

# Innovation Workshop

## Games and Reality

Dudi Peles – February 2016



# About Me

- CEO & Founder of Makeree
- Founder of Jivy Group, a development house for startups, Founder of Playful Shark, an Israeli game development studio
- Teacher: Kibbutzim Seminar, IDC, TAU
- Active & founding member in GameIS, Games For Peace
- My mail: [dudipeles@gmail.com](mailto:dudipeles@gmail.com)



# The next 4 hours

1.5 hours – listen

10 minutes break

1.5 hour – work on games ideas

10 minutes break

1 hours – play with your ideas

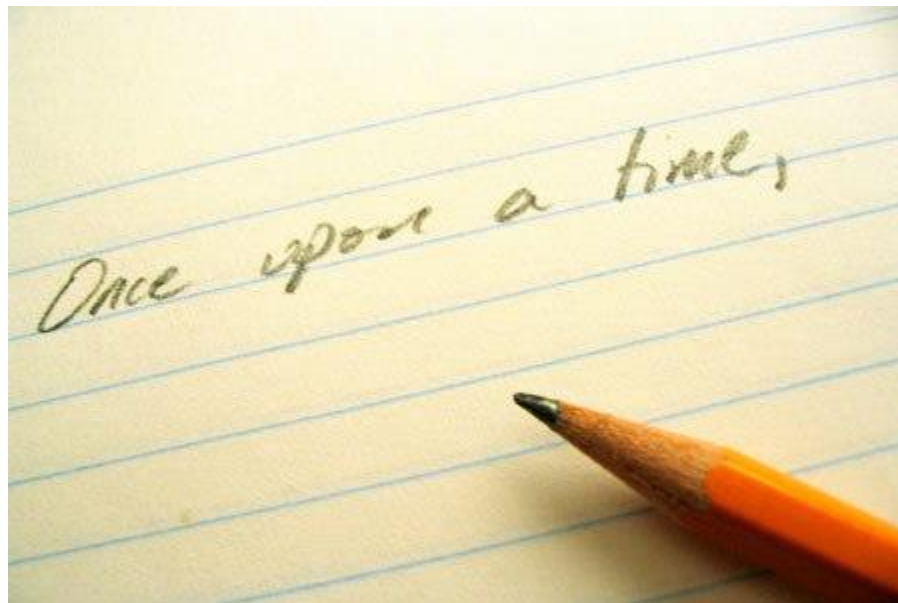
10 minutes – listen (and get your homework)



03:59

# Mission o – Think

- I'm going to talk for an 1.5 hours, while I'm talking your mission is to write anything that pops in your head



# Games and Realty

West of House

Score: 0

Moves: 0

ZORK I: The Great Underground Empire

Copyright (c) 1981, 1982, 1983 Infocom, Inc. All rights reserved.

ZORK is a registered trademark of Infocom, Inc.

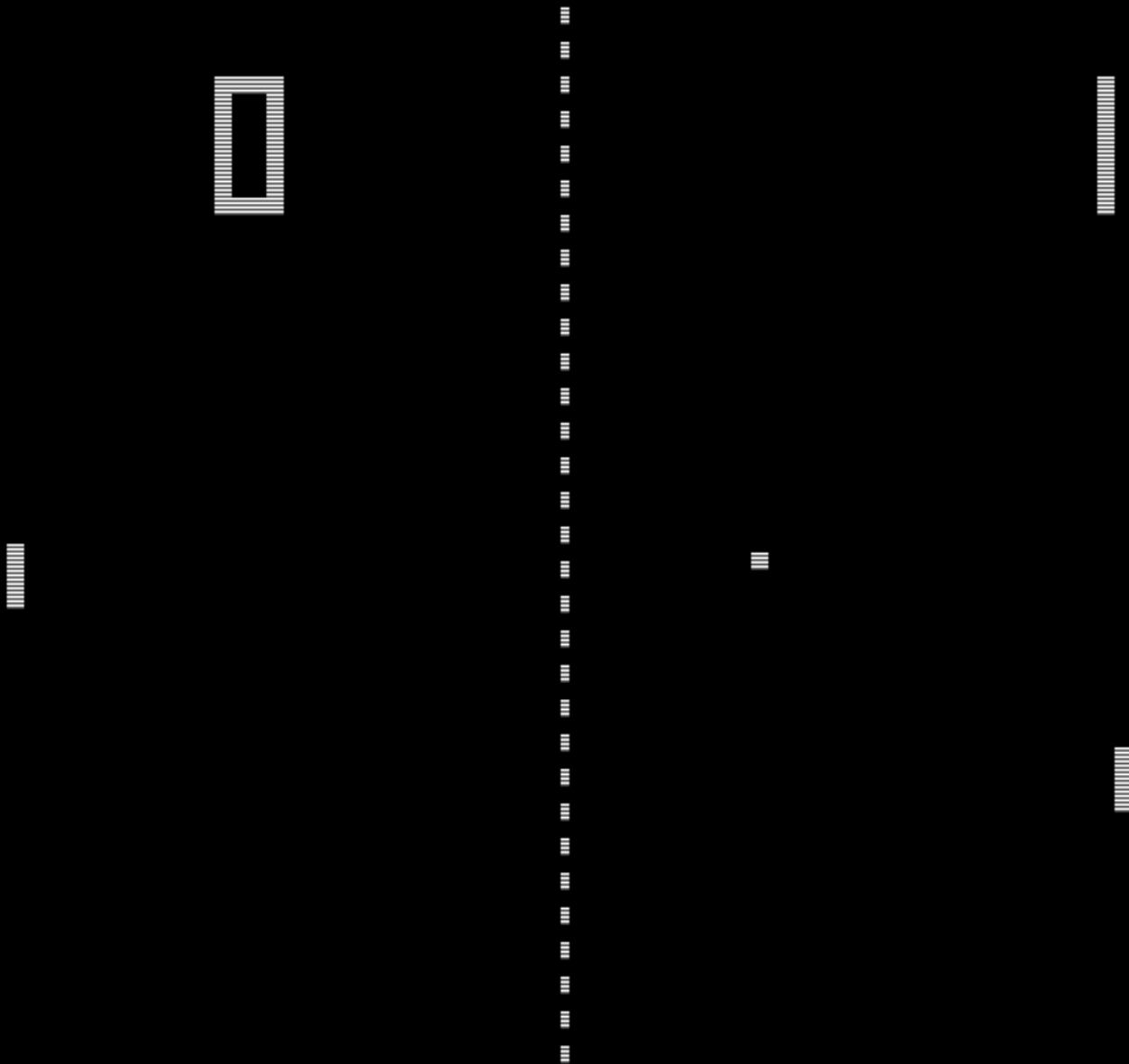
Revision 88 / Serial number 840726

West of House

You are standing in an open field west of a white house, with a boarded front door.

There is a small mailbox here.

