

CASE STUDY 2

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SUMMARY

- Rohit started Rolocule games after quitting his job at EA Sports since he wanted to design games rather than just code
- Rolocule games saw great success through the games Touch Squash and Super Badminton
- Riding on the success of the first two games, Rolocule games decided to design flick tennis, an app that would take on a game created by Gameloft in the Apple AppStore
- Flick Tennis made Rolocule games noticed by the VCs
- This was when Free to play concept came into existence and Rolocule started with Tennis Social League. But despite spending much, it was never launched
- With the launch of Apple TV, Rohit started making games for the same. Bad times came when Apple TV sales dropped
- Rolocule games set their eye on other projects that saw little success
- Funds started running out and only 2 employees stayed back to help Rohit rebuild
- Rohit gets acquisition offers and also to start on the B2B space by gamifying pitches for Infosys

SUPPORTING - B2B

- B2C had hit a roadblock and a recovery was imminent
- There is very little risk involved in the B2B opportunity
- A parallel revenue stream that provides a stable income seems to be a good idea given that Rohit wants to go solo in the B2C space
- The gaming industry was going through some serious changes and taking up the B2B offer would give Rohit an opportunity to watch the industry dynamics change and come up with ideas to adapt while having a steady stream of revenue
- It is always good to diversify revenue streams

WHAT'S WRONG WITH B2C?

- The B2C space was going through serious changes with the free to play model gaining increasing popularity
- Rolocule games did not have much experience in the free to play area. So staying away from the B2C area would let Rohit get more insights and understanding in the B2C space
- Only a profusely brilliant idea could help Rohit revive his business and another failure could only drive him to financial instability

CONCLUSION

- Rohit had three options:
 - Continue with his current mode
 - Accept the offer by Octro and work with them
 - Get into the B2B space for a stable revenue
- B2B would be a less risky option to Rohit
- B2B would ensure more stable revenue for Rohit
- B2C would require Rohit to come up with a groundbreaking idea and unless that happens, he could drive himself to bankruptcy