

# HOW TO BUILD GREAT GAMES (as a business)

THE INDUSTRY IS

A GOOD GAME REQUIRES

THE GAME MAKERS

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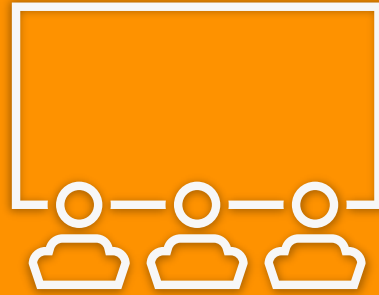
4

5

21.6



80.8



174.9

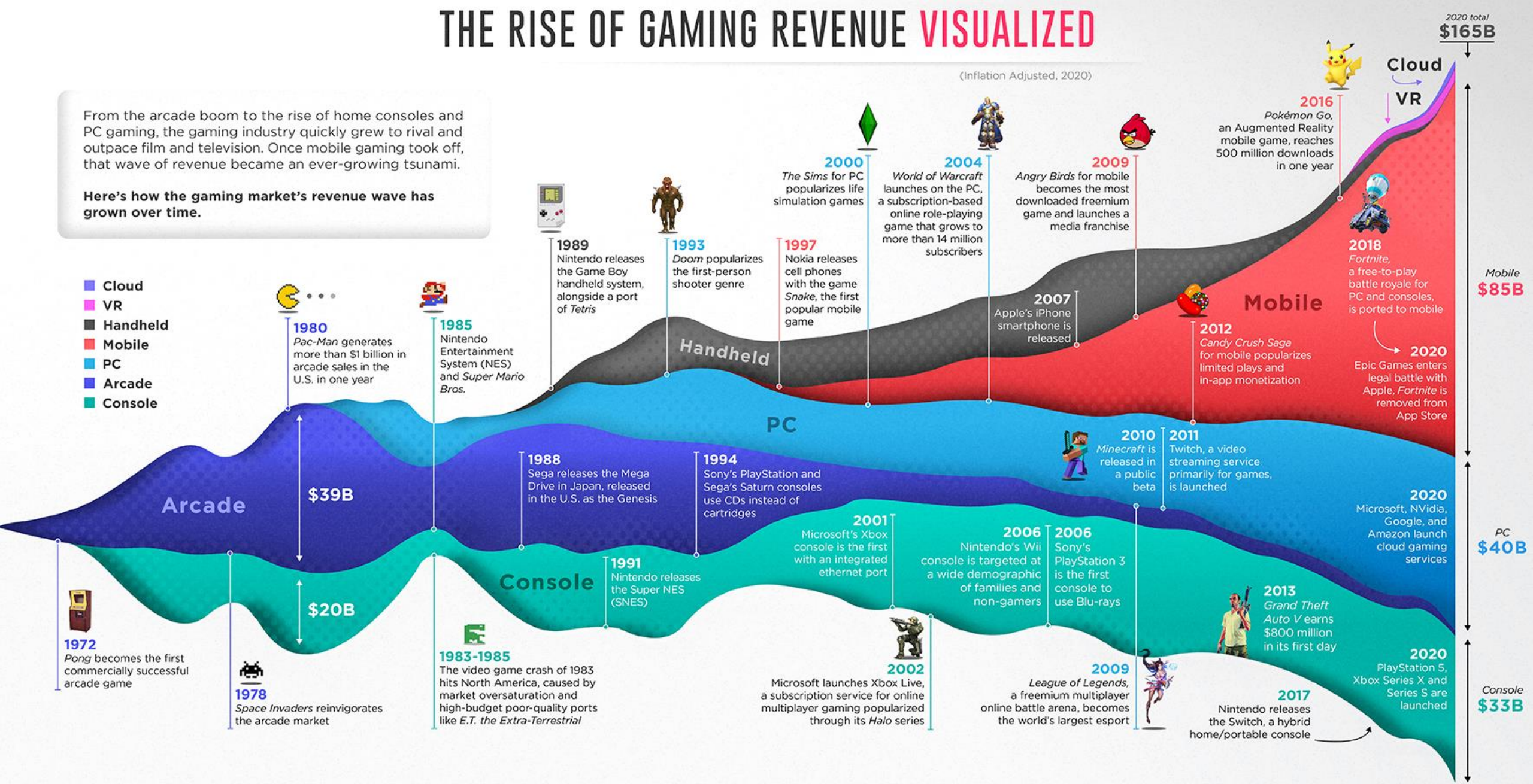


# THE RISE OF GAMING REVENUE VISUALIZED

From the arcade boom to the rise of home consoles and PC gaming, the gaming industry quickly grew to rival and outpace film and television. Once mobile gaming took off, that wave of revenue became an ever-growing tsunami.