>■

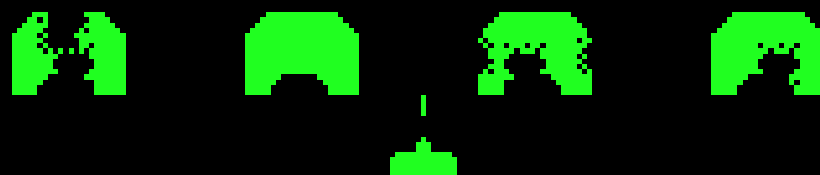


But gradually, games stated to have more and more complex spaces

SCORE<1> HI-SCORE SCORE<2>

0070

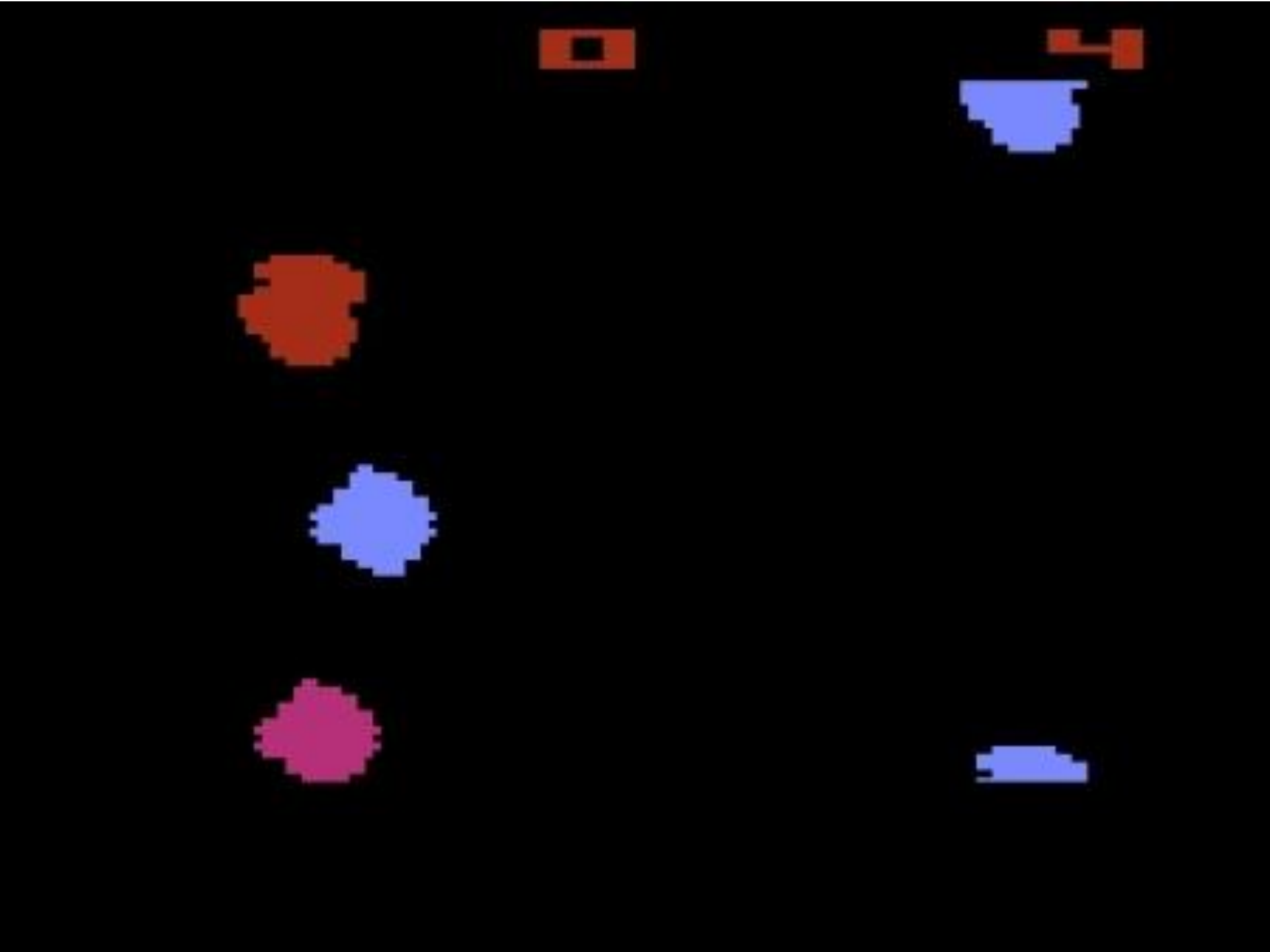
0880



3

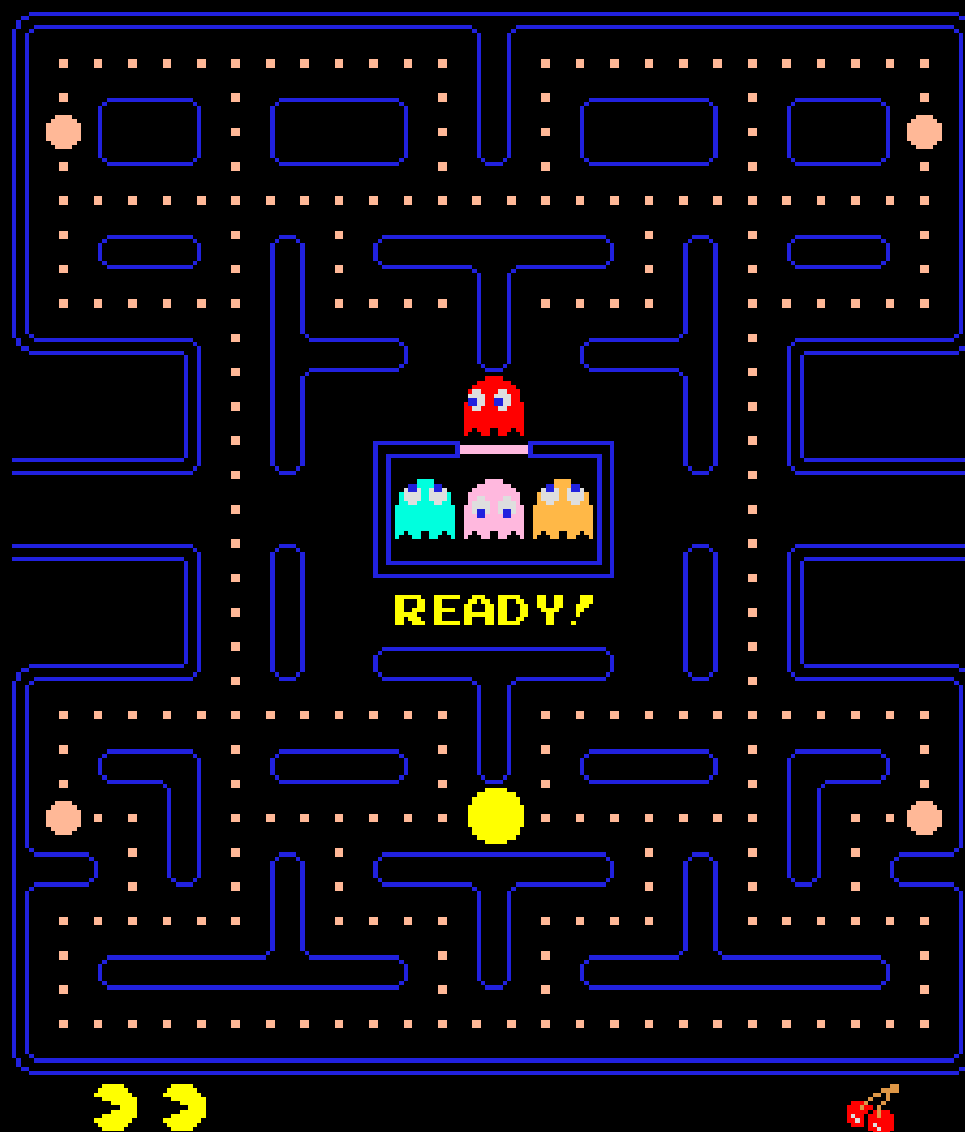


CREDIT 00



1UP  
00

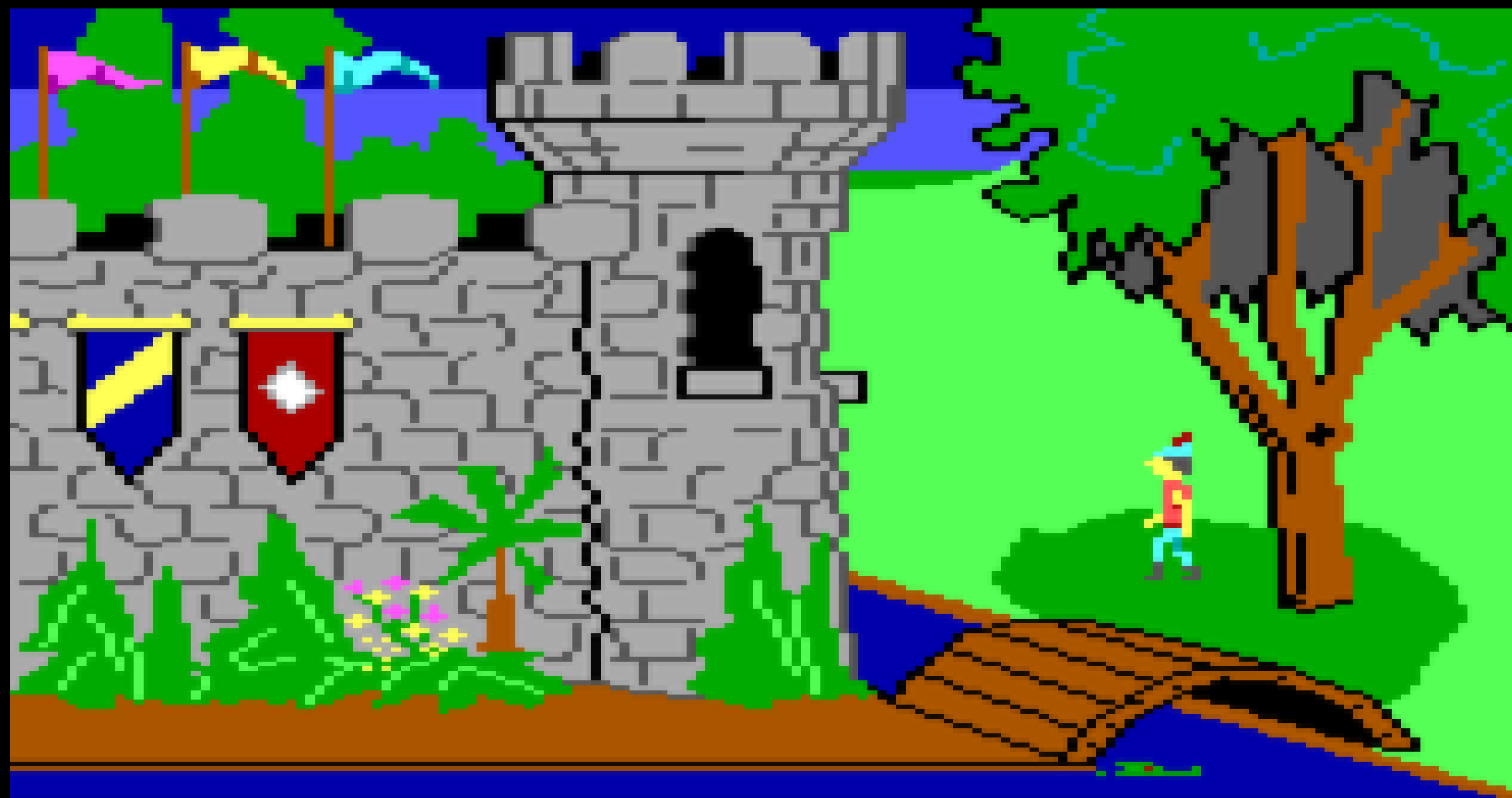
HIGH SCORE  
00

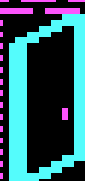
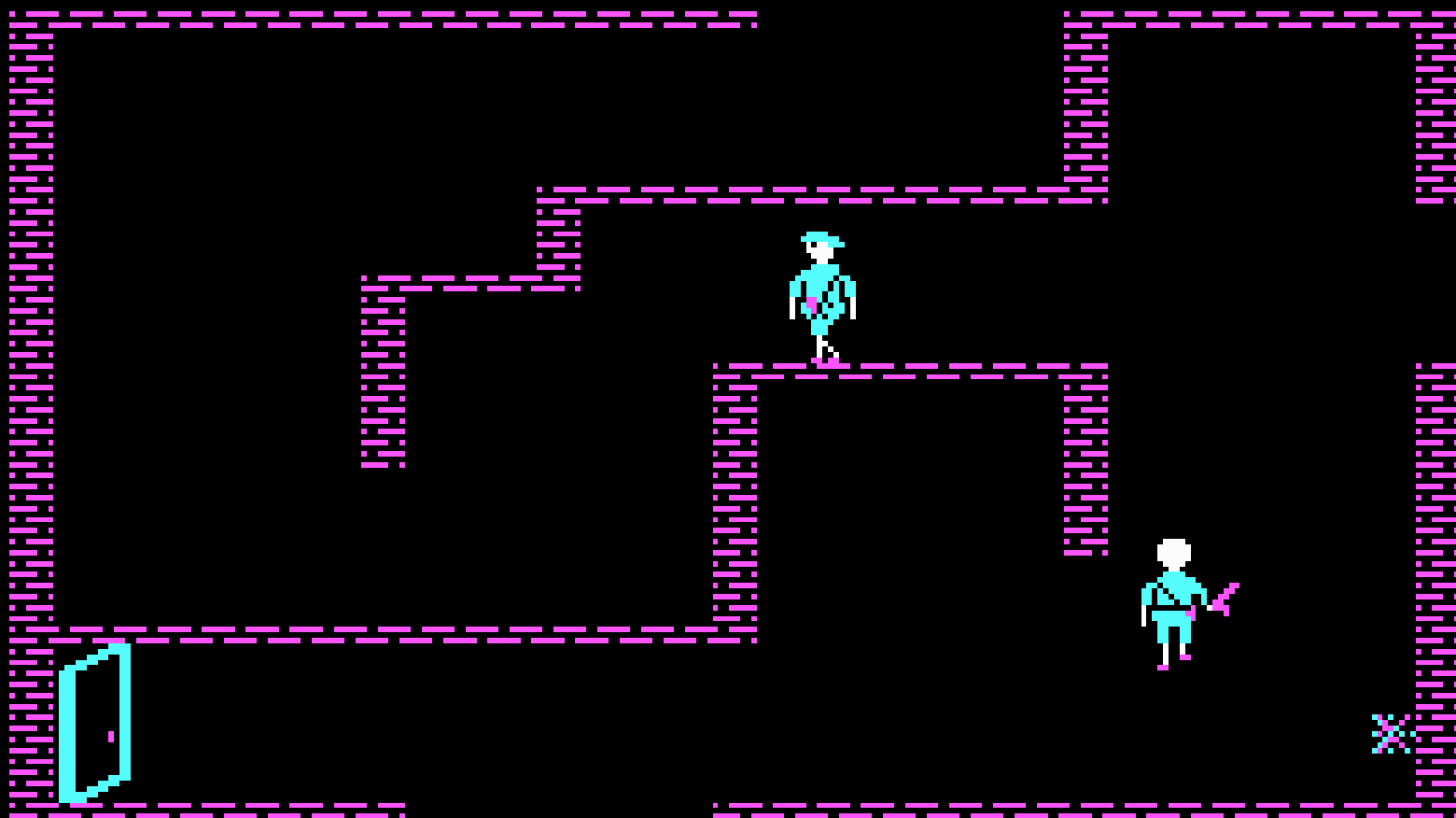


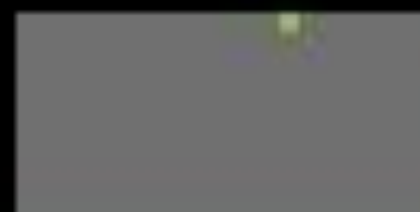
199

199









X57

X0  
X1

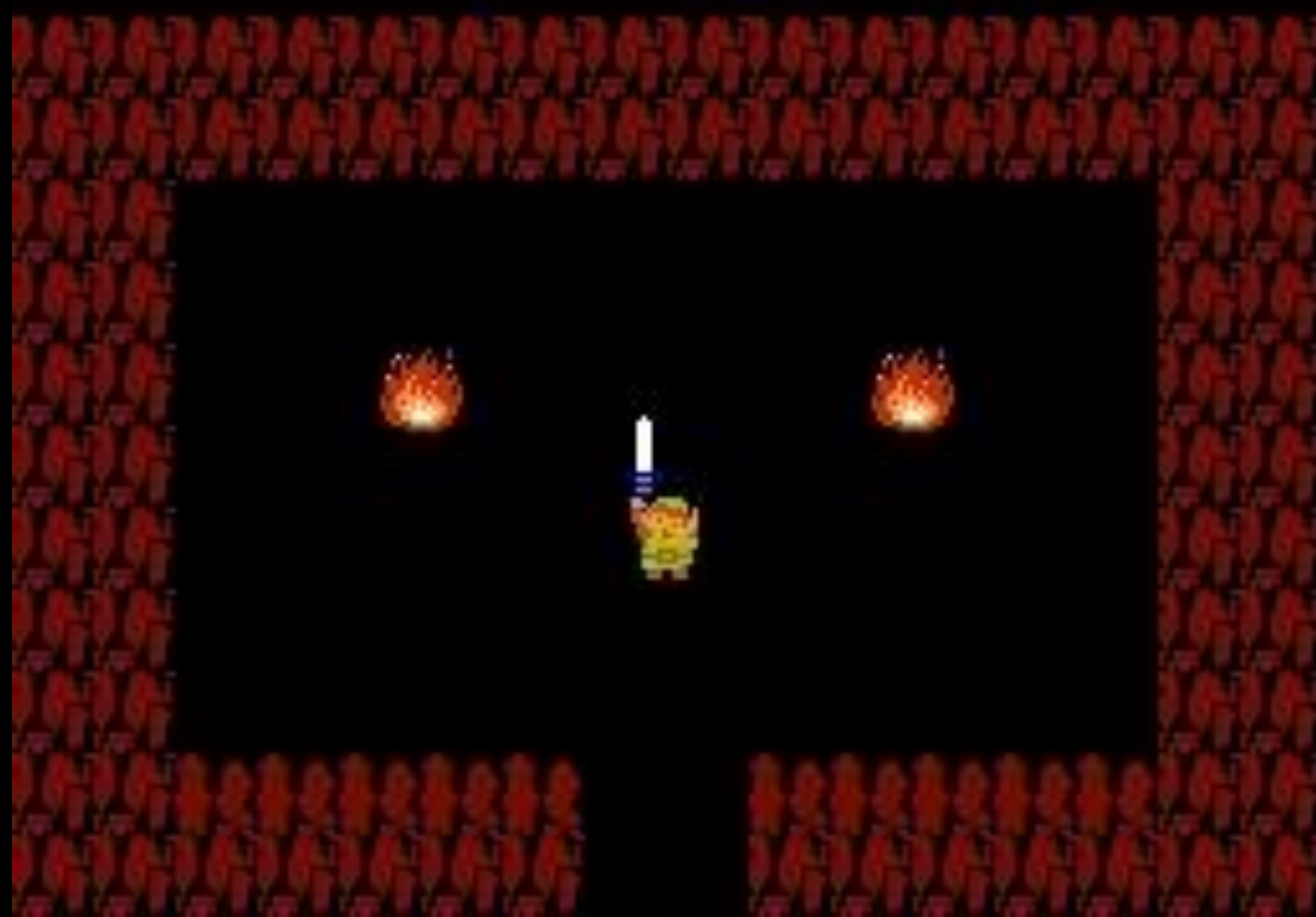
B



A



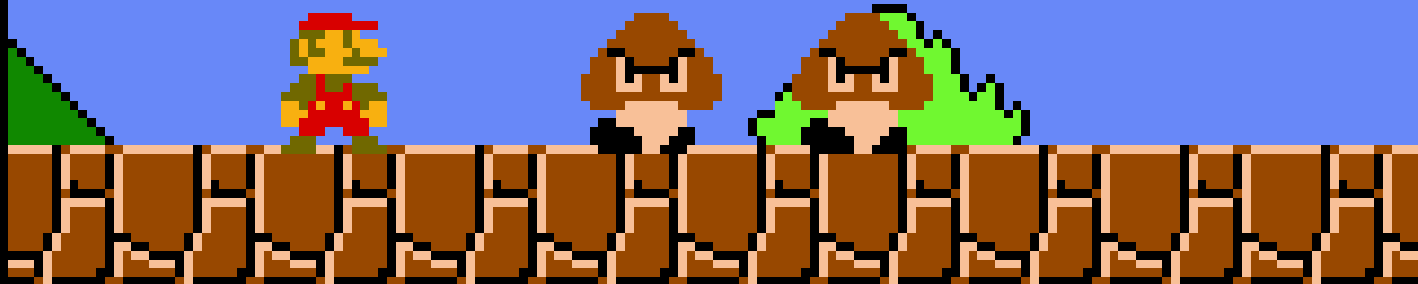
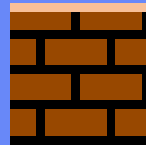
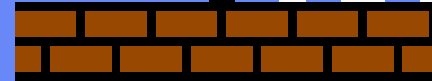
-LIFE-



3900

x04

050



NO POINTS 613

M1  
020000



GAME

ORDERS

ADVISORS

WORLD

CIVILOPEDIA



3460 BC ♀  
1000 0.5.5

American  
Settlers  
Moves: 1  
NONE  
(Arctic)



1P

1380

HI

20000

TIME 68

2P

0

MATIN

ENGLISH TEAR



CREDIT 01



TIME 53

SCORE

643770

LAP

0'21"48

293 km/h

STAGE 1







One of the most important technologies that turned games to more realistic was 3d











Even 10 years ago environments graphics (like cites and jungles) were very close to real life environments





Modern games look so realistic its hard to know if it's a photo or a game



In today's games face excretions are becoming more and realistic as well



This dream is now finally a reality



<http://allthingsd.com/20130617/confirmed-oculus-vr-raises-16-million-series-a-for-virtual-reality-gaming/>

<http://kotaku.com/facebook-buys-oculus-rift-for-1551487939-noilib-2>



Nintendo were there at 1995...



