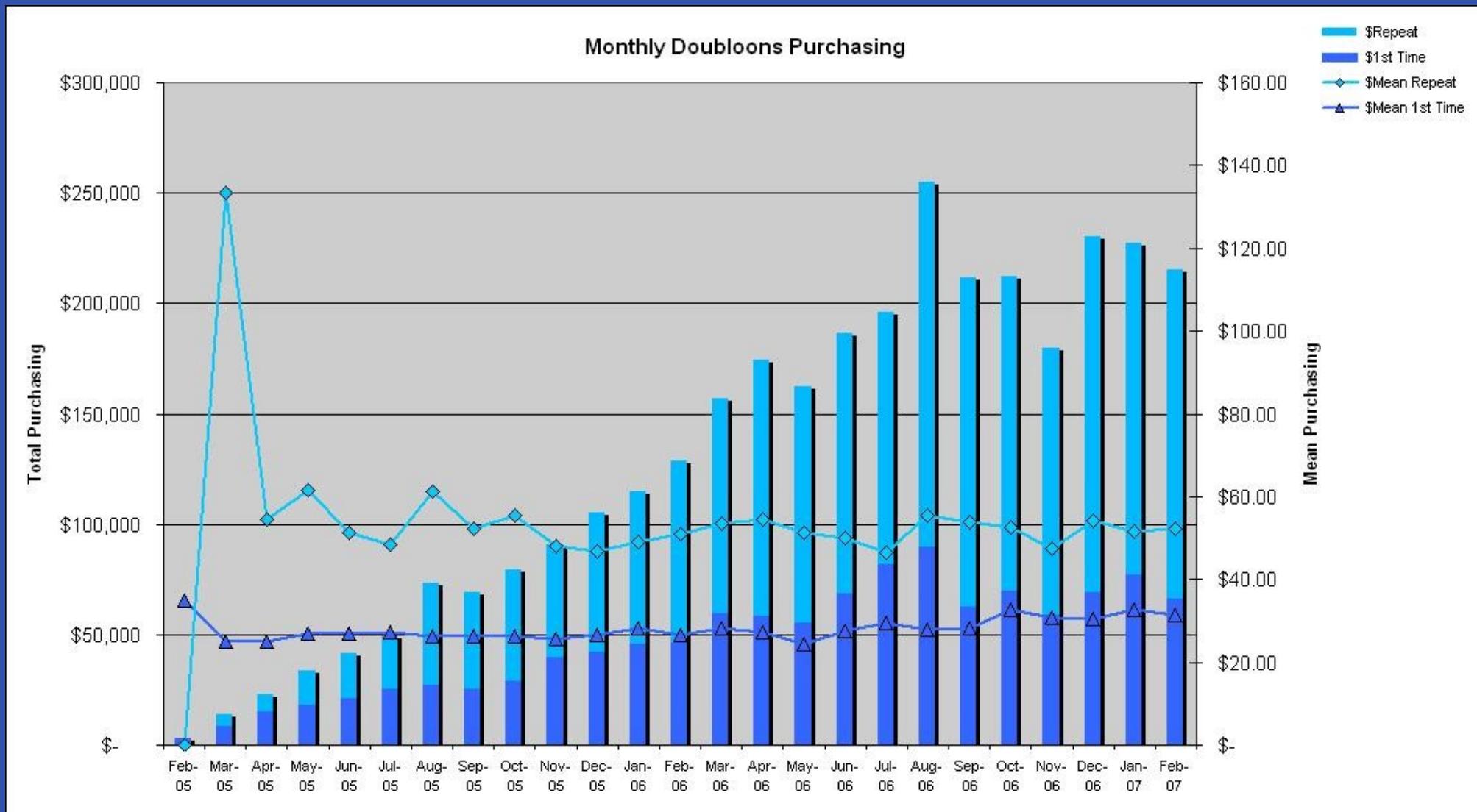


Three Rings

Usage Before Paying



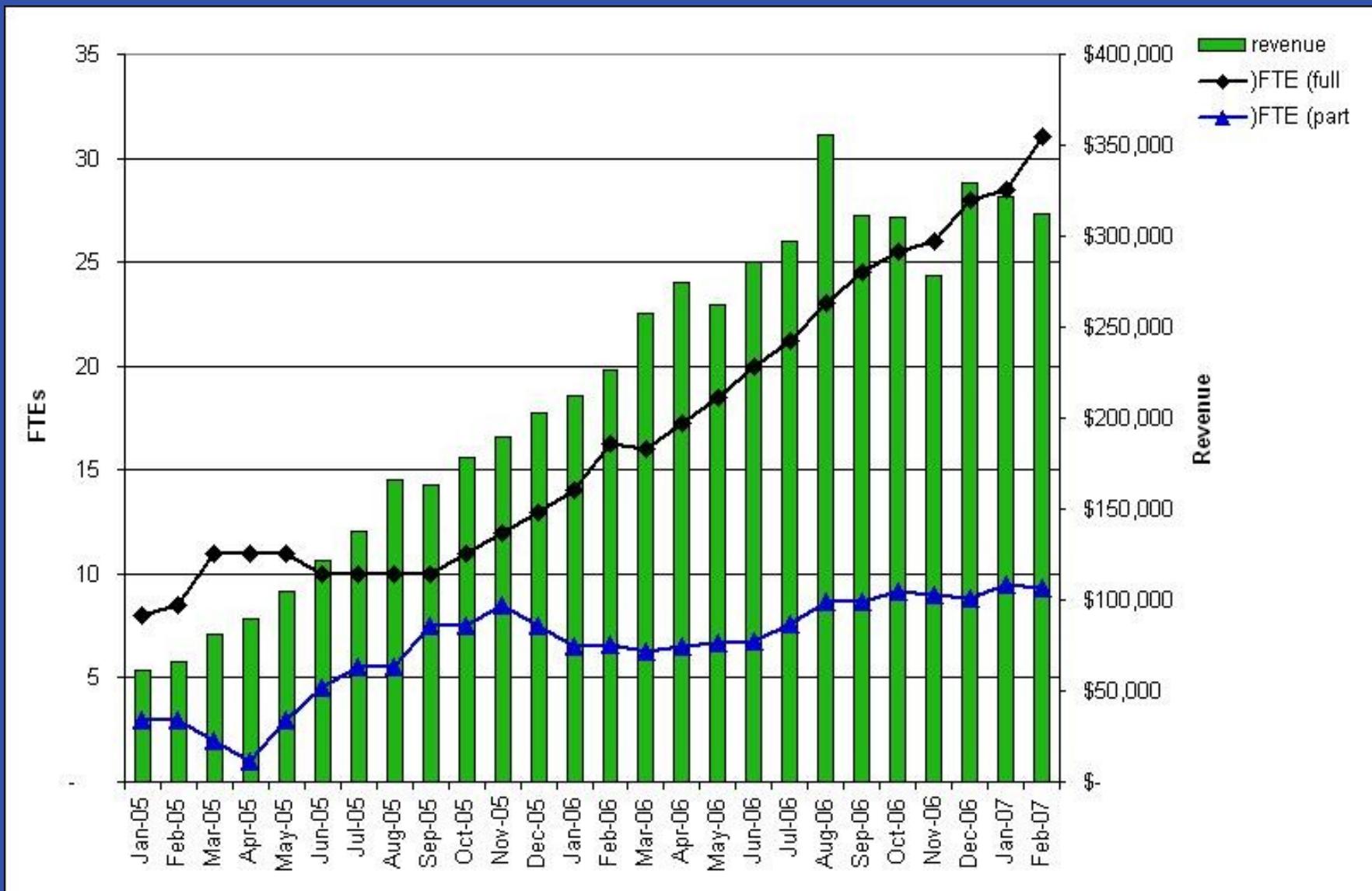
New and Repeat Doubloon Spending



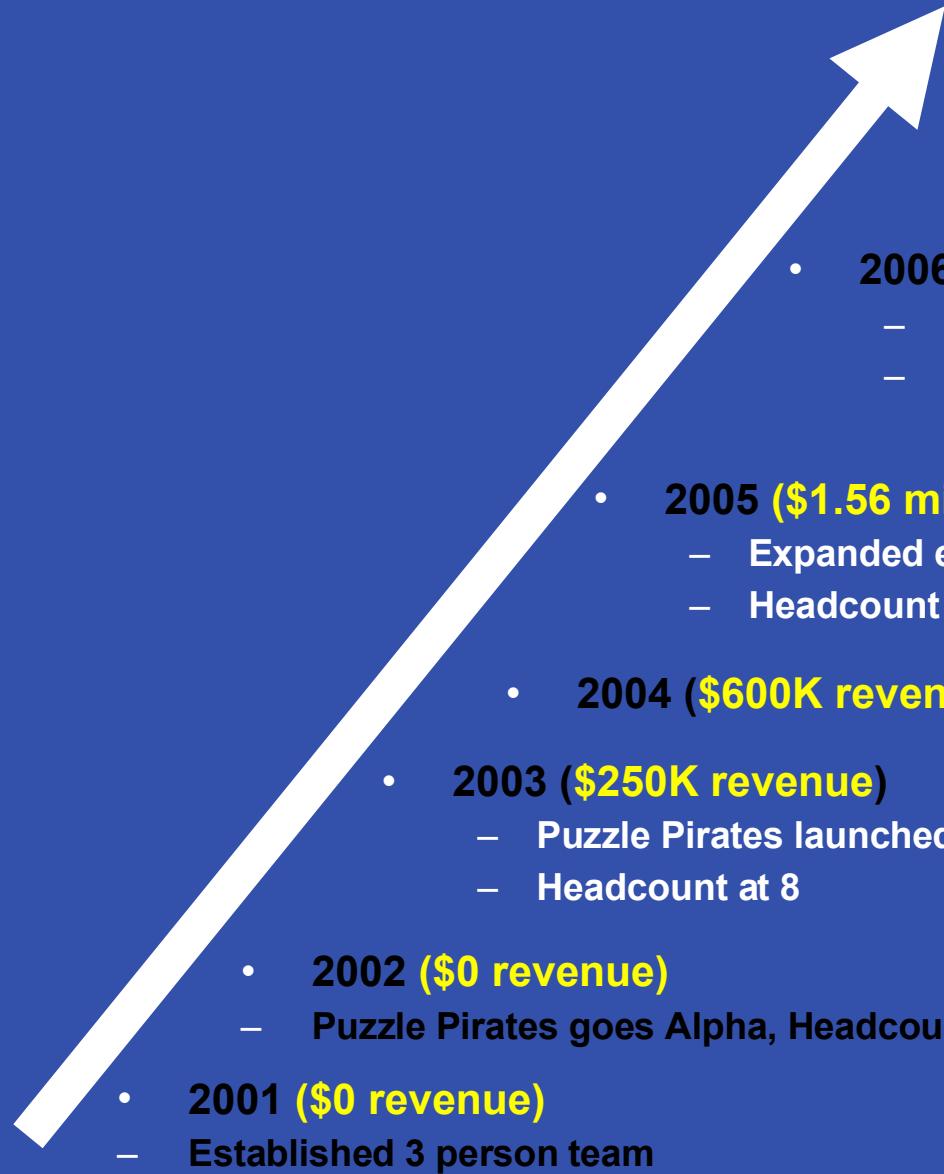
Total Payments from Active Accounts



Love and Money



Timeline

- 
- 2007 (forecast: \$7.24 million revenue)
 - Launched Bang!Howdy
 - Alpha for Whirled
 - 2006 (\$3.39 million revenue)
 - Expanded engineer and art teams
 - Headcount at 26
 - 2005 (\$1.56 million revenue)
 - Expanded executive team
 - Headcount at 13
 - 2004 (\$600K revenue)
 - 2003 (\$250K revenue)
 - Puzzle Pirates launched
 - Headcount at 8
 - 2002 (\$0 revenue)
 - Puzzle Pirates goes Alpha, Headcount at 6
 - 2001 (\$0 revenue)
 - Established 3 person team



The Good, The Bad and The Ugly

FRONTIER TOWN

Frontier
Town
Established 222

JAIL

SHERIFF

BARBER

RANCH

BANK

STATION

SALOON

GENERAL



GENERAL STORE



Welcome! Click on the goods below to buy 'em and learn more about 'em!

Frontier Town

Suit of Thirteen



Fifty Two Pickup



Dud



Engineer



Half Repair



Joker



Items

Lucky Horseshoe



Misfire



Missile



Repair



Frontier Purse



Sniper Rifle



Hats



Clothes

Cannon



Claim Jumping Theme



Cattle Rustling Theme



Frontier Town Theme



Gold Rush Theme



Copper Star



Gear



You have:

\$ 160

G 0

Suit of Thirteen

A random selection of 13 cards. May include rare cards that are not for sale directly.

