Ngmoco

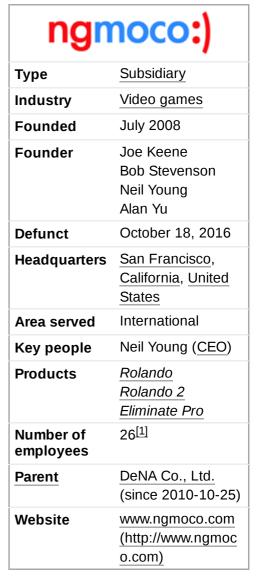
Ngmoco, LLC was an American-based <u>publisher</u> of <u>video games</u> for the <u>iOS</u> and <u>Android</u> platforms, and a <u>subsidiary</u> of <u>DeNA Co.</u>, <u>Ltd.</u> The company was founded by former <u>Electronic Arts</u> executive Neil Young in July 2008. Since its founding, ngmoco has had more than seven million combined game installs. <u>Venture capital</u> firms <u>Kleiner Perkins Caufield & Byers</u> and <u>Norwest Venture Partners</u>, among others, have financed the company with a combined total of US\$40.6 million. The company is most well known for their publishing of the *Rolando* game series and *Eliminate Pro*.

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History

In June 2008, <u>Electronic Arts</u> Games label president <u>Frank Gibeau</u> announced to the media that executive Neil Young was leaving the company to form a company of his own. [2] Young had managed <u>Maxis</u>, <u>EA Los Angeles</u>, and E.A.'s Blueprint division. The next week, Young announced that the company, co-founded by Bob Stevenson, Alan Yu and Joe Keene, would be named "ngmoco" (short for "Next Generation Mobile Company"), and would focus on game publishing for the <u>iPhone</u> platform. [3][4][5] It was also announced that the company had achieved funding from venture capitalist firm <u>Kleiner Perkins Caufield & Byers</u> (as part of the iFund),

Ngmoco, LLC



and that partner and former Chief Creative Officer of E.A. <u>Bing Gordon</u> had joined ngmoco's board of directors.

In October 2008, the company revealed their first three games to the public. They consisted of *Topple*, *MazeFinger*, and *Rolando*. In March 2009, ngmoco's games on the App Store had received over seven million installations. The company's board was joined by Tim Chang, whose investment firm Norwest Venture Partners invested \$10,000,000 in ngmoco's second round of funding.

On June 15, 2009, ngmoco launched a social networking, game discovery, and multiplayer platform called the "<u>Plus+ Network</u>", combined with a third-party channel for independent developers. The "Plus+ Publishing group" is headed up by former <u>Sega of America</u> and <u>LucasArts</u> executive <u>Simon Jeffery</u>.[8]

On November 4, 2009, ngmoco announced it had acquired iPhone and <u>Facebook</u> developer, Miraphonic, whose games included *Epic Pet Wars* and *Epic Soldier Wars*. [9][10]

In February 2010, investors <u>Institutional Venture Partners</u>, and existing shareholders Kleiner Perkins, Norwest Venture Partners, and Maples Investments led another fund-raising campaign in a series C <u>venture round</u> to raise an additional \$25,000,000. [11] Soon thereafter, ngmoco acquired long-time Mac OS and iOS developer Freeverse. They also acquired Stumptown Game Machine.

On October 12, 2010, Japanese-based <u>DeNA</u> announced its decision to acquire ngmoco for \$400,000,000. [12] After this, ngmoco LLC became the regional headquarters for all Western subsidiaries of DeNA, including studios in Vancouver, Santiago de Chile, Stockholm and Amsterdam.

On October 18, 2016, <u>DeNA Co., Ltd.</u> announced the closure of all Western subsidiaries, [13] shortly after announcing a deal a new strategy for the West in collaboration with Nintendo. [14]

Games

The following is a list of games that have been published under the ngmoco name:

- *Dr. Awesome* (2008)
- MazeFinger (2008)
- Rolando (2008)
- *Topple* (2008)
- Dropship (2009)
- Eliminate Pro (2009)
- Rolando 2: Quest for the Golden Orchid (2009)
- Star Defense (2009)
- Topple 2 (2009)
- Touch Pets: Dogs (2009)
- Word-Fu (2009)
- Adventure Bay (2010)
- Charadium (2010)
- Eliminate Burst (2010)
- Eliminate: Gun Range (2010)
- *GodFinger* (2010)
- Star Wars: Imperial Academy (2010)
- Touch Pets: Cats (2010)
- Touch Pets: Dogs 2 (2010)
- We City (2010)
- We Doodle (2010)
- We Farm (2010)
- We Rule (2010)
- Fantastic Fish (2011)
- Dreamtopia (2012)
- Skyfall (2013)

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External links

- Official website (http://www.ngmoco.com)
- ngmoco (https://www.crunchbase.com/organization/ngmoco) at Crunchbase

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