The race to realism does not end with making the ultimate illusion – For years we are combining real life tools with games

# Optional ODYSSEY Shooting Gallery



... offers you an exciting new dimension in the enjoyment of your ODYSSEY. The SHOOTING GALLERY, model 1TL950, includes an ELECTRONIC RIFLE, two Printed Circuit Game Cards and 4 different Target Overlays in two sizes. The total unit offers 8 variations for creating your own home shooting gallery. **\$24<sup>95</sup>**



SHOOTOUT



SHOOTING GALLERY



PREHISTORIC SAFARI



DOGFIGHT



R=1

5 SHOT

HIT 1111111111  
|||||

002500  
SCORE







We are using our body









We are using our fingers



We are using our location (Ingress – as of 2015 there were about 7M players globally)



\*DEAD\*YourTolletPaper : yeah, i know  
[CoS]Noferatu : no ya dont  
Chuppie : ak is like a sniping rifle now

\$ 420  
12 | 4 | 10  
We are playing with real people



Adapa

Uinters

Thanathus

Kocceptor

Valley Of Heroes

Kaziff  
<Guardian Knights>

cant

Zyn  
<Blindside>

Koc  
<Braz

Uinters  
<Brazucas>

Wobaz  
<FOR THE HORDE>

Hashplant  
<Darkness Avengers>

[Madghost] yells: everyone MOVE BACK  
[Drk] says: blink move back  
[Wobith] yells: move back  
[Blinkjatt] says: rogus  
[Guild] [Kaiba]: [Slayer's Handguards] [Belt of One-Hundred Deaths]  
[Slayer's Legguards]  
[Blinkjatt] says: ant  
[Blinkjatt] says: cant

Thanathus  
Brazucas  
Level 70 Blood Elf Mage (Player)  
PvP



Sweden's Dreamhack 2011 (12,000 players)



STARCRRAFT  
2014  
WORLD CHAMPIONSHIP SERIES  
GLOBAL FINALS



*The International*  
DOTA2 CHAMPIONSHIPS



DOTA2 2015 prize pool was over \$18M

ORANGE 19:19 53%

היקוד ניקוד סגור

Me Friends All

**My points:**  
Waze Grown-Up, 12376 pts.  
Currently 7526 pts. to next level

**My Rank:20258**

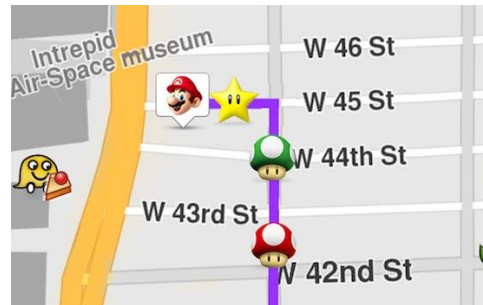
Specialist Private Gary Henkle  
270 points, 1 badges

**Badges**  
Click here to see what you're missing!

**Activities**  
Gary Henkle is an official Skilled Private 4 days ago

**How do I get points?**  
Like +25  
Tweet +30  
Comment +20

See all Badges  
Check out all the Ranks



stackoverflow Questions Tags Users Badges Unanswered

**Jon Skeet** less info

**bio**  
website: csharpindepth.com  
location: Reading, United Kingdom  
age: 36

**visits**  
member for: 3 years, 10 months  
seen: 31 mins ago

**stats**  
profile views: 401,816

Author of *C# in Depth*.  
Currently a software engineer at Google, London.  
Usually a Microsoft MVP (C#, 2003-2010, 2011-)

**Sites:**  
• C# in Depth  
• Coding blog  
• C# articles  
• Twitter updates  
• Google+ profile

Email: skeet@pobox.com  
@jonskeet

**summary** answers questions tags badges favorites bounties reputa

**21,928 Answers** votes activity newest

1817 Why is subtracting these two times (in 1927) giving a strange r...  
662 What is the difference between String and string  
571 Why is char[] preferred over string for passwords?  
444 What is the difference between Decimal, Float and Double in C#?  
428 What are the correct version numbers for C#?

**469,366 Reputation**

list.get().method generate cast exception  
Do lists store handles / references or are they value  
Generate Orinal Number in LINQ  
blobStoreService.serve() is not giving download file

Codecademy Learn Teach Help Sign In Create Account

Hey! Let's get to know each other. What's your name?

Type it with quotes around it like this "Ryan" and then press enter.

> █

## Learn to code

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.

Get Started (it's free)

```
1 var codeMaster = false;
2
3 if ( codeMaster === false ) {
4   print( "Use Codecademy to start on \
5   the path to becoming a better \
6   programmer" );
7 }
8
9 else {
10  print( "Hone your skills or help teach \
11  the craft" );
12 }
13
14
```

### Program Websites and More

Learning with Codecademy will put you on the path to building great websites, games, and apps.



### Learn with Friends

Keep tabs on your friends' progress and make sure you're learning more - faster!

**Beginner**  
**Getting Started**  
Time to become a coding ninja.  
Getting to Know You, Part 1  
See what you can do with programming!

**37% complete**  
3 of 8 lessons finished

Completed  
Confirm or Deny  
Alerting users and more.

Completed  
Letters n' Strings  
Learning what separates text from numbers and more

In progress  
Editor and Arrays  
The console's not the only game in town.

Not started

### Track Your Progress

Start learning - and don't stop. See how fast you're learning and stay motivated.

ORANGE 19:21 52%

User

**DUDI P.'S FOURSQUARE BADGES**

Newbie Adventurer Explorer Superstar

Bender Crunked Local Super User

Player Please! School Night Far Far Away Brooklyn 4 Life

Photogenic Socialite Gossip Girl Douchebag

**IDF RANK**

★ **YOUR ACTIONS HAVE AN IMPACT**  
Earn points and badges and rise through the ranks to become the most decorated virtual fighter.

👤 **SHOW & TELL**  
Share fascinating content with your friends and family, and show them what YOU do for the IDF.

! **HELP SPREAD THE TRUTH**  
Let the world know what's really going on in Israel.

PLAY NOW AT [IDFBLOG.COM](http://IDFBLOG.COM)

764.4 mi  
9.01 mi  
8.71 mi  
7.40 mi

We are embedding game mechanics in things that are not games



This chase of reality creates opportunities. This workshop is about finding them and allowing them to evolve. Before we start working we need to get to know the market

# The “Traditional” Games Industry

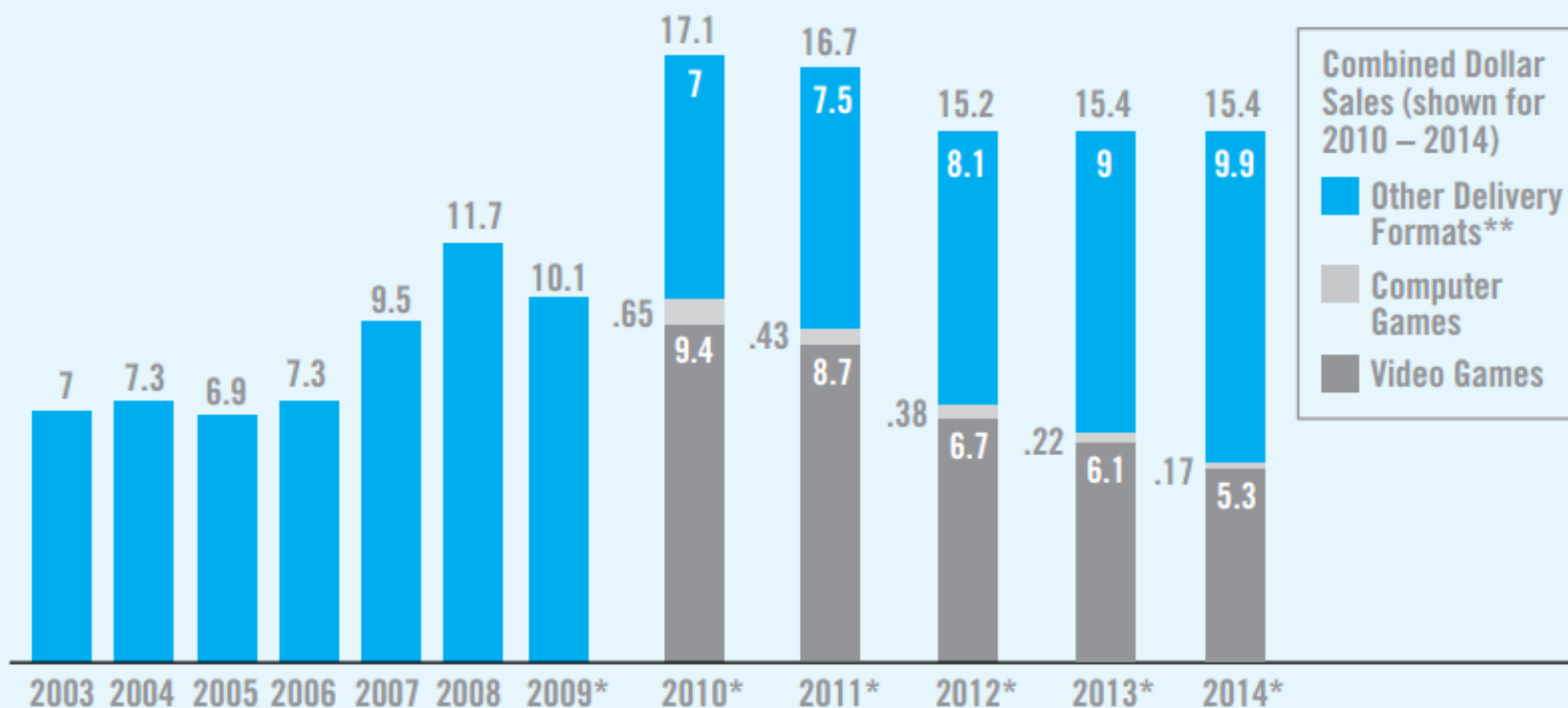
# The industry is very traditional

- Mario was in more than 250 games
- Successful new IP is very rare
- Home console game price didn't change in 30 years



# U.S. Computer and Video Game **DOLLAR** Sales

DOLLARS IN BILLIONS



2008 was the most profitable year in video games ever

In 2008 video games market size world wide was \$55B. (Today its \$91.5)

- Nintendo – 16.7 Billion
- Sony Computer Entertainment – 14.0 Billion
- Microsoft Entertainment Device Division – 8.2 Billion
- Electronic Arts – 4.2 Billion
- Activision Blizzard – 3.0 Billion



5 companies dominate 85% of the market. Less than sixth of the marked is divided between tens of thousands of companies

# 2008–2012 – Some Numbers

- NASDAQ +25%
- EA Stock –61%
- Activision Blizzard Stock –33%
- Xbox Division in Microsoft lifetime loss \$7.8B
- Play Station Division in Sony lifetime loss \$3B
- Nintendo Stock –71%

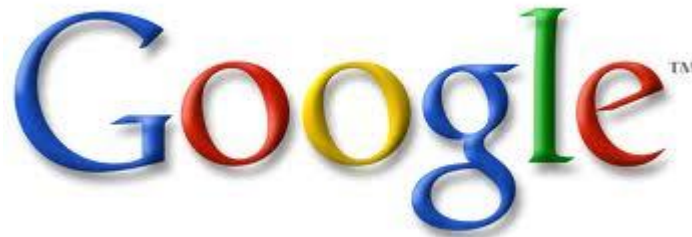
# The New Game Industry

# The biggest video games companies 2012

- Nintendo valued \$17.7B (was \$61.7B in 2008)
- Activision \$13.3B
- Zynga \$9.8B
- Gree \$7.1B
- Nexon \$6.3B



# New companies that entered the games in the past few years



**Tencent 腾讯**

H1 2014 H1 2015

Top 25  
PUBLIC COMPANIES BY  
GAME REVENUES

**+16%**

YEAR-ON-YEAR

© Newzoo, November 2015



- Notes
1. Based on US GAAP/IFRS revenues
  2. Based on exchange rates as per 30/06/2015
  3. e: Estimates of game revenues using quarterly earning reports in which these are not specifically segmented out.