Price: \$ 260 G 1

{ Buy! }

{ ? }

{ To Town }

GENERAL STORE

Welcome! Click on the goods below to buy 'em and learn more about 'em!



Hard Bargain Hall

Items

Hats

Clothes

Gear

Bodice



Bodice with Fan



Sheriff Boots



Sheriff with Pistol



Duster



Duster with Cigarette



Frontier Dress



Frontier Dress with Book



Gunslinger



Cowgirl Panning



Cowgirl with Rifle



Corset with Srip



Corset



Peasant Dress



Peasant Dress with
Pistol



Poncho
(Shouldered)



Poncho



Striped Vest



You have:

\$ 160

G 0

Bodice

Your avatar can wear this. Use it to customize your look at the Barber Shop!

Price: \$ 1000 G 2

{ Buy! }

{ ? }

{ To Town }

BARBER SHOP

Howdy! Here you can customize yer look and get fitted out with fancy duds.

Clothes

Looks

Character



Daisy Trimmer



Hair Color:

Frontier Town



Price: 3750 6 { Buy! }

You have:

472876 1338

back

more

Press P to see which of yer **Pardners** are online.

{ ? }

{ To Town }

7

3

Game Over



1st

1st



Cat Balou



2nd

2nd



Black Hat



3rd

3rd



Doc Blue

Rewards you earned for 1st place:

1st Place
Reward

Indian Purse

Total
Winnings

You have:

\$ 85



+ 15% = \$ 98



27,660

You earned a Badge!

Claim Jumper

Enables sale of **Stick Up!** cards at the General Store.[View Stats](#)[To the Saloon](#)[To Town](#)

BANG!

Captain Nemo



Customize your look at the Barber Shop!

⟨ Check My Poster! ⟩

You have:

\$ 13306

G 0

Items

Big Shots

Badges

Duds

Pardners

Tenderfoot



Cowpoke



Bandido



Vigilante



Badman



Big Winner



Champeen



Brave



Badges can be earned by playing games at the Saloon.

⟨ back ⟩

more ⟩

⟨ To Town ⟩

⟨ Dismiss ⟩

Click on any Building to Enter

EXIT

One-Eyed Carlos

Go to a

- Lone G's
- Buckaroo
- Mazz's Pa
- Cheezey P

You have:

\$ 160 G 0

WANTED:

Evil Tree



"Forest of Fear"

LAST SEEN WITH:



Quick on the Draw



Rodeo All-Star



Dismiss



Frontier Town

Top Ranked

rs

enSuit

akatu

ee

mers Sangly

Morton

Raptor

e Browne

akatu

mers Sangly

ee

ckBart

aptor

Delly

er

enSuit

e Browne

To Town

BANK

Welcome to the Bank! Here you can buy gold coins or trade them for scrip.



Mr. Clemens



Frontier Town

Purchase Gold Coins:

Some of the great deals we offer...

G 12 for \$2.95

G 42 for \$9.95

G 90 for \$19.95

PURCHASE

Immediate Trades:

Sell G [] for \$ []

< Sell >

Buy G [] for \$ []

< Buy >

Market Offers:

Top Offers to Sell Gold Coins

G 7 for \$ 2139 each

G 4 for \$ 2140 each

G 8 for \$ 2150 each

Top Offers to Buy Gold Coins

G 5 for \$ 2113 each

G 3 for \$ 2112 each

G 20 for \$ 2110 each

Post an offer to sell:

G [] for \$ [] each

< Post >

Post an offer to buy:

G [] for \$ [] each

< Post >

Your offers



Your offers



You have:

\$ 472876 G 1338

Press S to have a peek at yer Big Shots.

< ? >

< To Town >

SHERIFF OFFICE

Defeat Outlaws and bring them in for a Bounty and Fame!



Town Bounties

Most Wanted

Buy a **Copper Star** in the **General Store** to unlock these **Most Wanted** bounties!



Black Anise

3 Games
Copper Star

*REWARD: 450



Corn-fed Zeb

3 Games
Copper Star

*REWARD: 450



Pierre LeRogue

3 Games
Copper Star

*REWARD: 450



Balik the Blade

4 Games
Copper Star

*REWARD: 600



Dynamite Daltry

5 Games
Copper Star

*REWARD: 750+

You have:

160

0

back more

Press **B** to have a gander at all yer **Badges**.



Frontier Town

REWARD: 750+



Dynamite Daltry

An outlaw with a penchant for explosions, Daltry's been blowing up mountainsides for kicks. We can't have the rockslides he's causing hurt any more innocent folks. Capture this fiery menace!

Play!

- ★ No Trespassing
- ★ Thievery Run
- ★ Bombs Away
- ★ Dead Zeppelin
- ★ Barrage

Recent Completers

Herr Alan	Ty Lippincott	Shootemup Steve
Kharnor	Doc Spade	Pistol bert
SplatterKat	Price	HotshotHeidi

{ ? }

{ To Town }

Frontier Town STATION

Buy tickets and take the train to new towns!



Conductor Stan



You have:
\$ 1160 G 0

It's yours! Click on the button on the map above
to head to [Indian Trading Post](#)!



Frontier Town

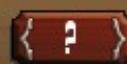
BUY a TICKET

Buy your Indian
Trading Post
ticket for unlimited
access to the new
town. All new:
Units, Big Shots,
Scenarios, Gear,
Items & Clothes.



Cost: \$ 1000 G 20

PURCHASE



INDIAN TRADING POST

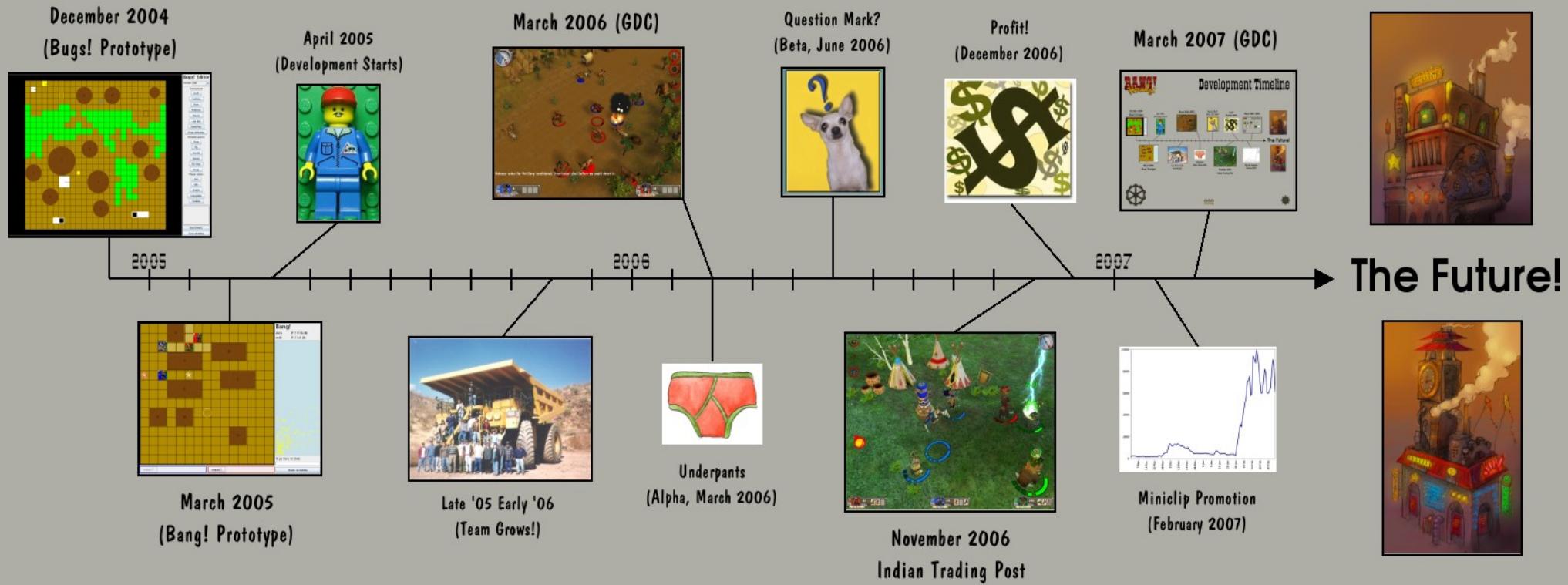




The Magnificent Seven (or so)