Here's how the gaming market's revenue wave has grown over time.

- Cloud
- VR
- Handheld
- Mobile
- PC
- Arcade
- Console



2020 total  
**\$165B**

Mobile  
**\$85B**

PC  
**\$40B**

Console  
**\$33B**

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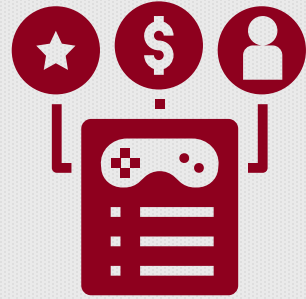
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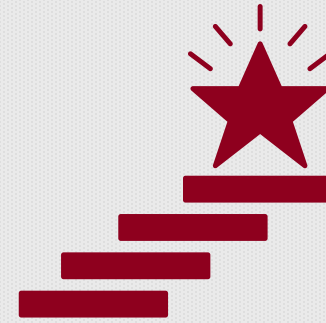
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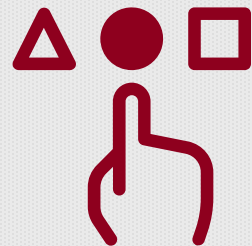
5



**IMMERSIVE WORLD  
WITH CLEAR RULES**



**INSPIRING GOALS +  
OPTIMAL CHALLENGES**



**IMPACTFUL DECISIONS  
AND INTERACTIONS**



**STRONG EMOTIONS**

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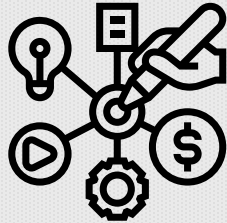
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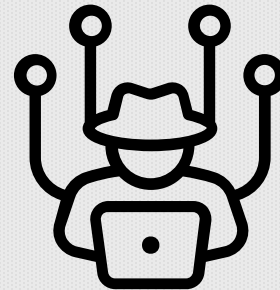
# PEOPLE WHO MAKE GAMES



## Game Designers

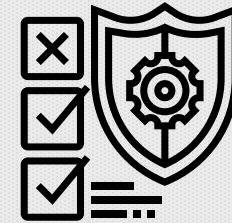
Architects of the

Game World & its Challenges & Emotions



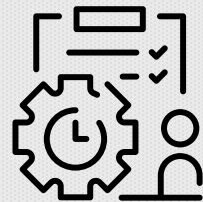
## Game Programmers

Bring the magic of *Interactability*



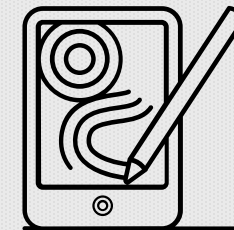
## Quality Assurance (QA)

Make sure the game is good



## Game Producers

Make sure the game ship out  
(and the money flow in)



## Game Artists

Bring clarity, focus, and *Emotions*



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## THE GAME MAKERS



GD



DEV



PROD



QA



ART

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1 PITCH

{1-4}



2 VALIDATE

{2-8}



3 PRODUCTION

{6-36}



4 LAUNCHING

{1-6}



5 EVOLUTION

{0-∞}



1 PITCH

{1-4}



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{0-∞}



## Hyper Casual

Team Size: **1-5**

Time Unit: **Hours/Days**



## Casual

Team Size: **5-50**

Time Unit: **Days/Weeks**



## Mid-Core

Team Size: **10-100**

Time Unit: **Weeks**



## AA - AAA

Team Size: **100+**

Time Unit: **Months**

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## 1 PITCH

{1-4}



- Market, Inspirations
- Gameplay Mechanics
- Game Loop
- Aesthetic
- Story / Theme
- Characters



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{1-4}



- Market, Inspirations
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- Characters



- Age
- Gender
- Location
- Income
- Genres

# GAMER MOTIVATION MODEL



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
<b>Destruction</b> Guns. Explosives. Chaos. Mayhem.	<b>Competition</b> Duels. Matches. High on Ranking.	<b>Challenge</b> Practice. High Difficulty. Challenges.	<b>Completion</b> Get All Collectibles. Complete All Missions.	<b>Fantasy</b> Being someone else, somewhere else.	<b>Design</b> Expression. Customization.
<b>Excitement</b> Fast-Paced. Action. Surprises. Thrills.	<b>Community</b> Being on Team. Chatting. Interacting.	<b>Strategy</b> Thinking Ahead. Making Decisions.	<b>Power</b> Powerful Character. Powerful Equipment.	<b>Story</b> Elaborate plots. Interesting characters.	<b>Discovery</b> Explore. Tinker. Experiment.