Newzoo's Top 25 Public Companies by  
Game Revenues Ranking:  
[www.newzoo.com/companyrankings](http://www.newzoo.com/companyrankings)

# New types of Platforms

# 1972 - 1997



1972



1977



1982



1989

# 1998 – 2010



1998



2000



2001



200?



2004



2006



2007



2008



2008



2010

# 2010–Now



# OUYA

- Ouya was a kick starter project that wanted to raised \$950K.
- It got to it's goal in 9 hours and eventually raised \$8.5M

Rank ↕	Total USD ↕	Project name ↕	Author ↕	Category ↕	% funded ↕	Backers ↕	Closing date ↕	Link ↕
1	10,266,845	<a href="#">Pebble: E-Paper Watch</a> for iPhone and Android	Pebble Technology	Design	10,266	68,928	2012-05-18	<a href="#">[1]</a> ↗
2	8,596,475	<a href="#">OUYA: A New Kind of Video Game Console</a>	Ouya	Video Games	905	63,416	2012-08-09	<a href="#">[2]</a> ↗
3	3,336,371	<a href="#">Double Fine Adventure</a>	Double Fine and 2 Player Productions	Video Games	834	87,142	2012-03-13	<a href="#">[3]</a> ↗
4	2,933,252	<a href="#">Wasteland 2</a>	InXile Entertainment	Video Games	325	61,290	2012-04-17	<a href="#">[4]</a> ↗
5	1,836,447	<a href="#">Shadowrun Returns</a>	Harebrained Schemes LLC	Video Games	459	38,276	2012-04-29	<a href="#">[5]</a> ↗



# Android Consoles



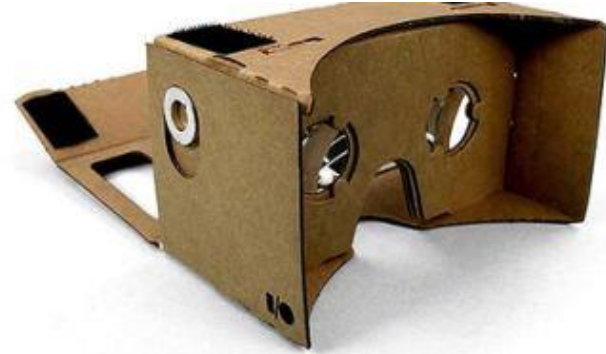
# Steam Machine



# Apple TV



# VR



# VR accessories



# Augmented Reality



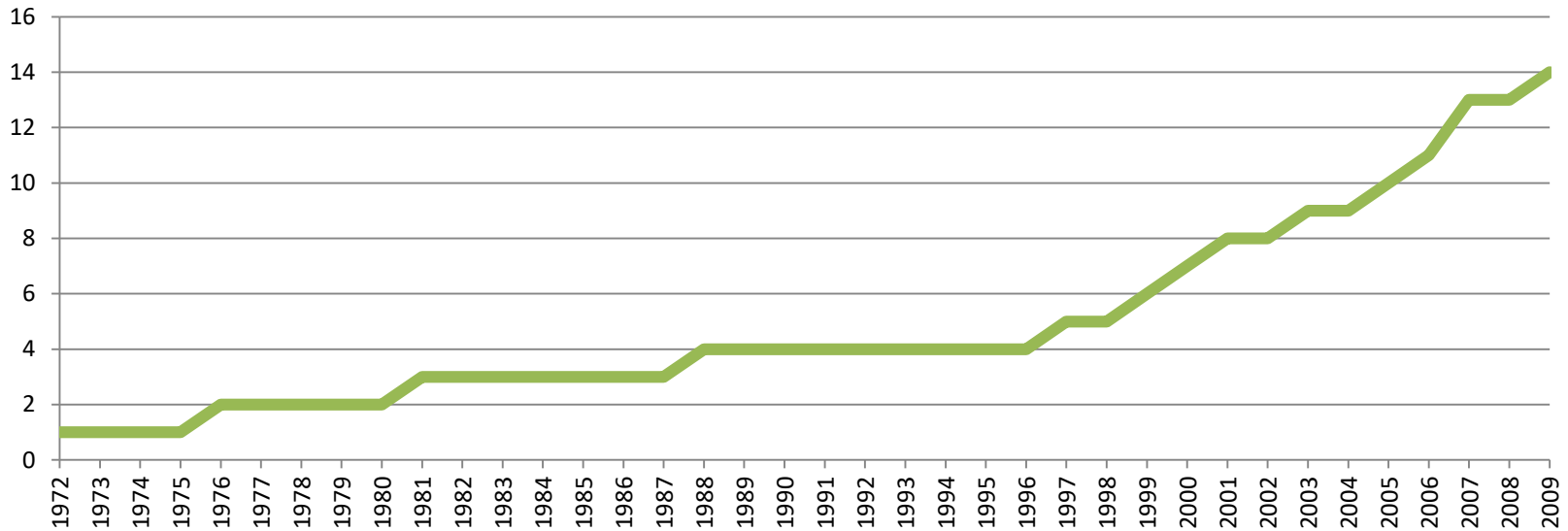
MetaPro



# IOT / Connected / Smart Toys



# Inflation of sub-industries



- First 25 years – 4 platform types
- Next 15 years – +10 platform types
- Last 5 years – at least 4 platform types

# What caused the inflation?



# Web – Accessibility to Games

# Casual Games

- In early 2000 a new wave of games emerged on PC. They were called “Casual Games”, as non gamers were there main audience.





2001



2006



2004



2003

# Developed In Israel

The image displays the Kizi website, a platform for free games. The interface is primarily in Hebrew, with a blue header bar containing the Kizi logo, user information (0008000), and navigation links like 'VIDEOS', 'התחבר', and 'האזור'. A large grid of game thumbnails is visible, including titles like 'SUPERMECHS', 'SUSHI TRAIN', 'Papa's Freezeria', 'Papa's Donuteria', 'Papa Louie 2', 'STINKY KITT', 'HOT DOGGERIA', 'Cactus McCoy', 'Sushi Master', 'Fishdom 2', 'Legends of Solitaire', 'Jewel Legends - Tree of Life', 'CAR EATS CAR 2', and 'ZOMBIE'. A sidebar on the right features a 'FREERIDE GAMES' banner, a 'Home of Free Games' section, and a 'Most Played' list. The 'Most Played' list includes games like 'The Treasures of Montezuma', 'The Lost Cases of Sherlock Holmes 2', 'Cradle of Rome 2: Premium Edition', 'Forbidden Secrets - Alien Town', 'Fishdom 2', 'Legends of Solitaire', and 'Jewel Legends - Tree of Life'. Below this, there are sections for 'On-Line Games' (Klondike, Solitaire Duels, Backgammon arena) and 'GROUPON' (60%, 50%, 54% off). The bottom of the page shows 'New Games' including 'VACATION ADVENTURES PARK RANGER', 'THE SECRET', and '2 CLUES'. A large banner in the center-right promotes '10 years with PLAYRIX!' and 'Play FREE'.

Kizi

0008000

VIDEOS

התחבר

האזור

כחש משחק

Like 5348

הכנס

NEW! THE BATTLE SUPERMECHS

NEW! SUSHI TRAIN

NEW! PAPA'S FREEZERIA

PAPA'S DONUTERIA

PAPA LOUIE 2 BURGERS ATTACK!

STINKY KITT

HOT DOGGERIA

Cactus McCoy

Sushi Master

Fishdom 2

Legends of Solitaire

Jewel Legends - Tree of Life

CAR EATS CAR 2

ZOMBIE

Available on the App Store

100% Free & Secure

About us

Invite a Friend

FreeRide Blog

Newsletter

Need Help?

Home

Genres

New Games

Play without ADS

Login with Facebook

Most Played

1 The Treasures of Montezuma

2 The Lost Cases of Sherlock Holmes 2

3 Cradle of Rome 2: Premium Edition

4 Forbidden Secrets - Alien Town

5 Fishdom 2

6 Legends of Solitaire

7 Jewel Legends - Tree of Life

Play full version PC Games, free, with no time limit.

10 years with PLAYRIX!

Play FREE

Play top Playrix games for FREE!

Play 7 Days WITHOUT ADS for FREE!

ADS are not allowed

Join NOW

On-Line Games

Klondike

Solitaire Duels

Backgammon arena

GROUPON

60%

50%

54%

חגג נגמרו

מדבקות חרוץ

סלים פאץ

מ 139 ₪

לקנייה!

אספרסו בר

קופיקו בקניון

חורב

מ 49 ₪

לקנייה!

שניחוק הקסם

69-ב

מ 69 ₪

לקנייה!