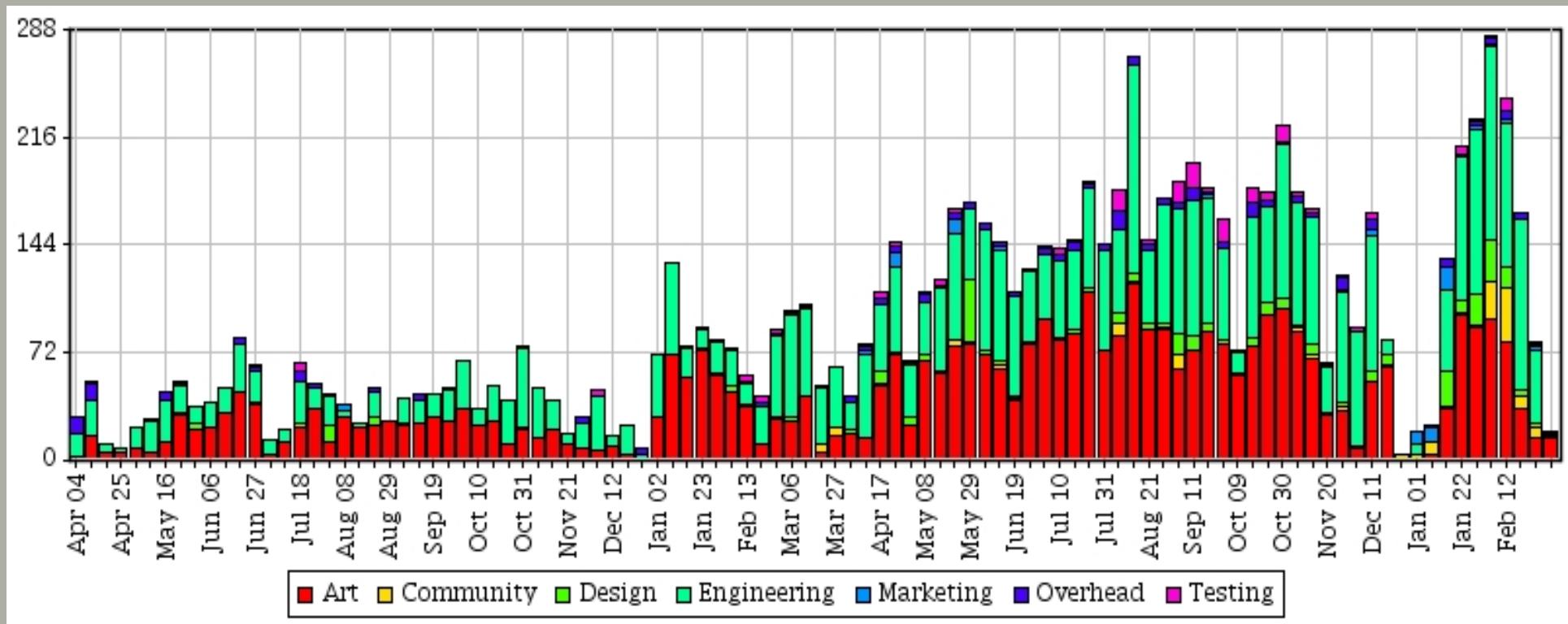


Development Timeline



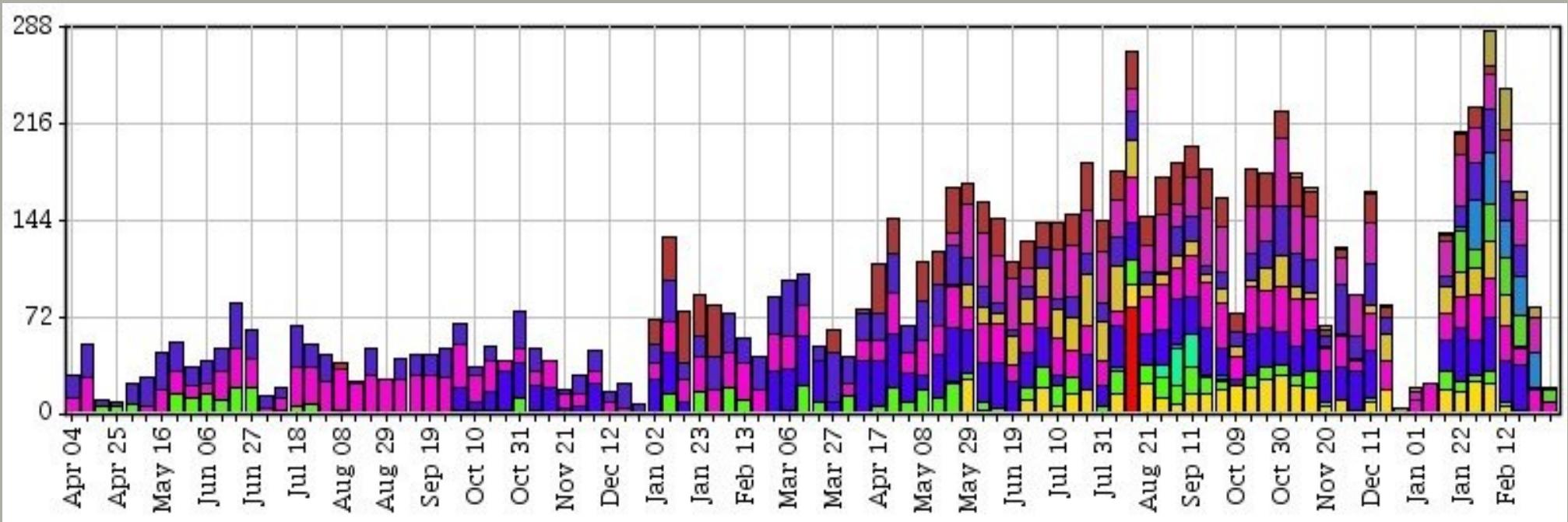


Hours By Discipline





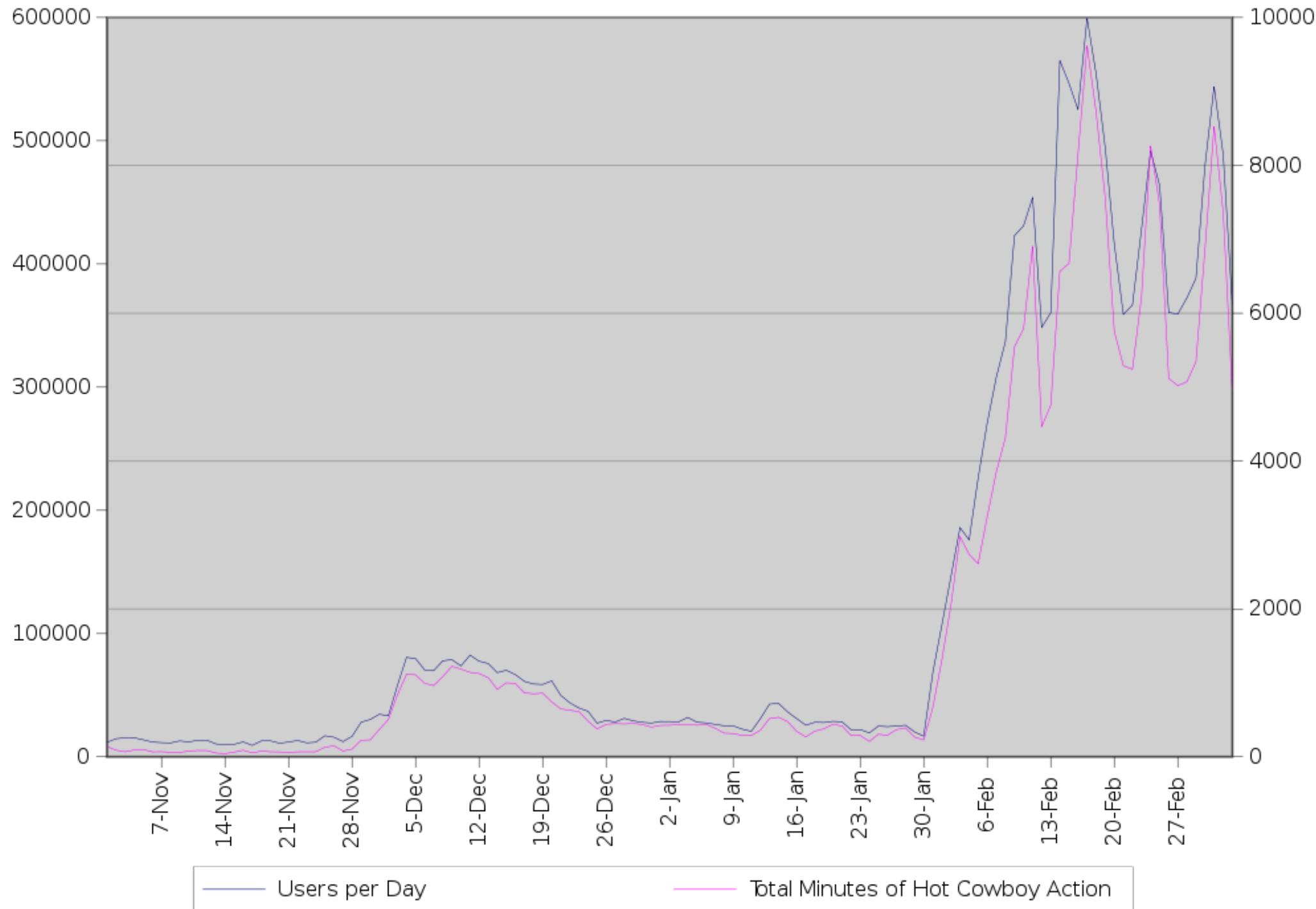
Hours By Developer



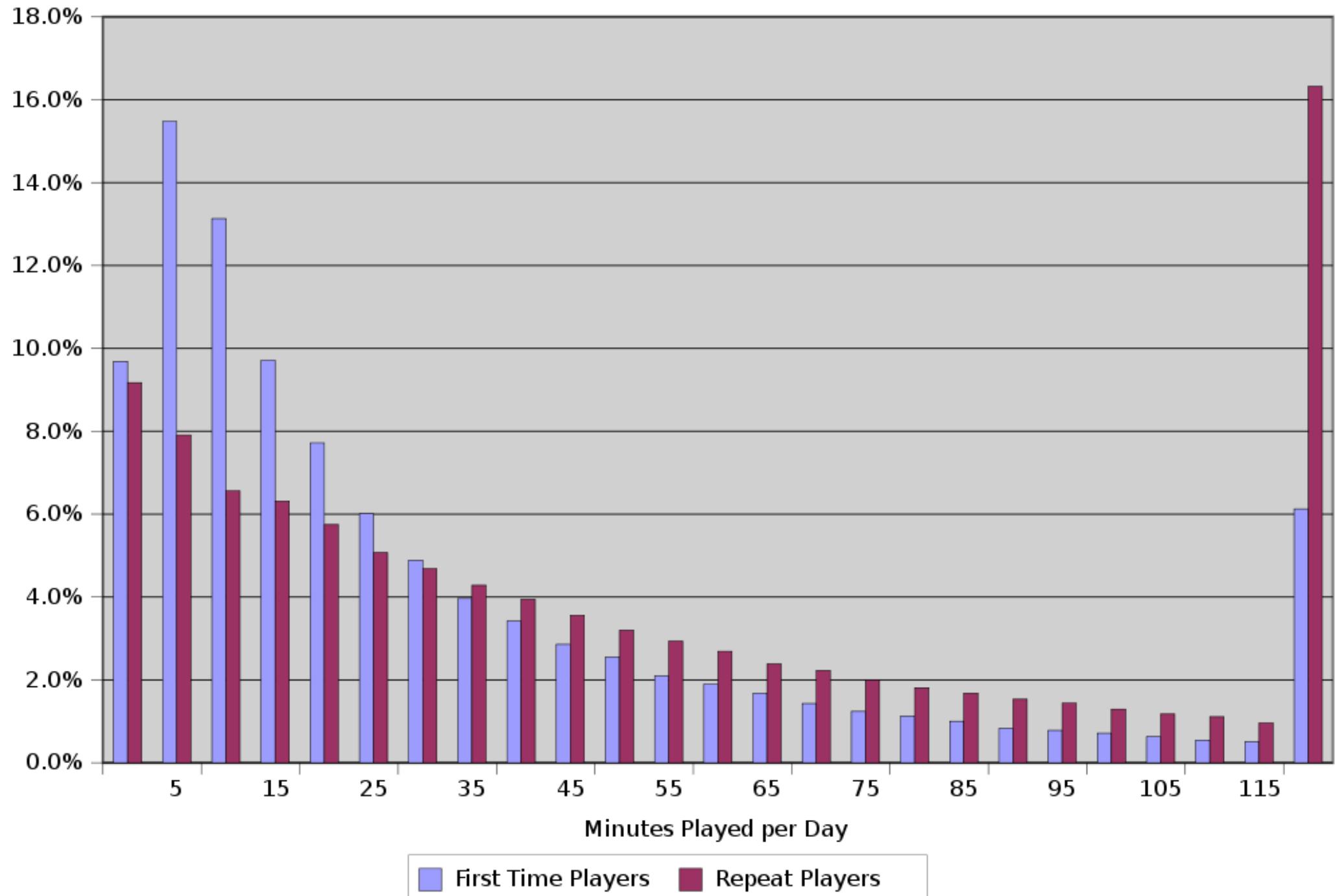


A Fistful of Graphs

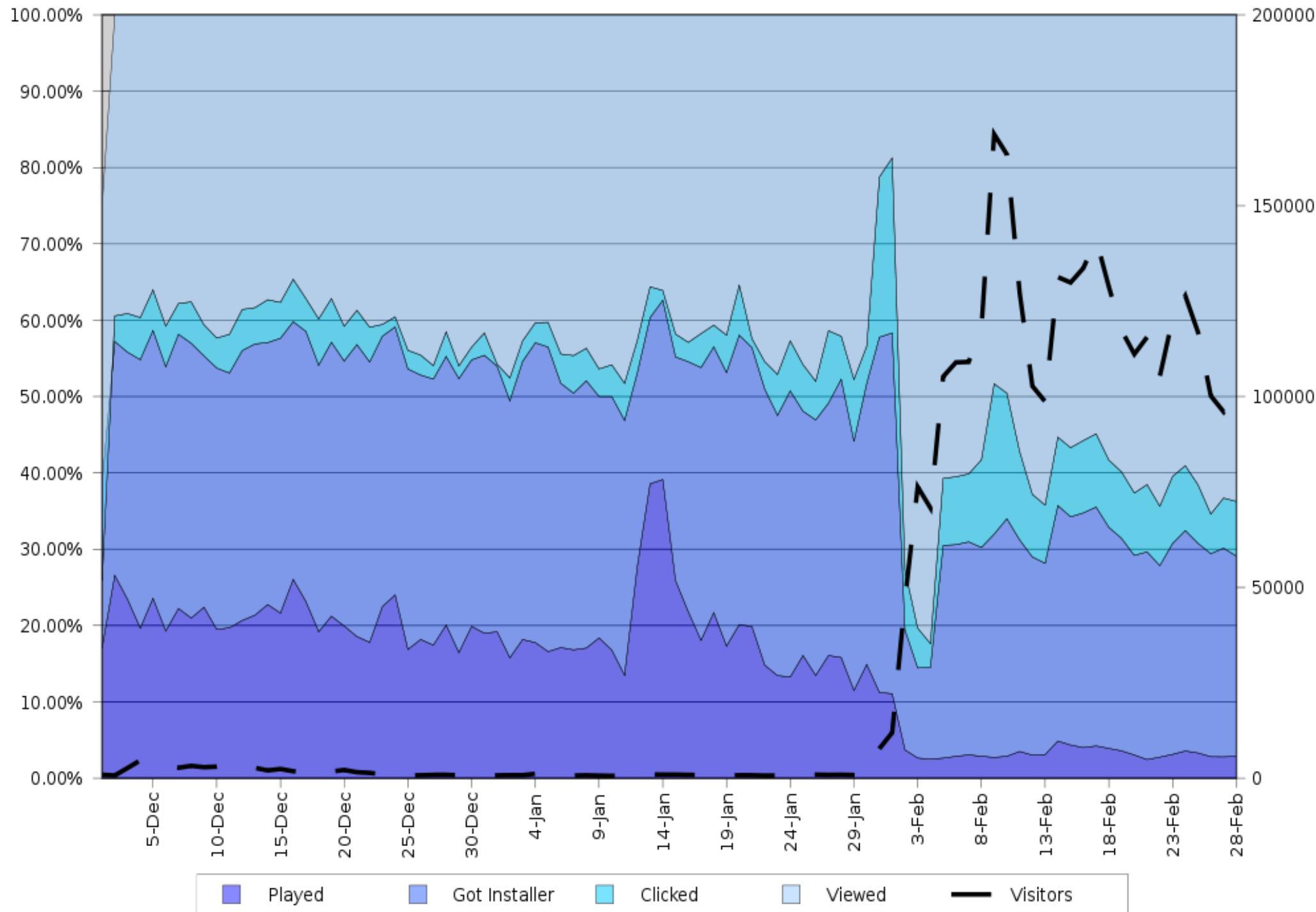
Daily Usage



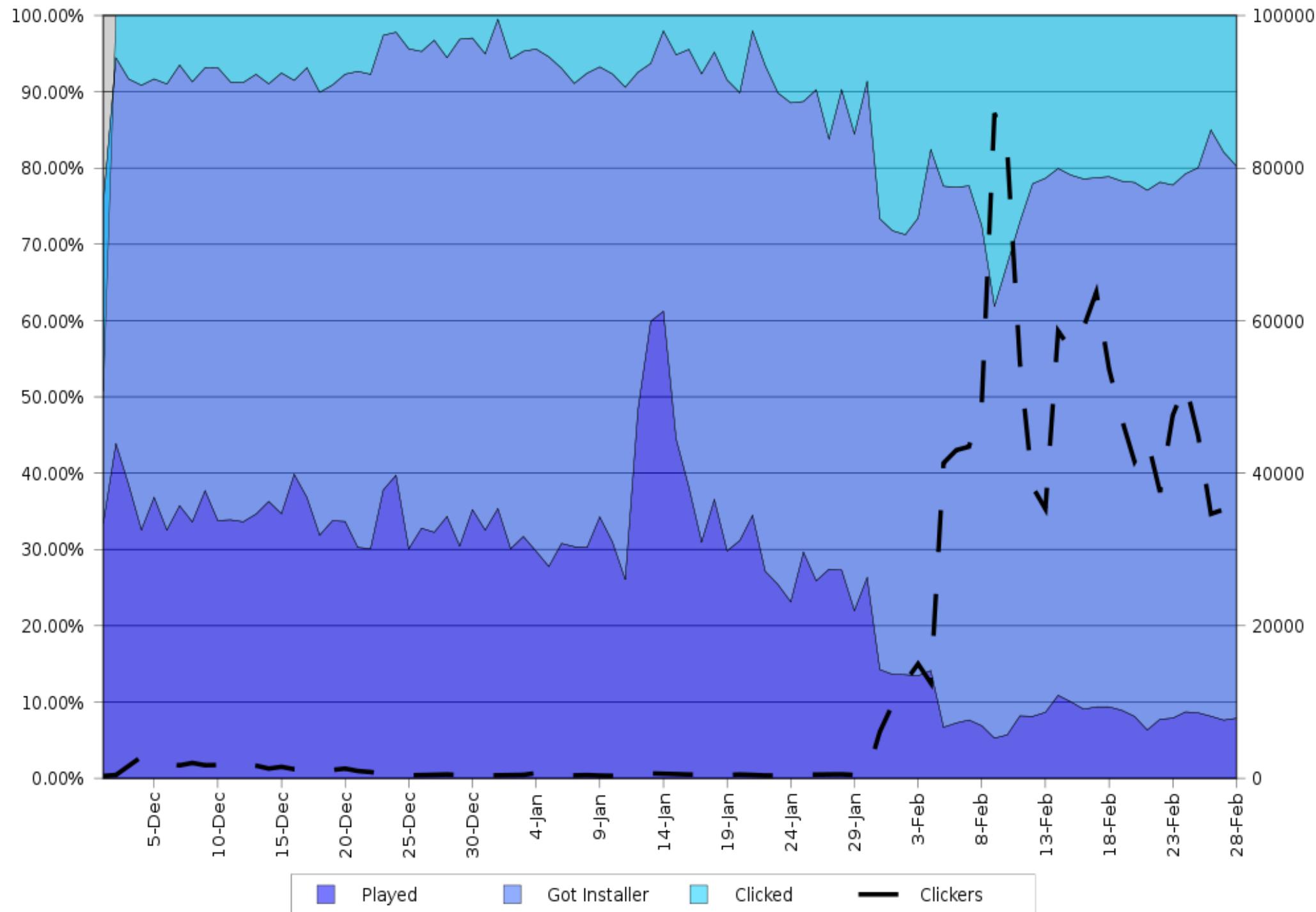
Daily Play Time (February)