# 1 PITCH

{1-4}



- Premium
- DLC / Expansion
- In-game Items (IAP)
- Battle Pass (IAP)
- In-game Ads
- Monthly Subscriptions
- Licensing



- Age
- Gender
- Location
- Income
- Genres
- **Psych**



- Gameplay Mechanics
- Game Loop
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**1 PITCH**



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**3 PRODUCTION**



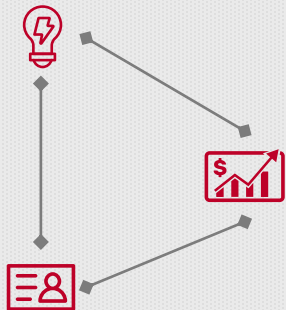
{1-6}

**4 LAUNCHING**



{0-∞}

**5 EVOLUTION**

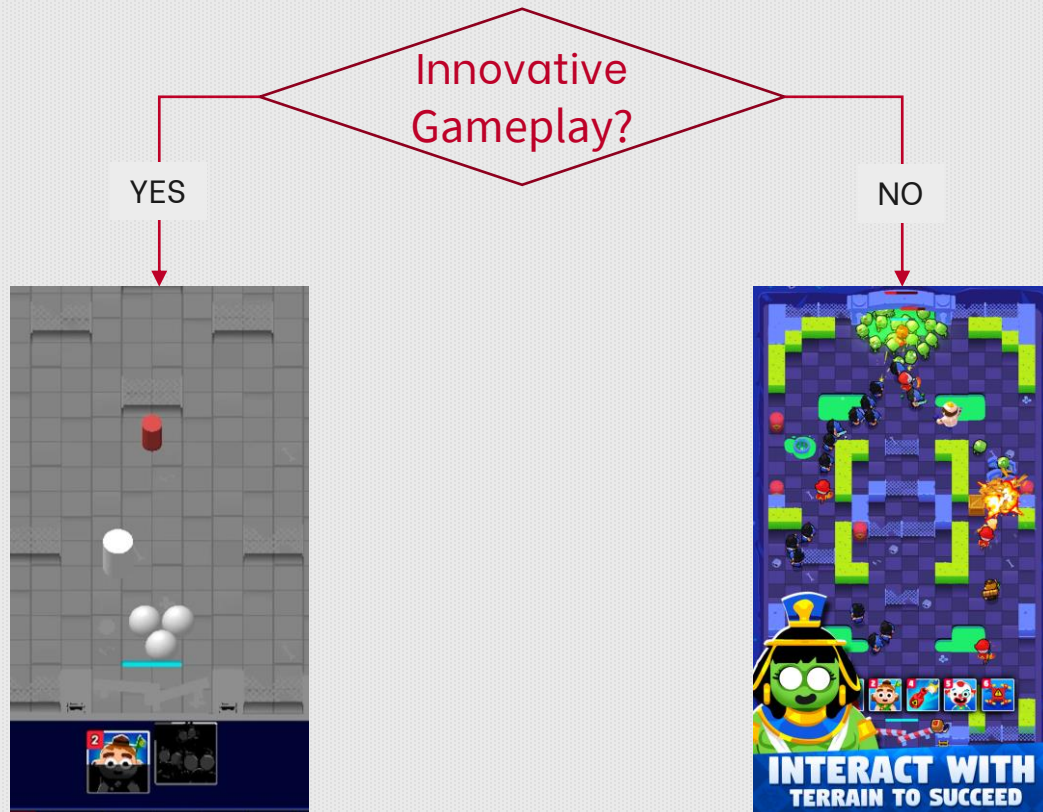




## 2 VALIDATE

{2-8}

### WILL USERS ACTUALLY LIKE IT?



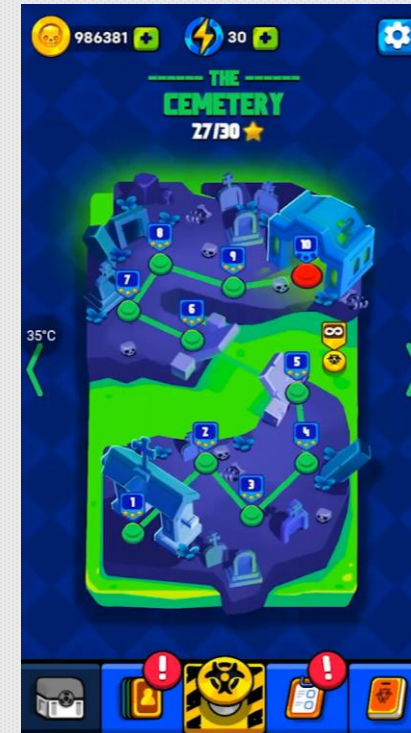
### First Playable Prototype

- Rough
- Critical gameplay

### Appeal Test

- Video, Ads, Teaser
- Mock Store

### WILL USERS STAY? CAN THE TEAM MAKE IT?



### First Publishable Prototype (FPP)

- Polished Art
- Essential gameplay and features
- Enough content for 3-4 days

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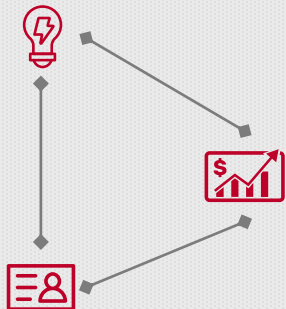
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**4 LAUNCHING**