New Games

VACATION ADVENTURES PARK RANGER

THE SECRET

2 CLUES



## TOP 10 ONLINE GAMES, BASED ON FREE-TO-PLAY EARNINGS—WORLDWIDE

Rank	Title	Publisher	2013 Revenues (mil \$)
1	<b>CrossFire</b>	Tencent/SmileGate	<b>\$957</b>
2	<b>League of Legends</b>	Tencent/Riot Games	<b>\$624</b>
3	<b>Dungeon Fighter Online</b>	Nexon	<b>\$426</b>
4	<b>World of Tanks</b>	Wargaming.net	<b>\$372</b>
5	<b>Maplestory</b>	Nexon	<b>\$326</b>
6	<b>Lineage I</b>	NCSOFT	<b>\$257</b>
7	<b>World of Warcraft</b>	Activision/Blizzard	<b>\$213</b>
8	<b>Star Wars: The Old Republic</b>	Electronic Arts	<b>\$139</b>
9	<b>Team Fortress 2</b>	Valve	<b>\$139</b>
10	<b>Counter-Strike Online</b>	Valve/Nexon	<b>\$121</b>

**Notes:** Top 10 online PC titles based on estimated worldwide, free-to-play earnings for 2013. *World of Warcraft* (Activision/Blizzard) and *Star Wars: The Old Republic* (Electronic Arts) are primarily subscription-based titles, but also generate revenue through the sale of micro-transactions. All revenues based on data collected by SuperData Research, Inc. **Copyright © 2014 SuperData Research.**

# TOP SUBSCRIPTION-BASED MMO TITLES, 2013—WORLDWIDE

RANK	TITLE	PUBLISHER	WORLDWIDE REVENUES (MIL \$)	MARKET SHARE 2013
1	World of Warcraft (East & West)	Activision/Blizzard	\$1,041	36%
2	Lineage 1	NCsoft	\$253	9%
3	TERA: Online	NHN Corporation	\$236	8%
4	Star Wars: The Old Republic	Electronic Arts	\$165	6%
5	Lord of the Rings Online	Turbine, Inc.	\$104	4%
6	EVE Online	CCP Games	\$93	3%
7	Aion	NCsoft	\$88	3%
8	Blade and Soul	NCsoft	\$65	2%
9	Lineage 2	NCsoft	\$45	2%
10	RIFT	Trion	\$36	1%
Worldwide market for subscription-based MMOs, 2013			\$2,882	

**Source:** SuperData Research, Inc. Worldwide market, revenue distribution and title-level earnings based on the monthly spending of 36.9 million digital gamers, worldwide, collected from developers, publisher and payment service providers. Pay-to-play MMO here defined as Massively multiplayer online games that earn revenue from subscriptions, expansion packs, and microtransactions based virtual items and services (e.g. experience boosts, items, mounts and server transfer fees. For more information about our awesome methodology, please visit: [www.superdataresearch.com](http://www.superdataresearch.com)

# Facebook – Games and real Identity

# Facebook

2004 – founded

2006 – opened to the public

May 2007 – opened Facebook platform to the public



By the end of 2007 there were 7,000 apps in Facebook. Today there are over 400,000.

**most are games**



July 2007



June 2009



April 2008



December 2010



At first most games made money from ads. Eventually virtual currency became the main revenue stream

# Important Genres

- Casino
- Farming
- Puzzle
- Hidden objects
- Strategy (mid-core)
- RPG (mid-core)



# Developed In Israel

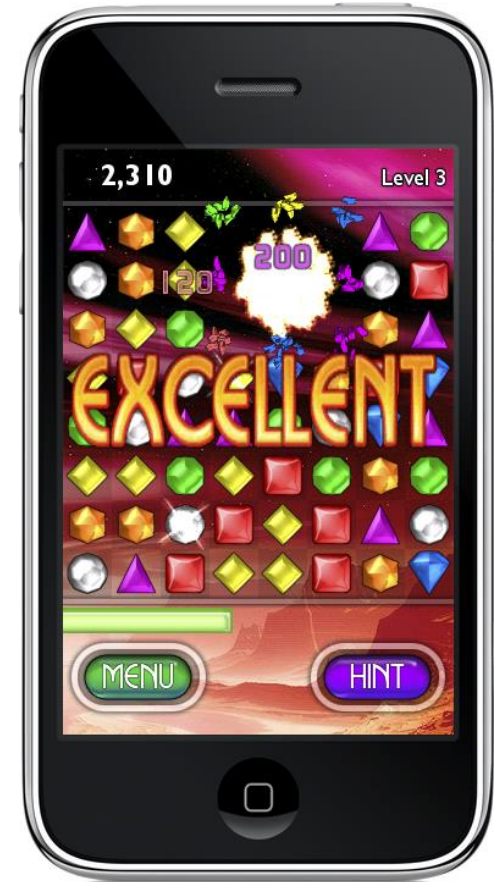
- In 2003, 3 out of the most 20 profitable game companies in Facebook were Israelis



Mobile – Games in your pocket

# The iPhone

- June 2007 – The first iPhone
- July 2008 – Apple launches the app store
- 500 apps on launch
- Most of them games, most cost \$10.



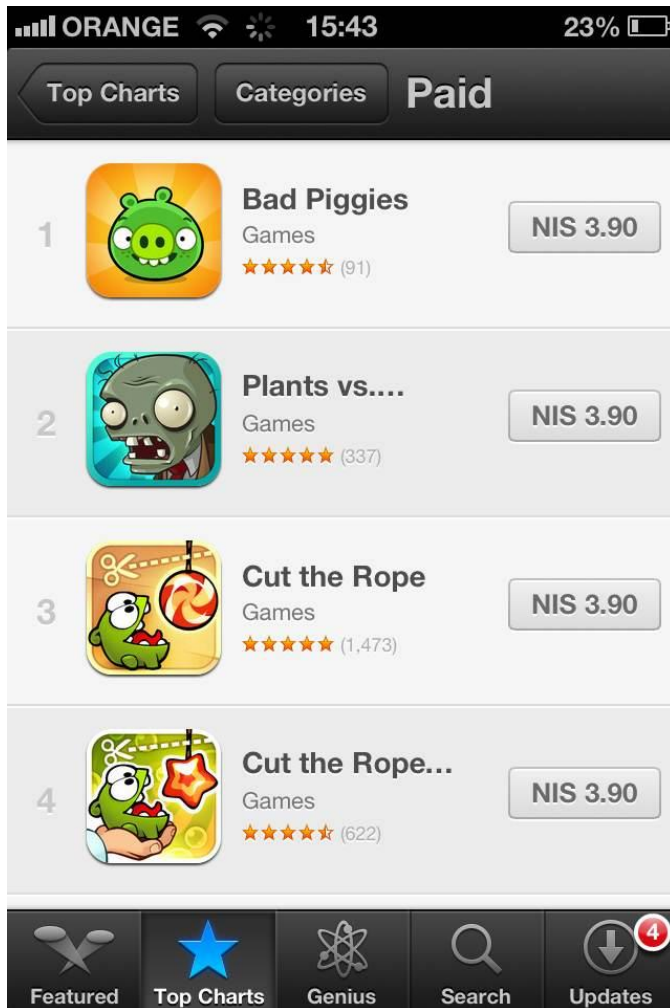
# The iPhone

- By the end of 2009, 30M iPhones were sold. At the end of that year Angry Birds was published



Angry birds was sold 12m copies of its original version, and was downloaded more the 1.7 billion times over all platforms  
<http://www.gamesbrief.com/2013/04/1-7-billion-downloads-and-you-only-make-152-million-euros-in-revenue/>

# Price Drop



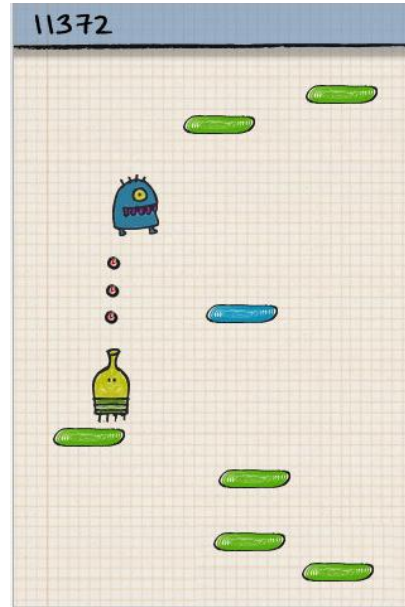
- Sales charts led to a price drop
- Today most games are sold in \$0.99

# More games

Oct 2010  
3M in first months



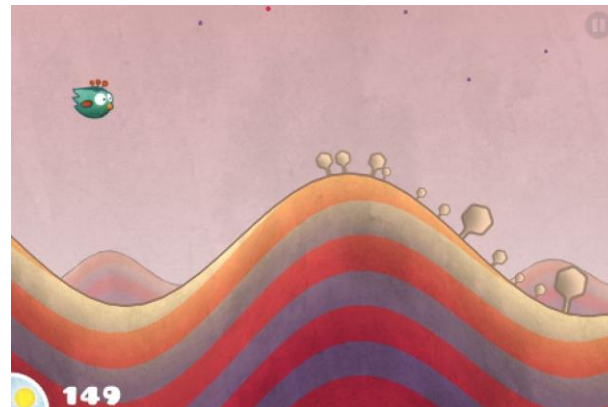
Apr 2009  
M15



Apr 2010  
M6



Feb 2011  
M6.5



# New Business Model



Aug 2011  
M15



Feb 2012  
50M in 50 days

Most games gradually became free with a virtual currency revenue model



\$2.4M a day (for 2 games)  
0 to 3B in 3 years...



500M players  
\$1.5B in 2013

Search game/publisher



# Top Grossing iPhone Games

UNITED STATES

DEVICE: [iPhone](#)
 COUNTRY: [United States](#)
 DATE: [Feb 13](#)
 GROUP BY: [Day](#)

#	FREE	PAID	GAME	PUBLISHER	PRICE	REVENUE	NEW INSTALLS
1	32	-	Clash of Clans	<a href="#">Supercell</a>	Free	\$1,539,606	24,380
2	73	-	Game of War - Fire Age	<a href="#">Machine Zone Inc</a>	Free	\$1,200,938	20,926
3	21	-	MADDEN NFL Mobile	<a href="#">Electronic Arts</a>	Free	\$819,812	35,619
4	35	-	Candy Crush Saga	<a href="#">King</a>	Free	\$419,836	24,123
5	25	-	Mobile Strike	<a href="#">Epic War Llc</a>	Free	\$306,370	30,696
6	56	-	Star Wars™: Galaxy of Heroes	<a href="#">Electronic Arts</a>	Free	\$259,490	22,358
7	-	-	Big Fish Casino – Free Vegas Slots & Slot Tournaments. Plus Poker and more!	<a href="#">Big Fish Games Inc</a>	Free	\$227,910	8,009
8	48	-	Candy Crush Soda Saga	<a href="#">King</a>	Free	\$193,896	23,029
9	54	-	MARVEL Contest of Champions	<a href="#">Kabam</a>	Free	\$167,673	22,522
10	113	-	Boom Beach	<a href="#">Supercell</a>	Free	\$149,454	17,548
11	-	-	Summoners War	<a href="#">Com2Us Corp.</a>	Free	\$131,217	7,879
12	155	-	Clash of Kings - CoK	<a href="#">Elex Wireless</a>	Free	\$125,881	14,008
13	14	-	Candy Crush Jelly Saga	<a href="#">King</a>	Free	\$122,563	51,619
14	-	-	Slotomania Casino – Las Vegas Free Slot Machine Games – bet, spin & Win big	<a href="#">Playtika Ltd</a>	Free	\$118,203	7,431
15	148	-	DoubleDown Casino - Free Slots, Video Poker, Blackjack, and More	<a href="#">Doubledown Interactive B.V.</a>	Free	\$113,888	14,600