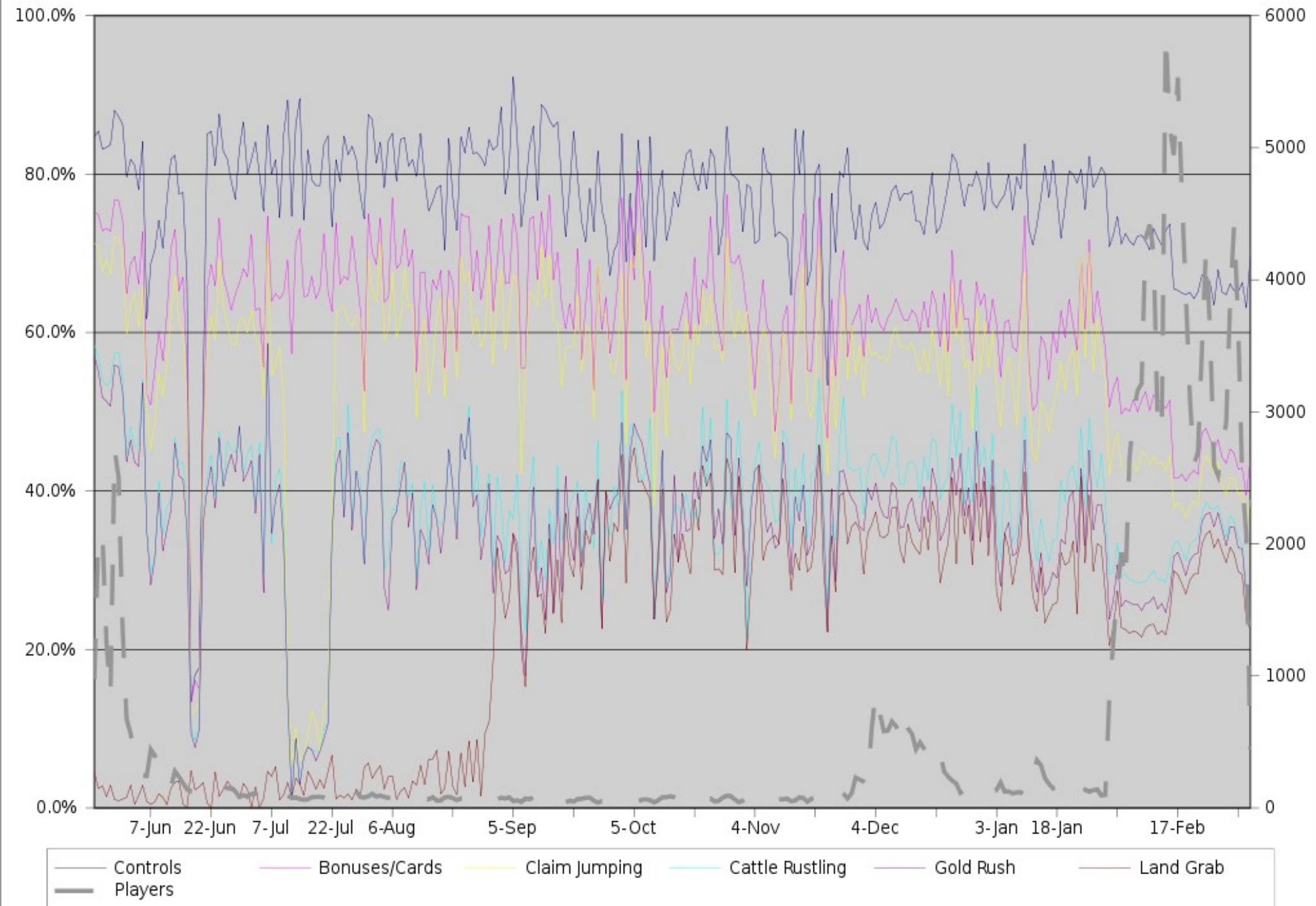
Landings to Plays



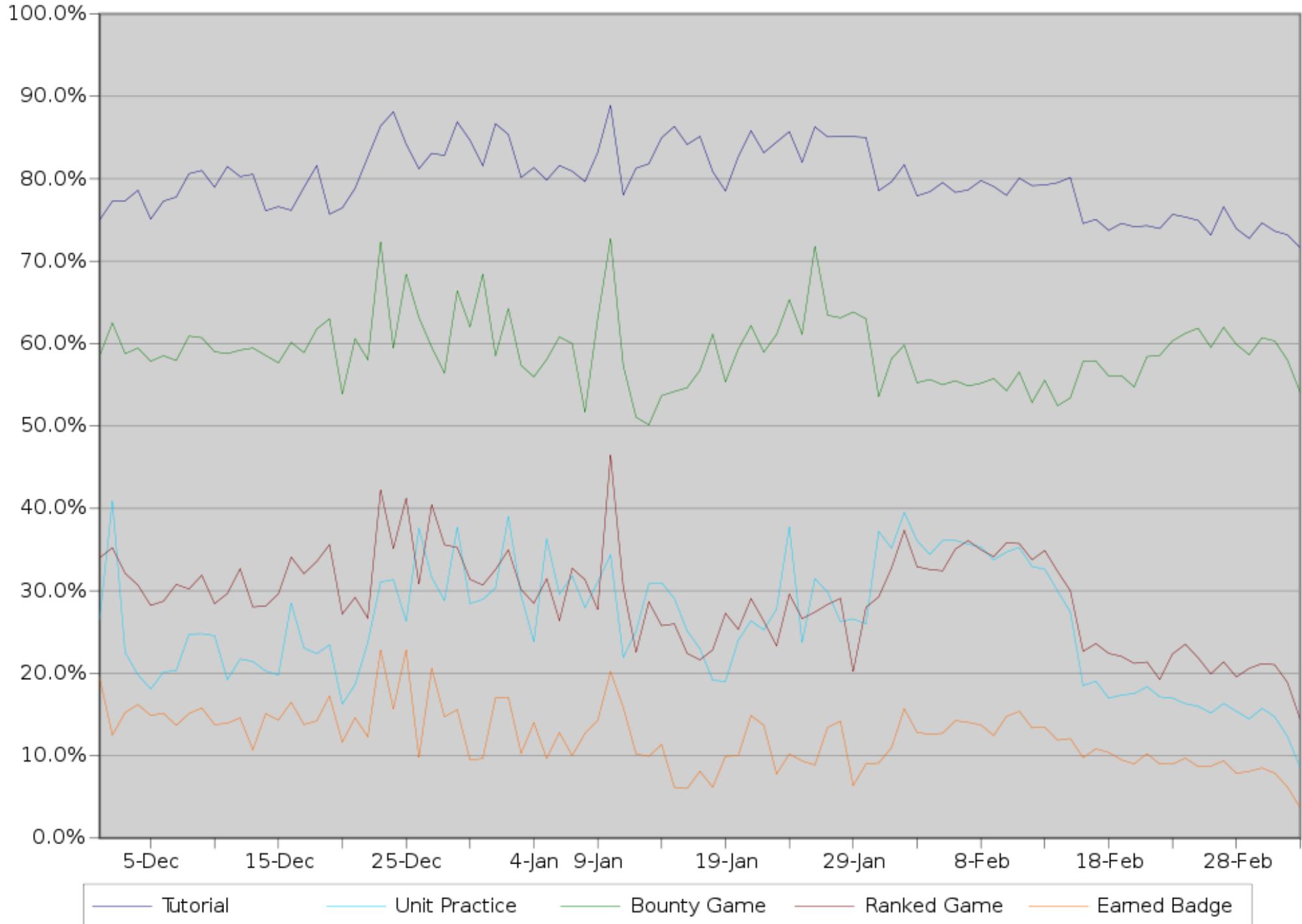
Clicks to Plays



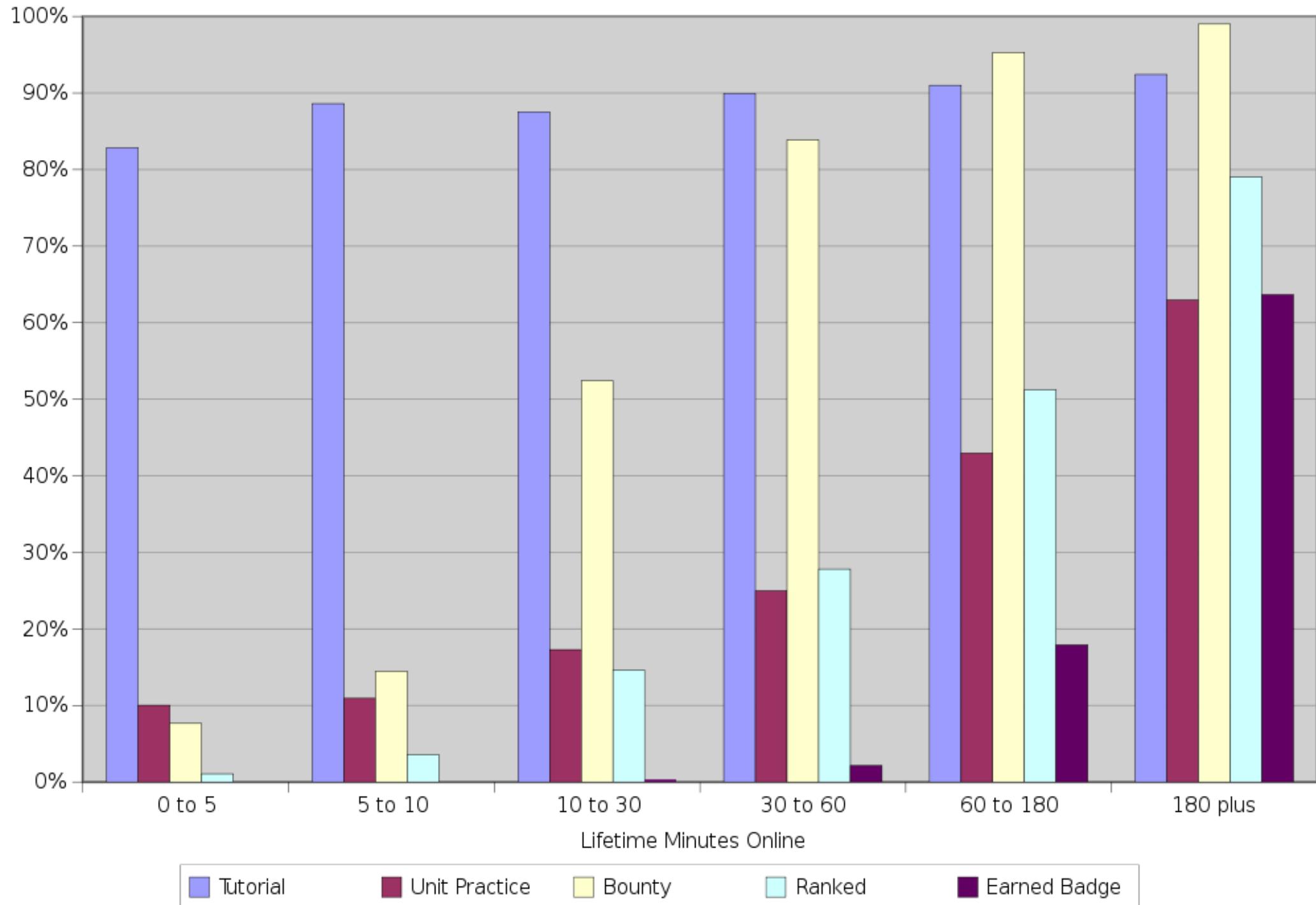
Tutorial Completion