{0-∞}

**5 EVOLUTION**



**LIKE?**

- Prototype
- Appeal Test

**STAY? MAKE?**

First Publishable Proto:

- Polished
- 3-4 day of content



### 3 PRODUCTION

{6-36}

## ALPHA

- Building Features

## BETA

- Fixing Bugs
- Content Rush

## ADAPT

- Platform
- Market
- Deals

### Design

Nitro sets are **configured and unlocked per-car independently**. It is due to usage of different nitro modules depending on exhaust pipe position, and dedicated shockwave VFX per car.

Each custom nitro set replaces effects for all of the nitro stages:

Set	Level 1	Level 2	Perfect Nitro	Shockwave
Default Nitro				
Dragon Fire				

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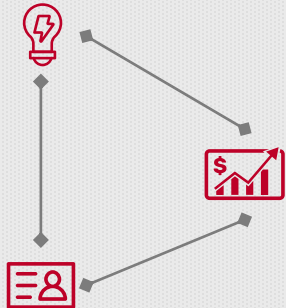
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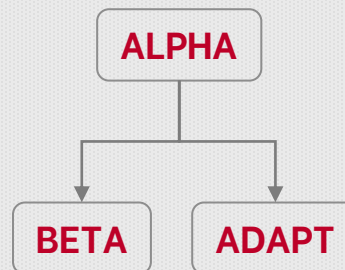
**STAY? MAKE?**

- First Publishable Proto:
- Polished
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**5 EVOLUTION**

- Platform
- Market
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## 4 LAUNCHING