Only 1 out of the 50 most profitable games are paid

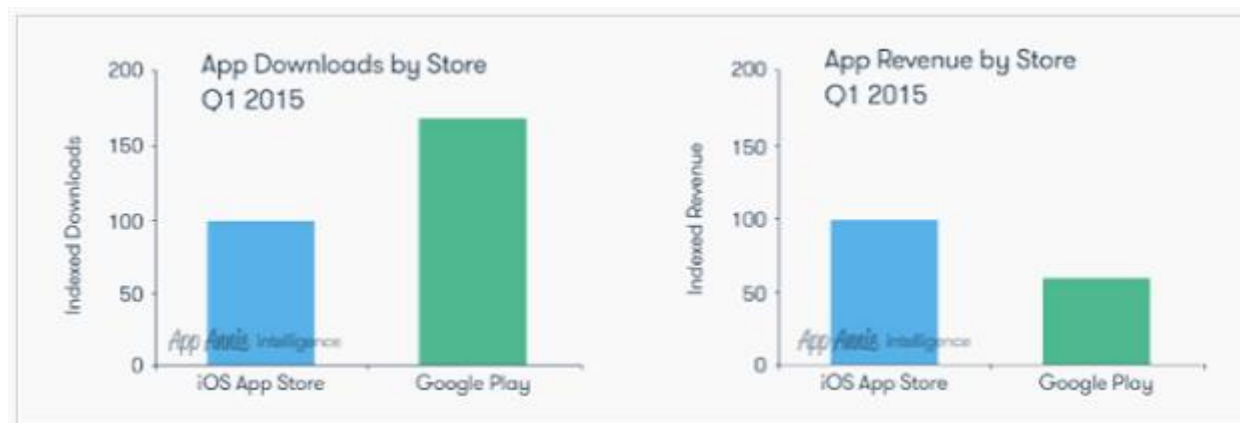
# The iPhone Games Industry


















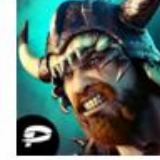









- In 2010 games were sold in the app store in about \$1B. In 2012 it was \$3B. In 2015 it was over \$13B.
- Apple is the most dominate company, it charges 30% of each sale
- More then 100,000 registered app developers



# Android

- World wide there are more than 5 Android based phones for each iPhone.
- An average iPhone player spends 8 times more than an android player



 <p>1. Clash of Clans Supercell</p> <p>★★★★★ FREE</p>	 <p>2. Candy Crush Saga King</p> <p>★★★★★ FREE</p>	 <p>3. Zynga Poker – Texas Hold'em Zynga</p> <p>★★★★★ FREE</p>	 <p>4. Summoners War Com2uS</p> <p>★★★★★ FREE</p>	 <p>5. Clash of Kings Elex Wireless</p> <p>★★★★★ FREE</p>	 <p>6. Candy Crush Soda King</p> <p>★★★★★ FREE</p>	 <p>7. Slotomania - Free Slots Playtika</p> <p>★★★★★ FREE</p>	 <p>8. Jflix Fiix Applications Ltd</p> <p>★★★★★ FREE</p>	 <p>9. Boom Beach Supercell</p> <p>★★★★★ FREE</p>
 <p>10. Top Eleven 2016 Nordeus</p> <p>★★★★★ FREE</p>	 <p>11. Game of War - Fire Age Machine Zone, Inc.</p> <p>★★★★★ FREE</p>	 <p>12. Castle Clash: Age of Heroes IGG.COM</p> <p>★★★★★ FREE</p>	 <p>13. Tinder Tinder</p> <p>★★★★★ FREE</p>	 <p>14. MARVEL Contest of Champions Kabam</p> <p>★★★★★ FREE</p>	 <p>15. Zynga Poker Classic Zynga</p> <p>★★★★★ FREE</p>	 <p>16. Slots 777 Casino Scientific Games - Scientific Games</p> <p>★★★★★ FREE</p>	 <p>17. 8 Ball Pool Miniclip.com</p> <p>★★★★★ FREE</p>	 <p>18. Vikings: War of Clans Plarium LLO</p> <p>★★★★★ FREE</p>
 <p>19. Hearthstone: Heroes of Warcraft Blizzard Entertainment</p> <p>★★★★★ FREE</p>	 <p>20. Monster Legends socialpoint</p> <p>★★★★★ FREE</p>	 <p>21. Candy Crush Jelly King</p> <p>★★★★★ FREE</p>	 <p>22. Magic Rush: Heroes Elex</p> <p>★★★★★ FREE</p>	 <p>23. OkCupid Dating okcupid.com</p> <p>★★★★★ FREE</p>	 <p>24. Slots of Fun Playtika HOF</p> <p>★★★★★ FREE</p>	 <p>25. Taichi Panda Snail Games USA Inc</p> <p>★★★★★ FREE</p>	 <p>26. Texas Poker KamaGames</p> <p>★★★★★ FREE</p>	 <p>27. Pirate Kings Jelly Button Games</p> <p>★★★★★ FREE</p>

None of the 50 most profitable games in Google play are paid

# Developed In Israel



# Games and the physical world

# Tablets

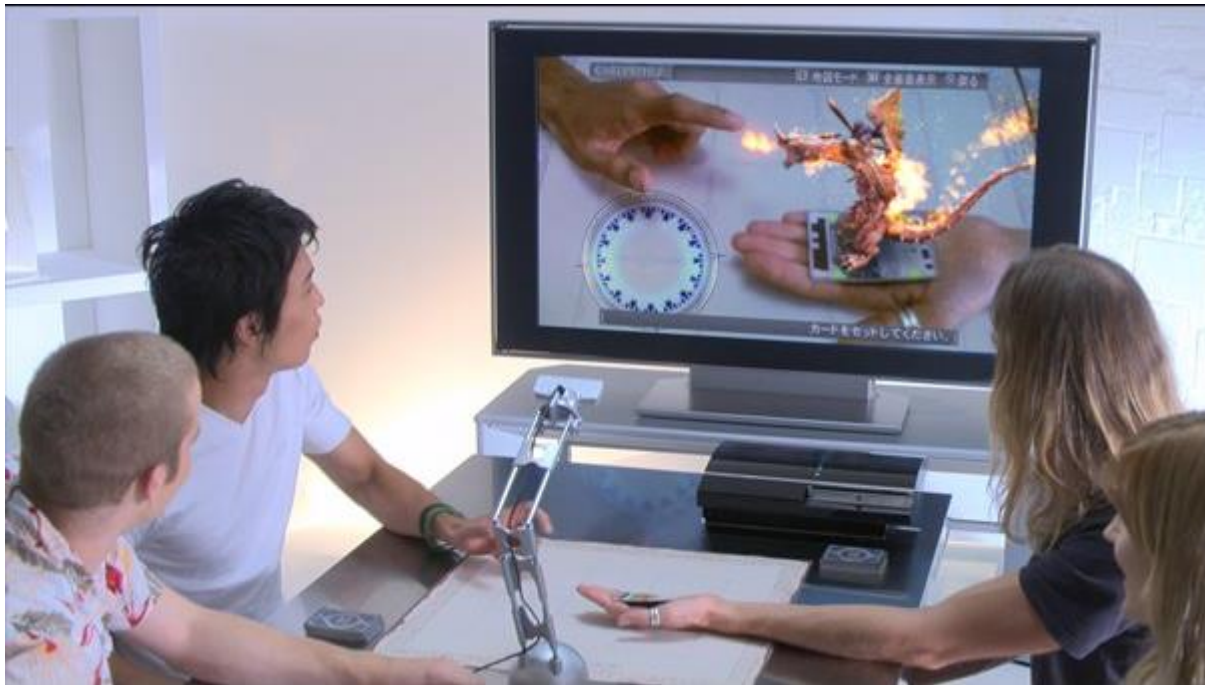
- Mid 2010 – first version for the iPad
- Currently the most common tablet, with close to 300M units sold (PS2 sold 155M).

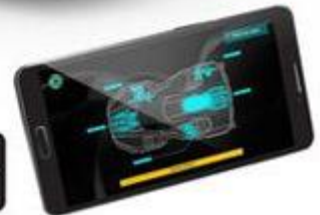




Many Games are ideal for tablets







# The practical part (reality)



The game industry is full of opportunities, we just need to find them...



We tend to do what we really want to do, the best. So what do you really want to do?



Say something to the world



Change something  
in the world

# Make lots of money

(and then say something or  
change something)