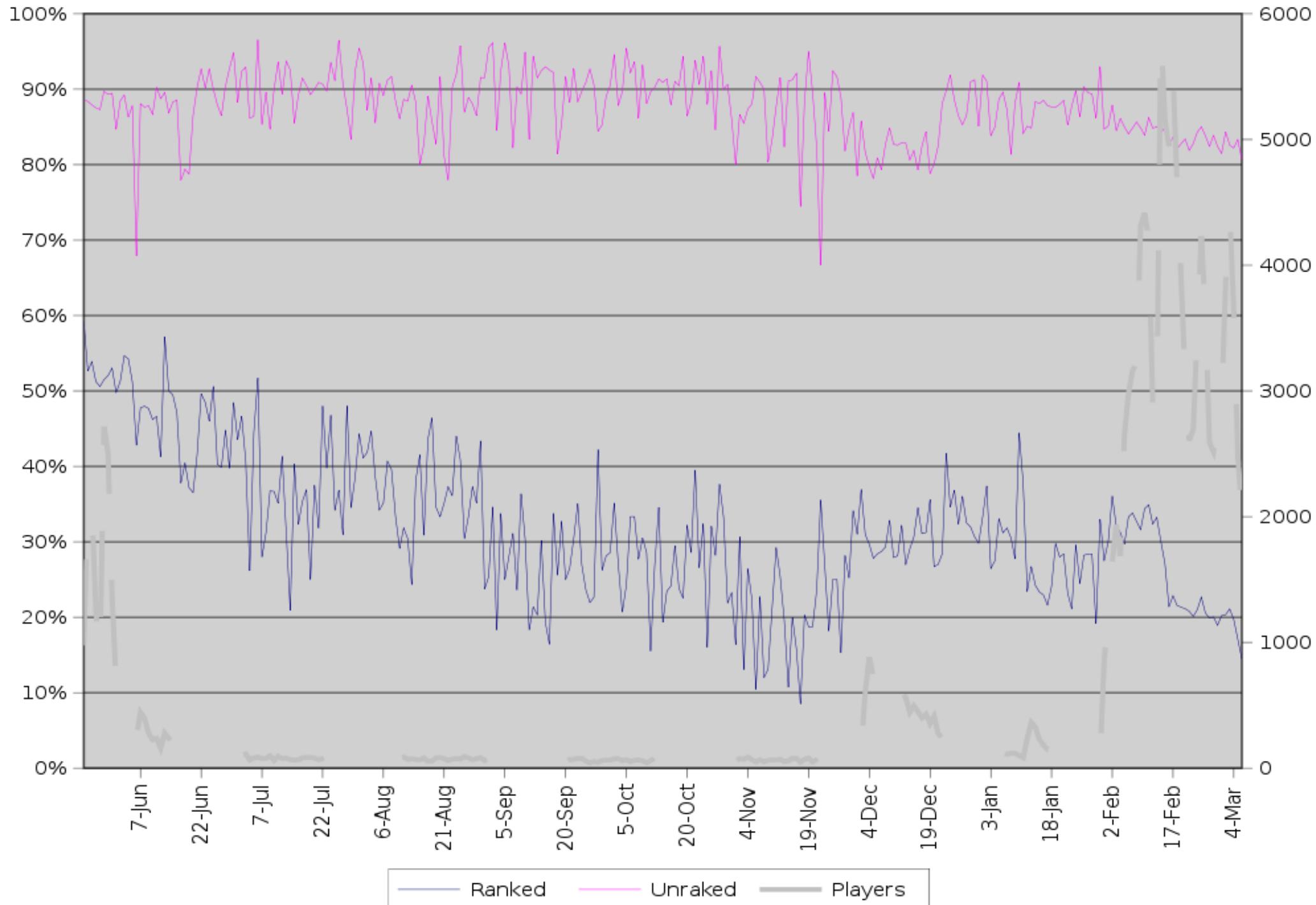
Game Types Played



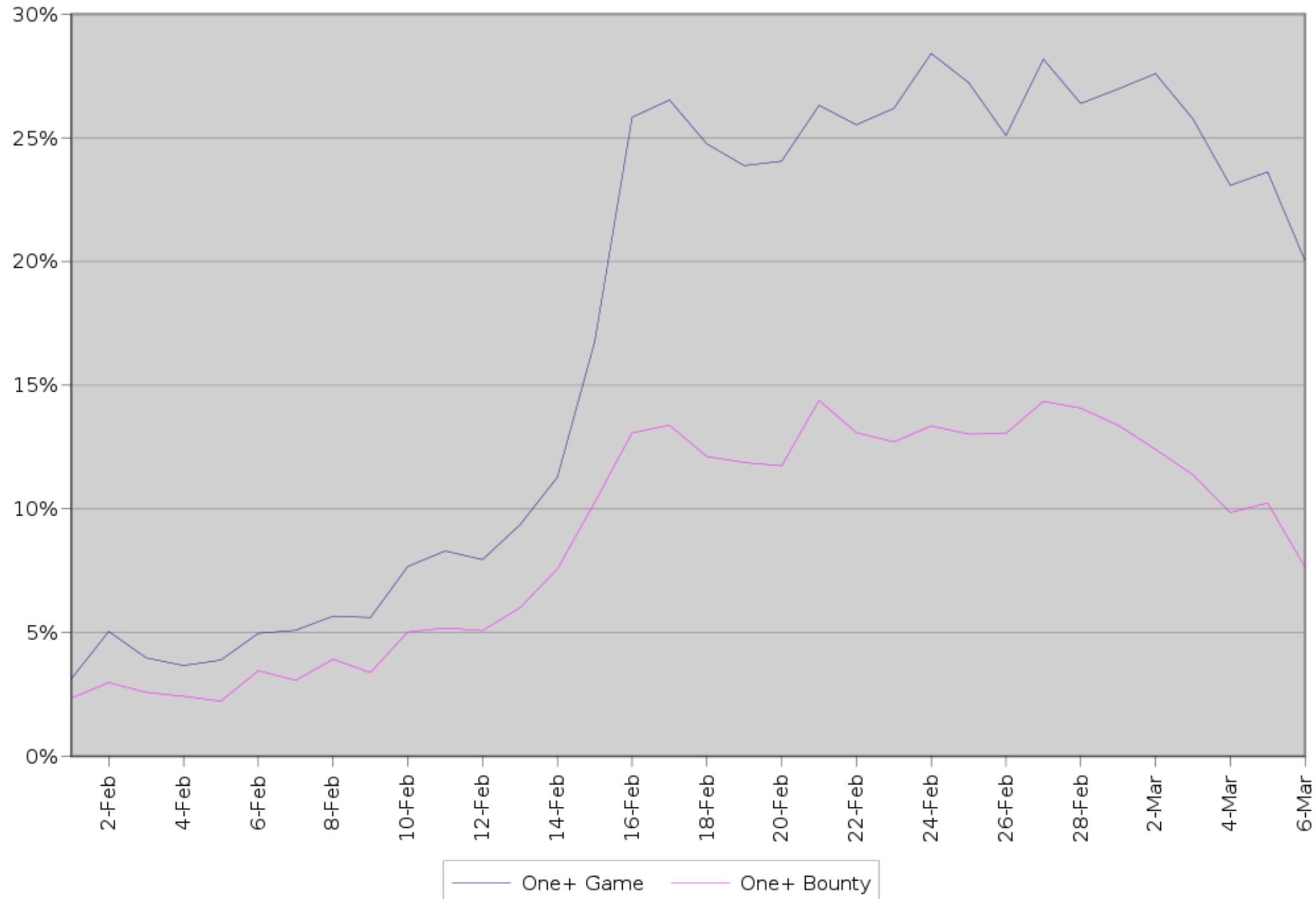
Games Played



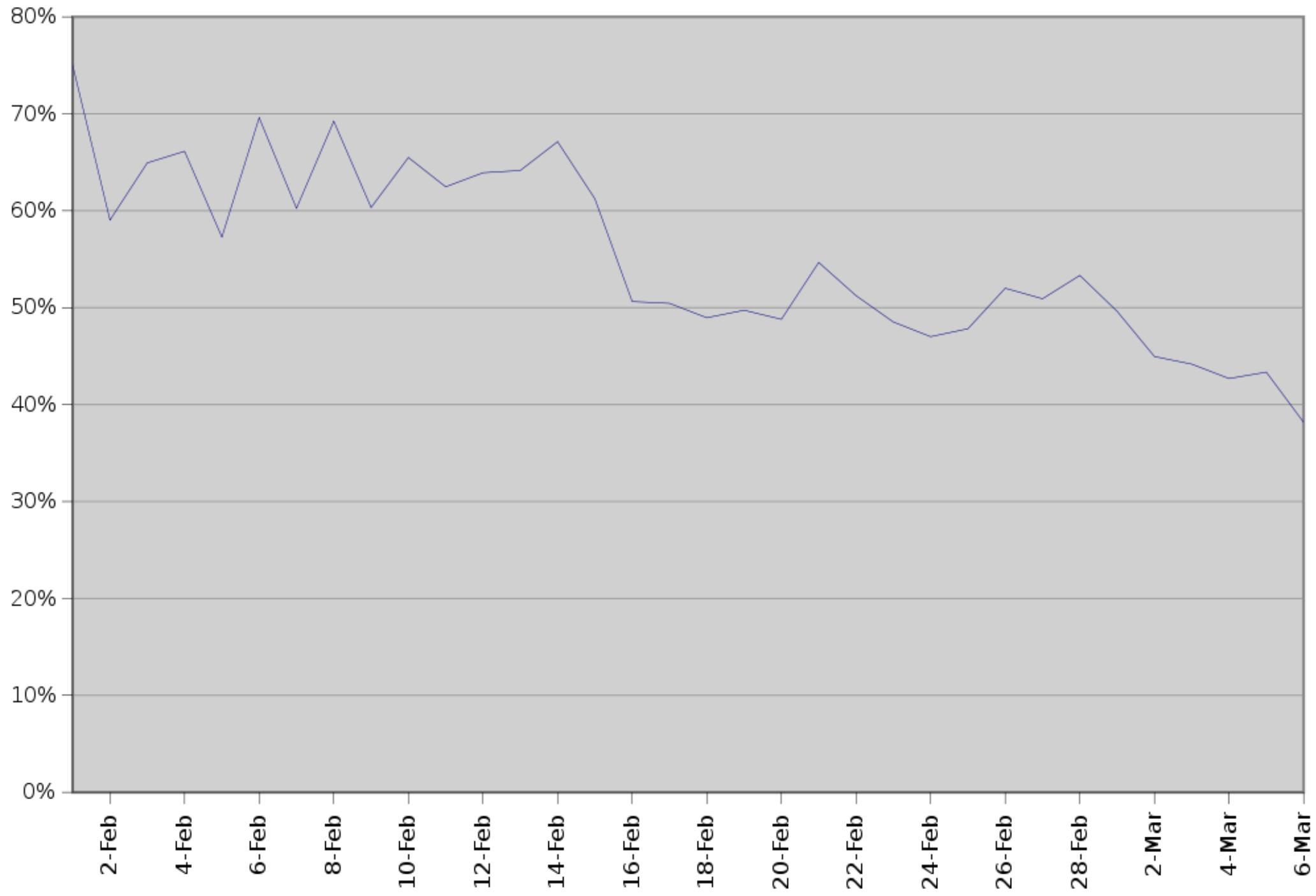
Ranked vs Unranked Games



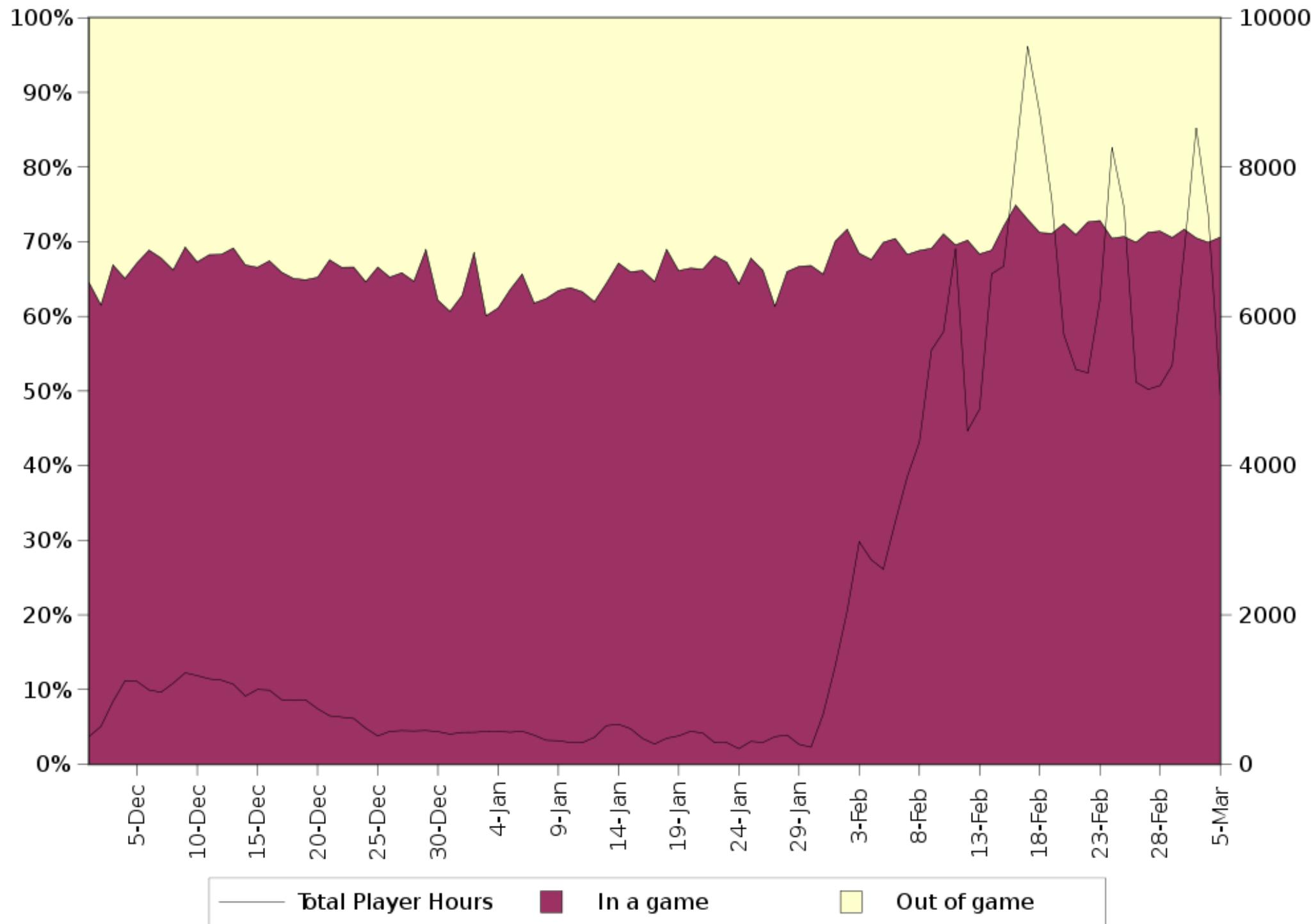