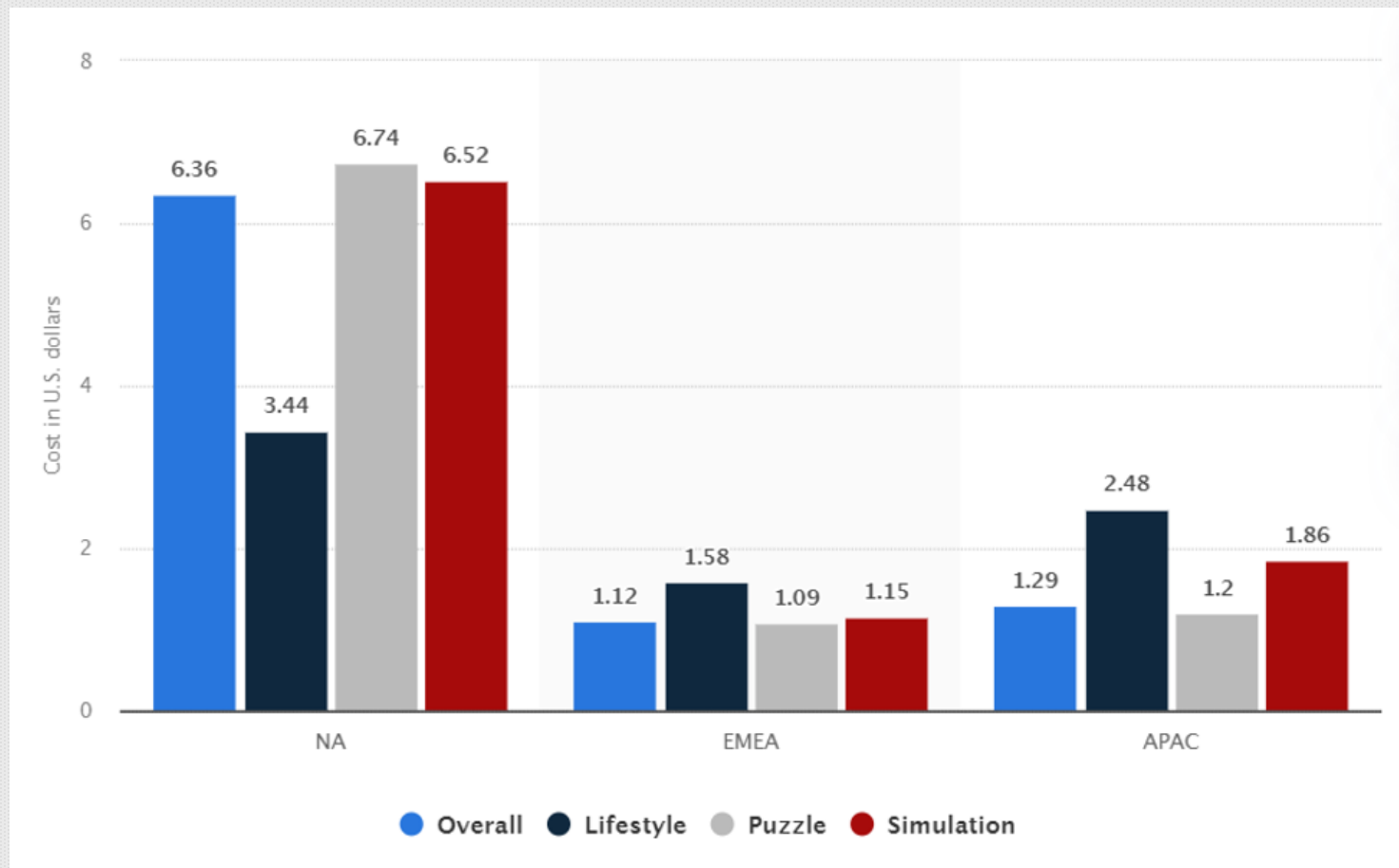
{1-6}



### SOFT LAUNCH

- ✓ Technically Stable?
- ✓ KPI: RET, ARPU, CSR, CPI
- ✓ Feedback, Virality

### WW LAUNCH



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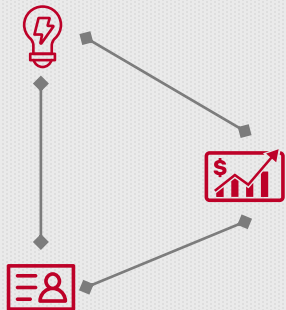


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**ALPHA**

**BETA**

**ADAPT**

- Platform
- Market
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**SOFT LAUNCH**

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**WW LAUNCH**

\$\$\$

{0-∞}

### 5 EVOLUTION

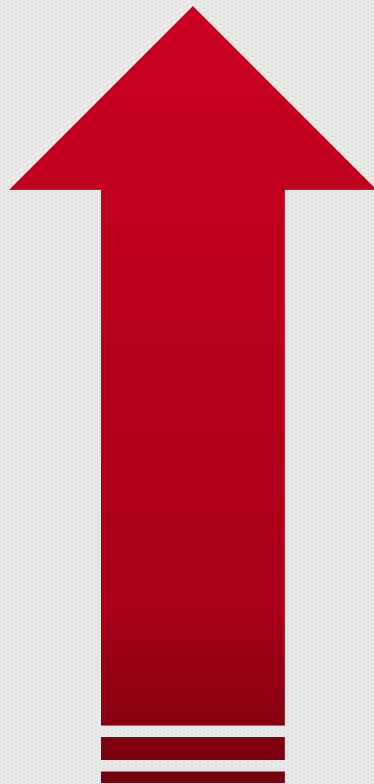
\$\$\$ **5 EVOLUTION** {0-∞}

- 1-3 months
- New Content
- New Features

**UPDATES**

**LIVE-OPS**

- Every day / week
- Quests, Promos
- Time-Limited Events



- Product Vision
- Tracking Data

- Performance KPI
- Holidays & Trends

- Community Feedback



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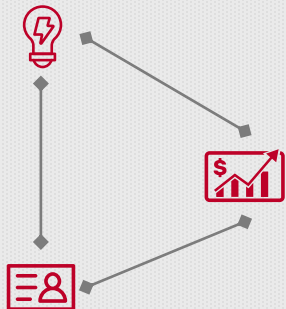


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BETA

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