Bounty Games and Completions



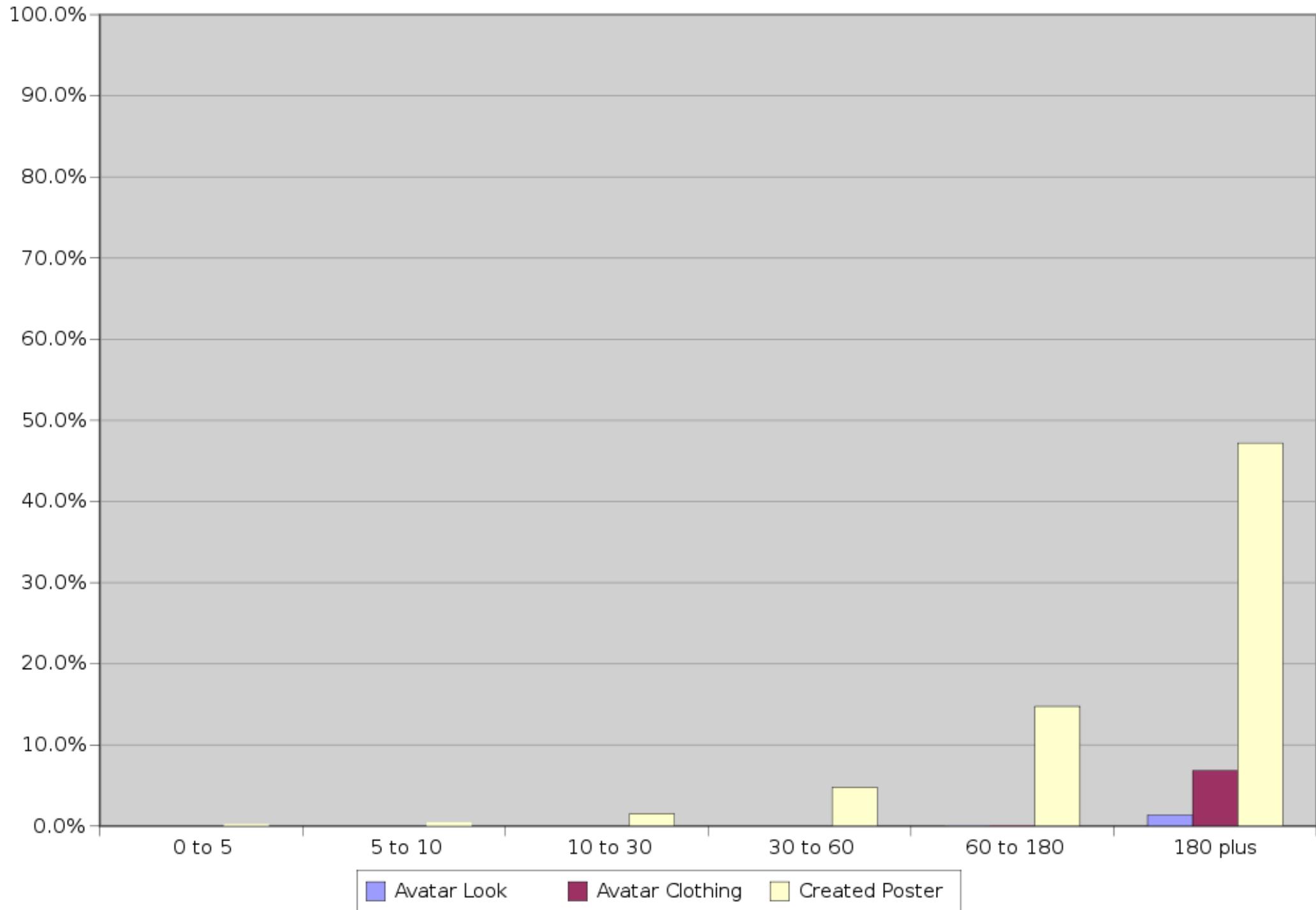
Bounty Starters to Completers



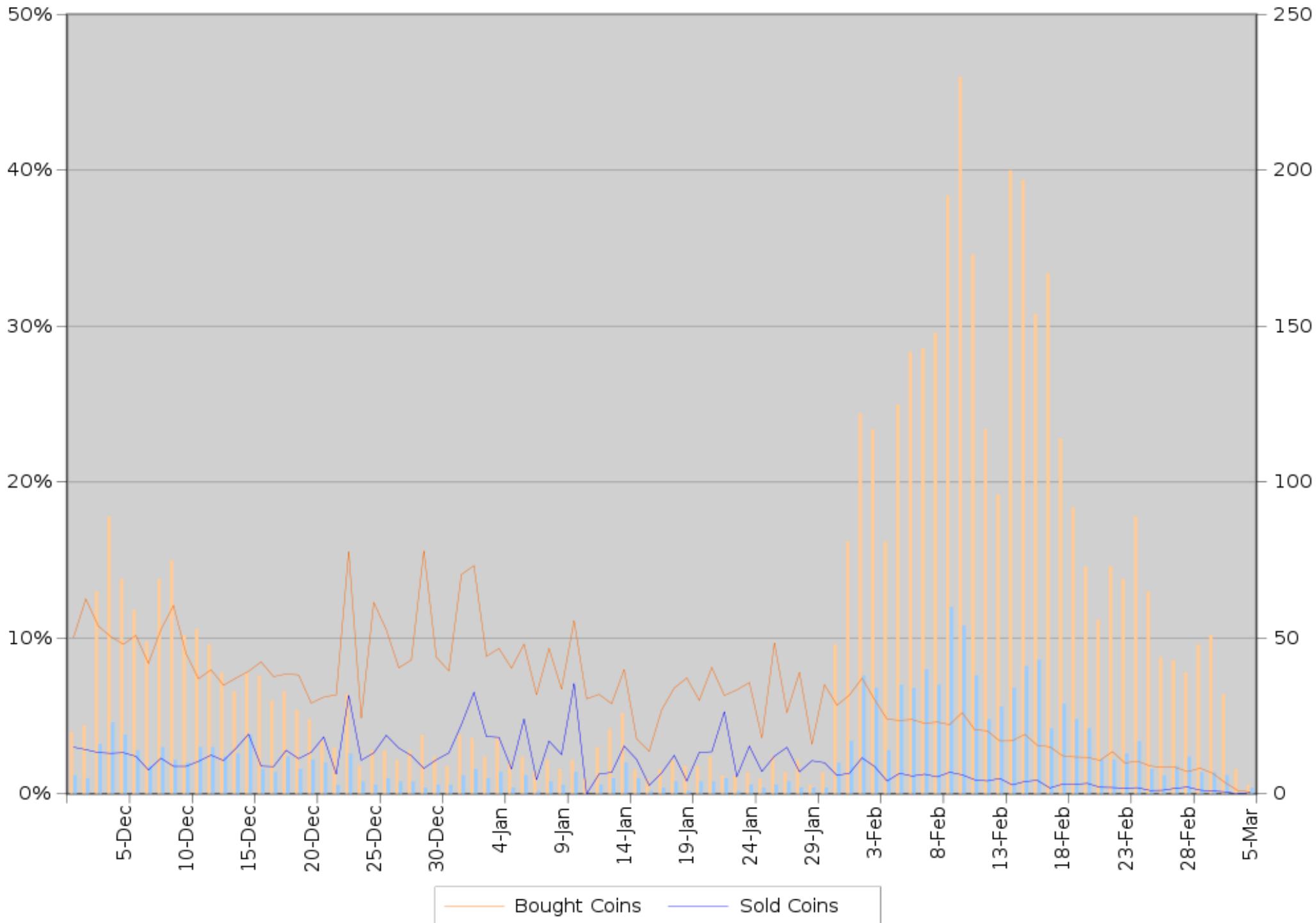
Time In a Game vs. In "World"



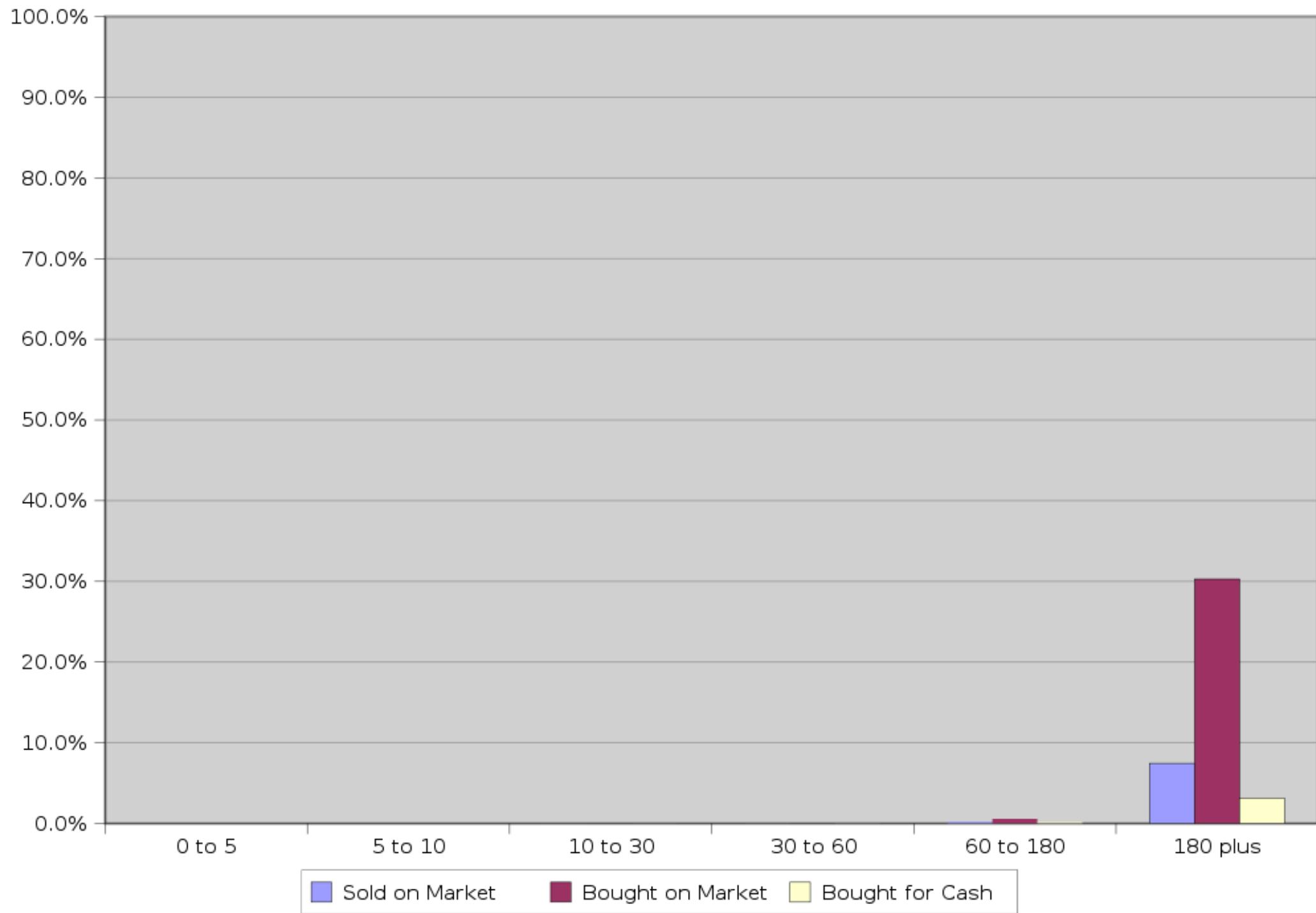
Avatar Customization



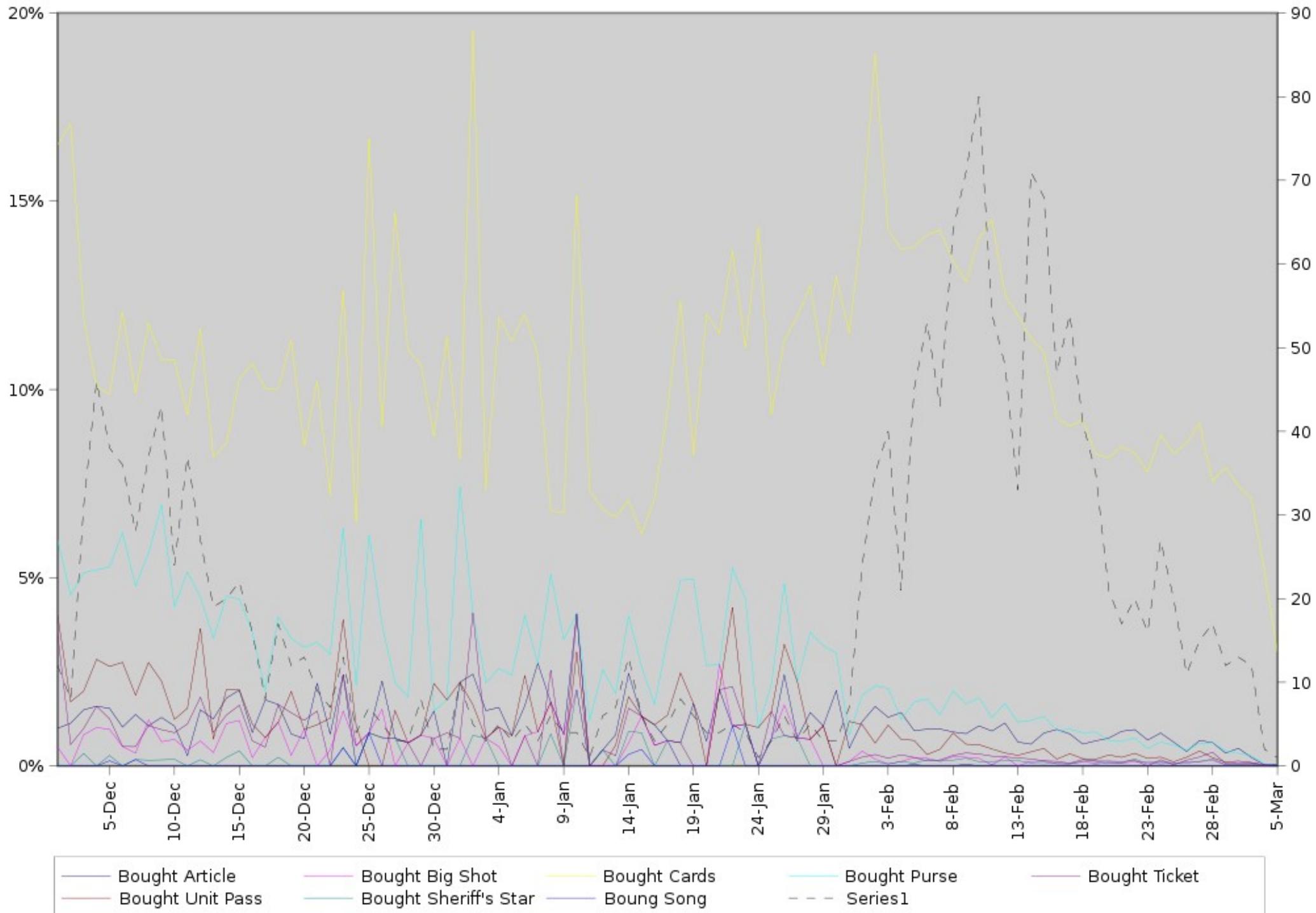
Exchange Participation



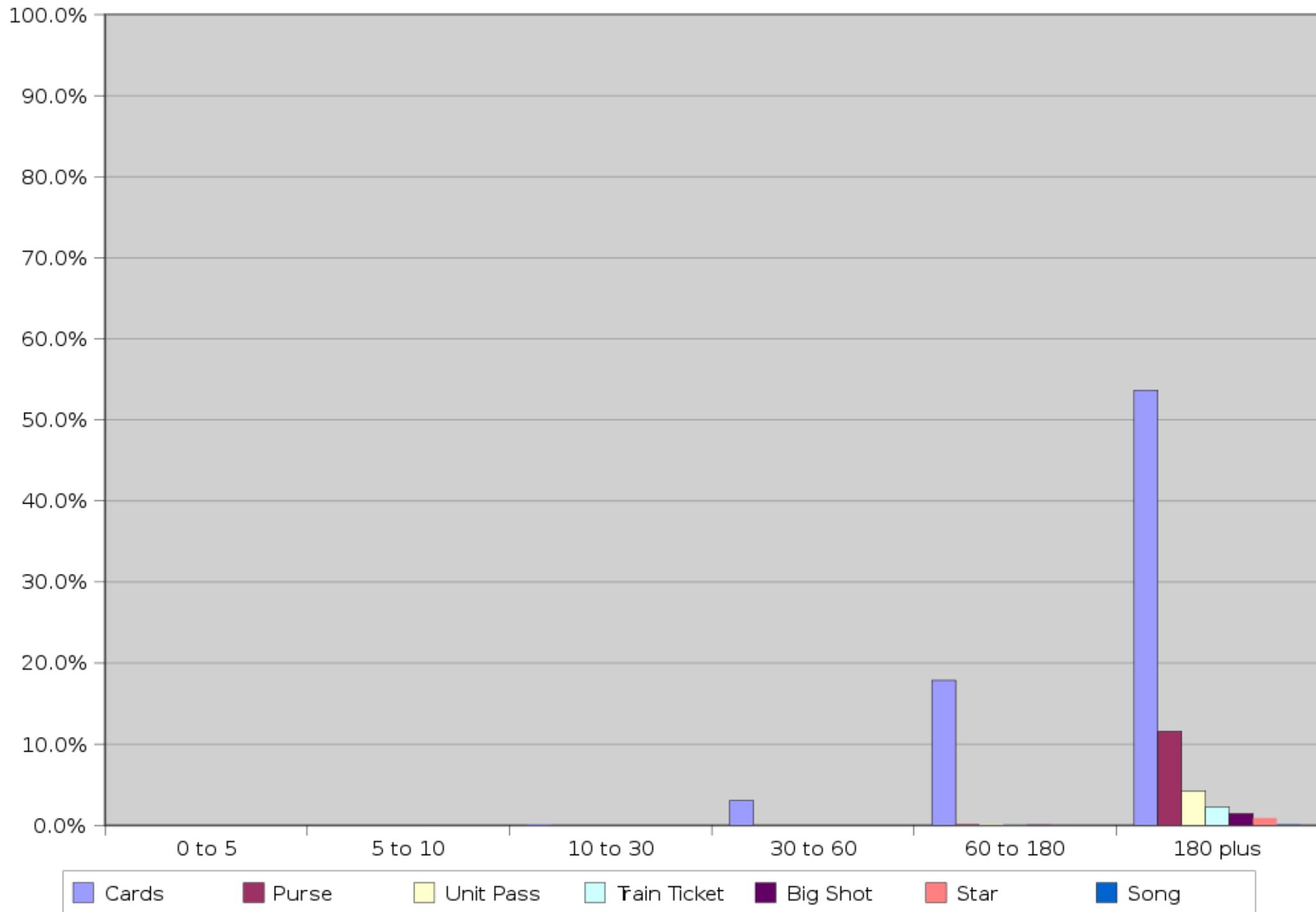
Scrip/Gold Exchange



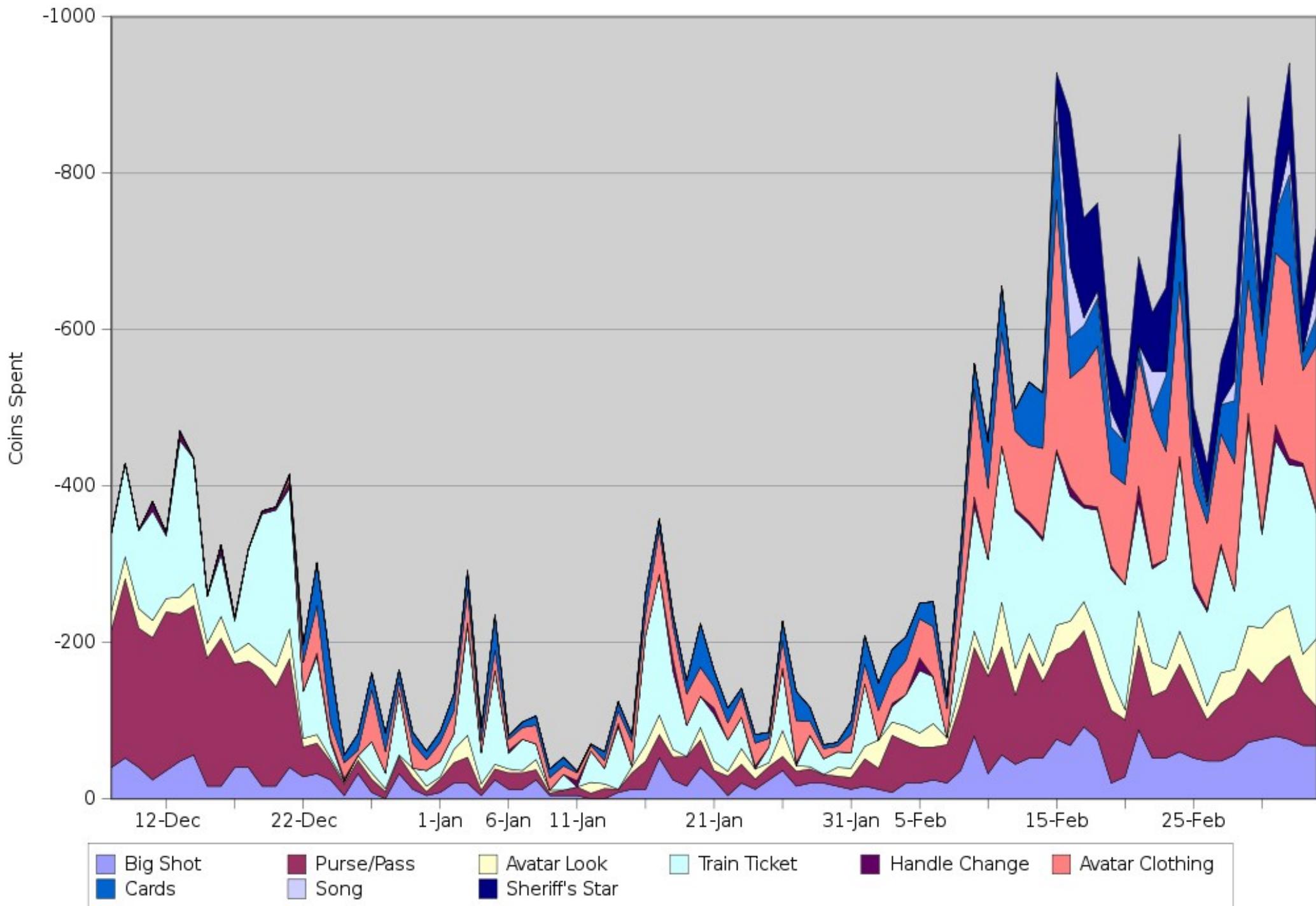
Item Purchases



Item Purchases



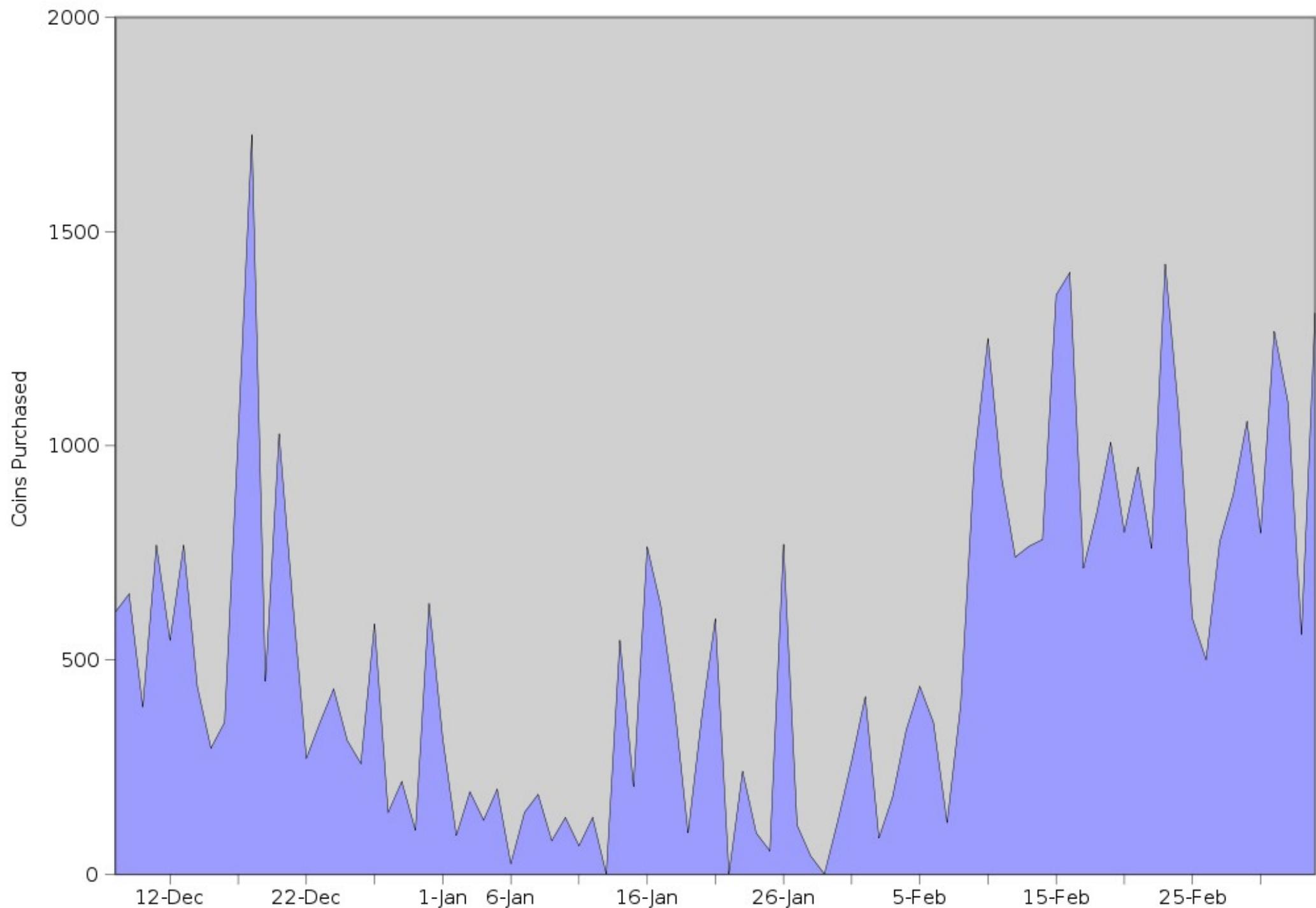
Item Purchases by Coins Spent



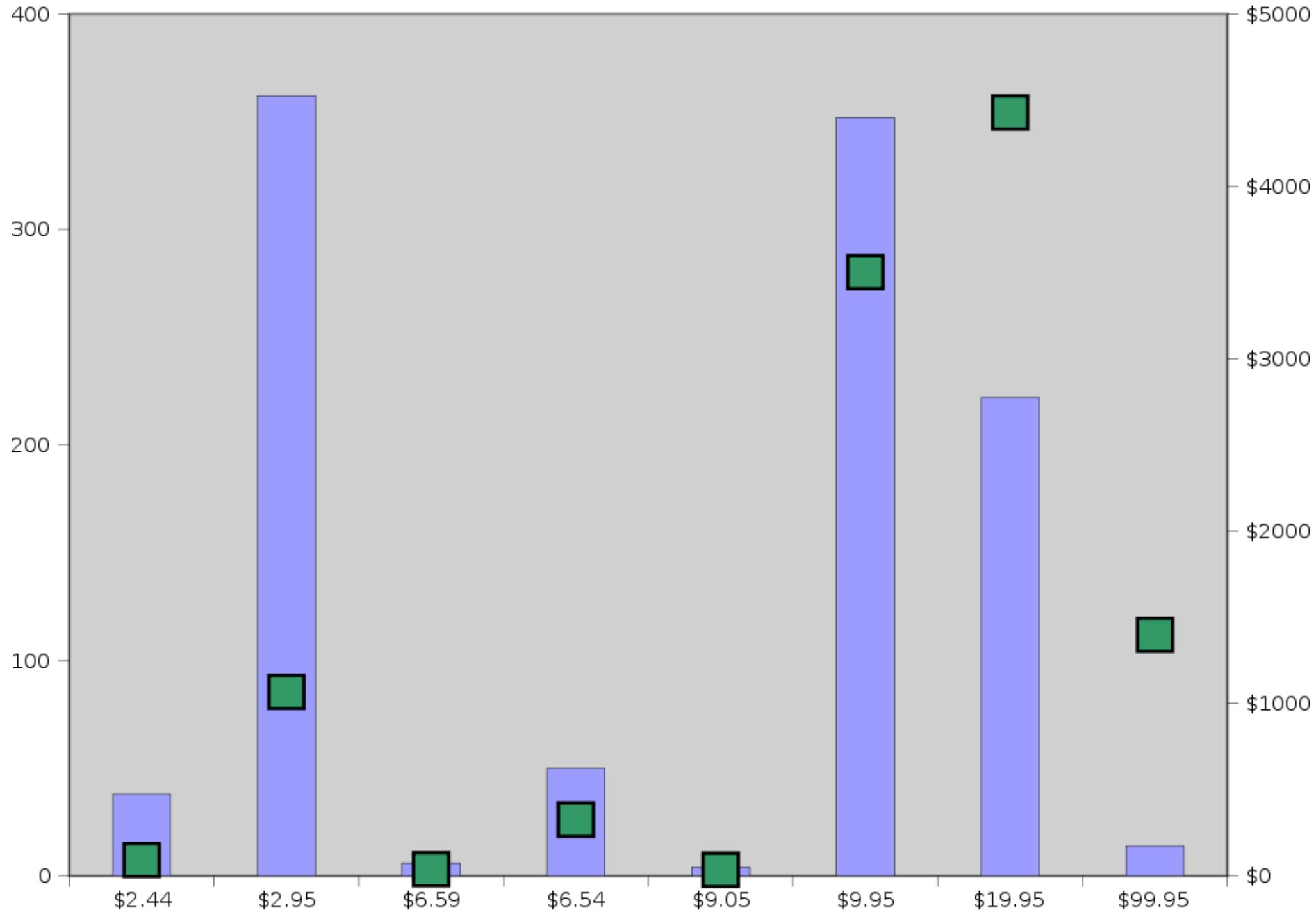
BANG!
Howdy 

A Few Graphs More

Coin Purchase by Volume



Coin Buys by Package





That's It Fer Bang! Howdy Pardners



Why Meta the SOY?



The Funnel of Doom

Sub-1.0 Viral Coefficient

Success of Pure Web-based Platforms

Ultimate Coolness of Player Creativity

Pretty Game Gardens but no Players

ooo

Three Rings



Design and Tools

Ghost Game, Haunted Houses

Abandoning Genre, Generalising

Web 2doh Influence

Wiki, Email, Liquor, Hand-Waving

Flash 9, Google Web Toolkit (GWT)

ooo code: Narya, Nenya, Vilya, client port

ooo

Three Rings

Buzzword Enableness



Web-based

Social Network

Player-Created Content

Virtual Currency

... Profits!

000

Three Rings

Underpant Chronology



Feb-Aug: Ray's Lonely Months of Flash Fun

Sep: Par Winzell joins team from Wisconsin

Nov: Bang! Howdy ships

Dec: Nathan Curtis saddles up

Jan: Robert Zubek comes aboard

Art team: Jon Demos, Brittney Lee

ooo

Three Rings



More Underpants

Fun

Smooth Player Adoption Experience

Friend Assimilation

Authoring Tools

What (they) Really Really Want?

Who are they, anyway?

OOO

Three Rings



???

Beta and Launch Strategy

Partnerships?

Advertising?

Creator Payments?

Naysaying Disaster Scenarios du Jour

Scaling

Whirled Domination

000

Three Rings



Enough Jabber, Let's See It!