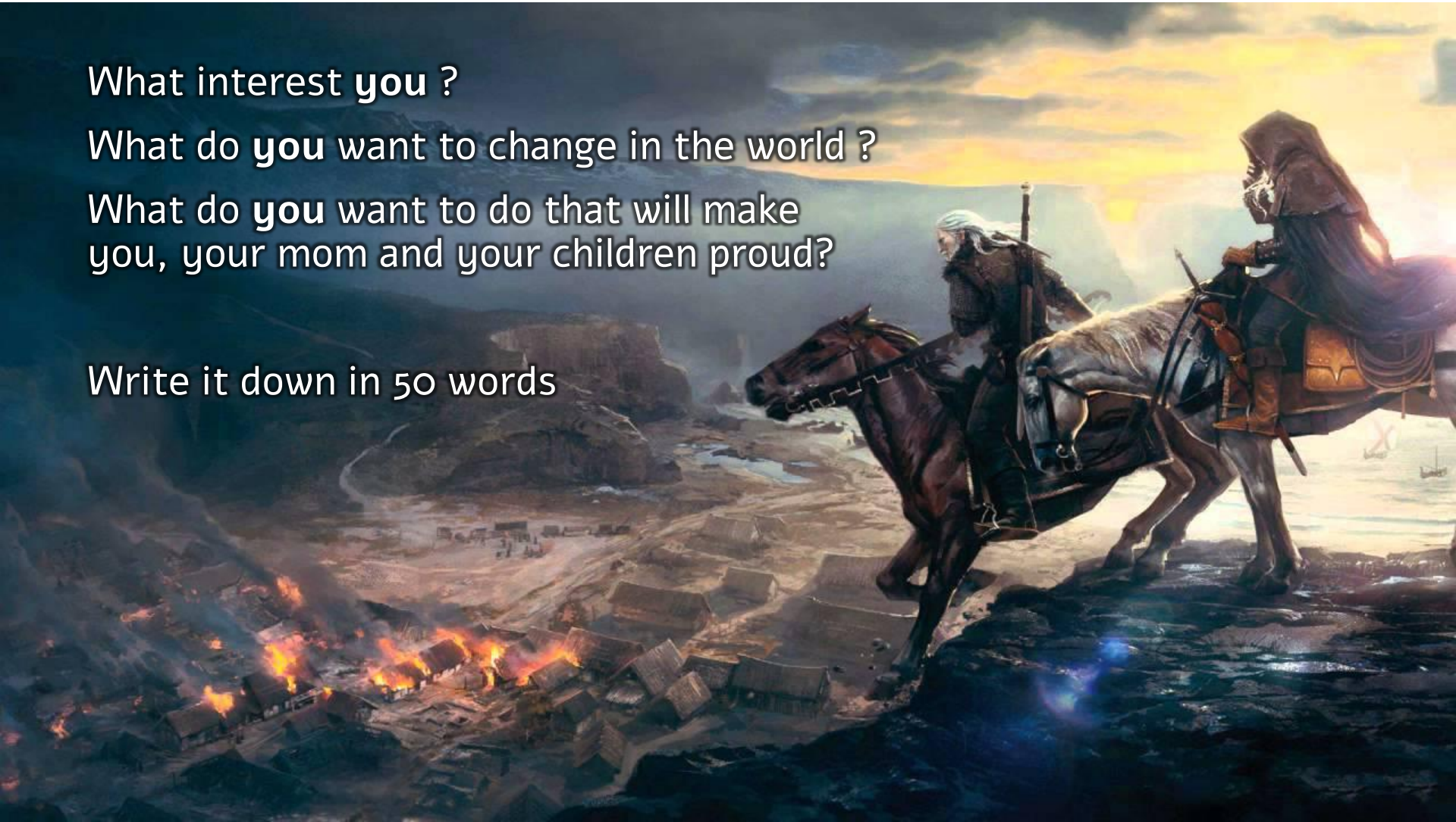
# Mission 1 – You (5 minuetes)

What interest **you** ?

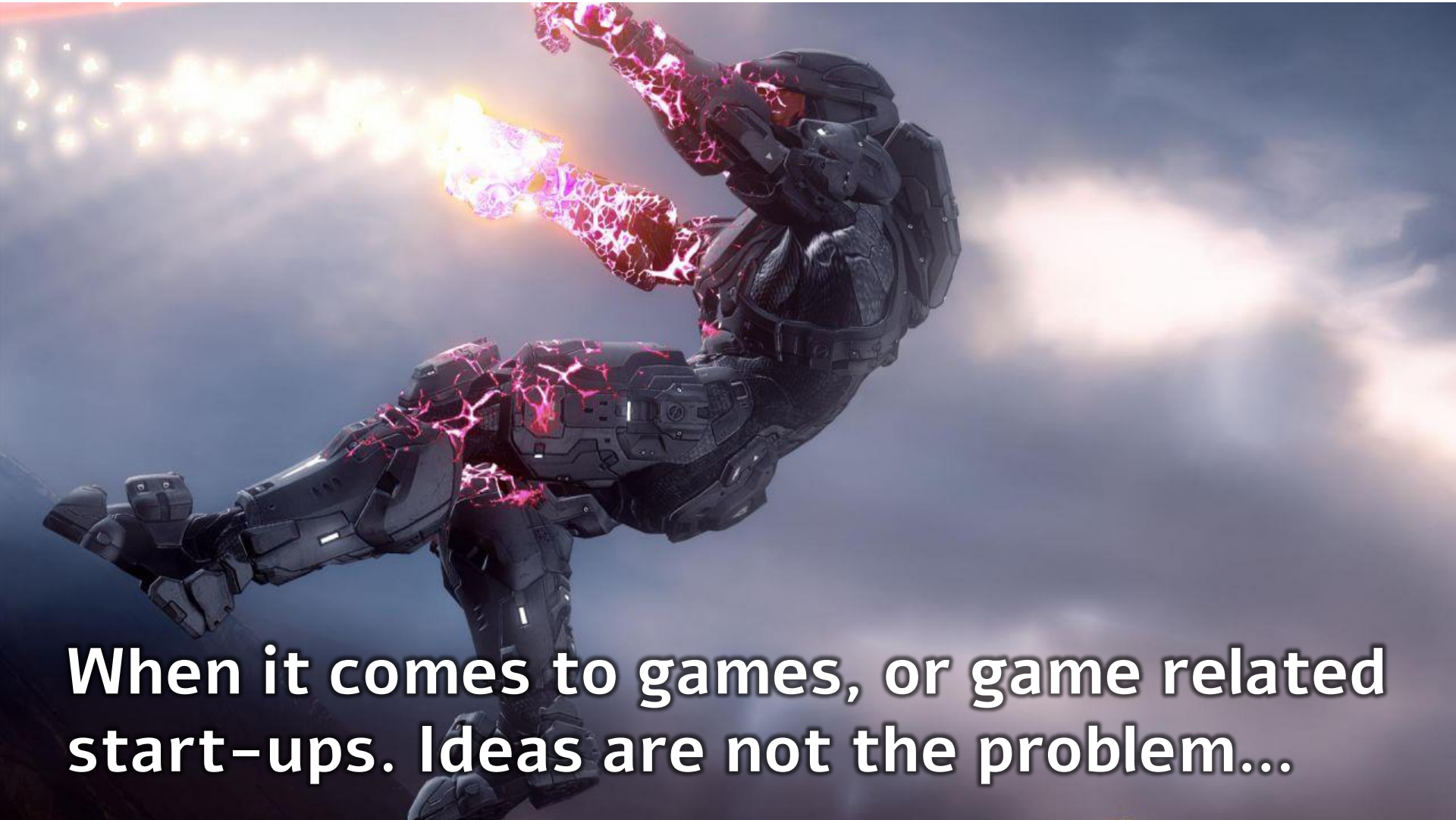
What do **you** want to change in the world ?

What do **you** want to do that will make you, your mom and your children proud?

Write it down in 50 words



# An Idea



**When it comes to games, or game related start-ups. Ideas are not the problem...**

# Tip 1



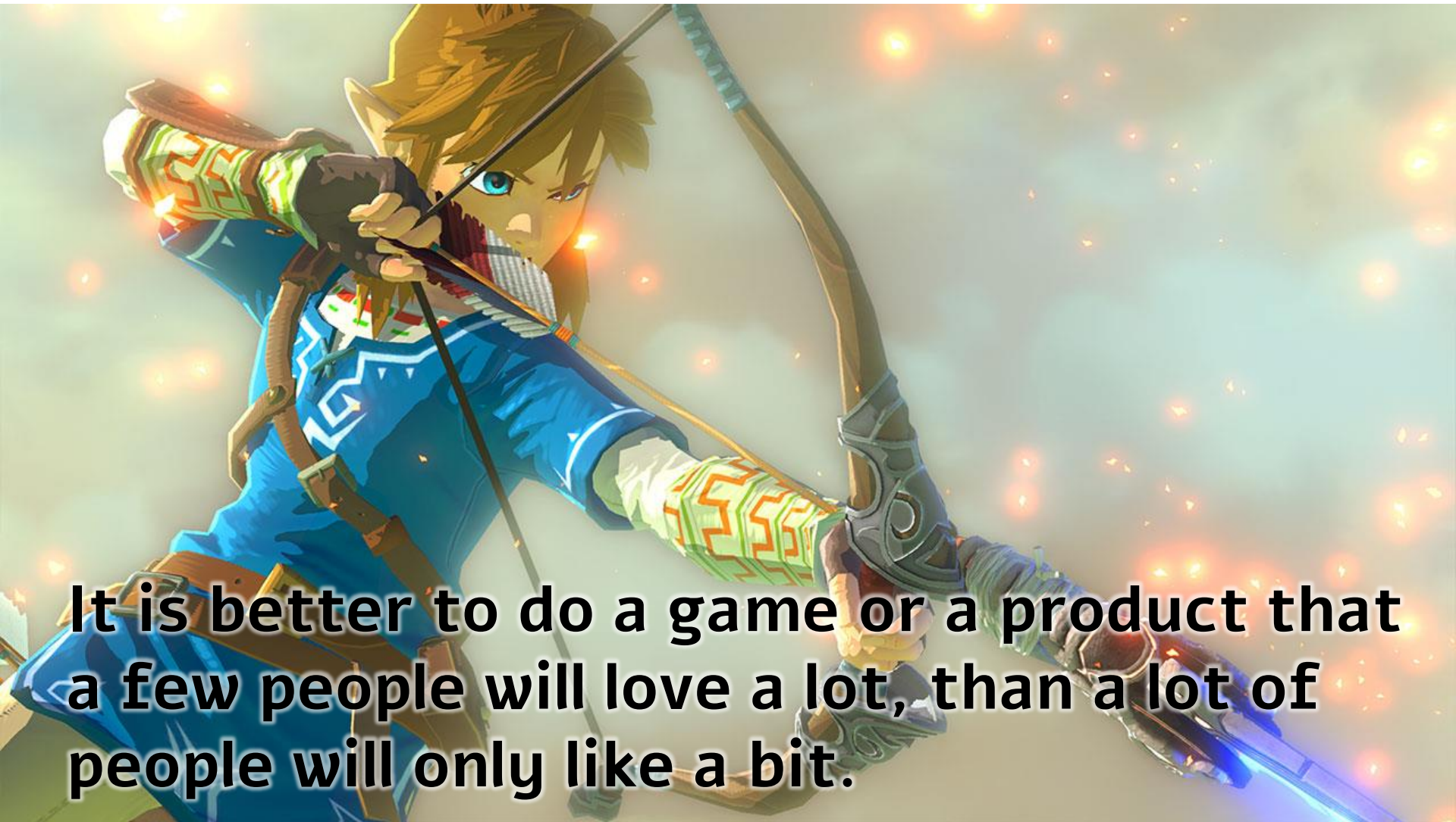
The most important thing about an initial idea is that it will be something you will love to create.

# Tip 2

A man with a bloody forehead and chest wounds stands in a dark, stormy jungle. He is wearing a dark, short-sleeved button-down shirt and light-colored pants. He has a watch on his left wrist and a holster on his right hip. The background is a dense, dark forest with a storm brewing in the sky.

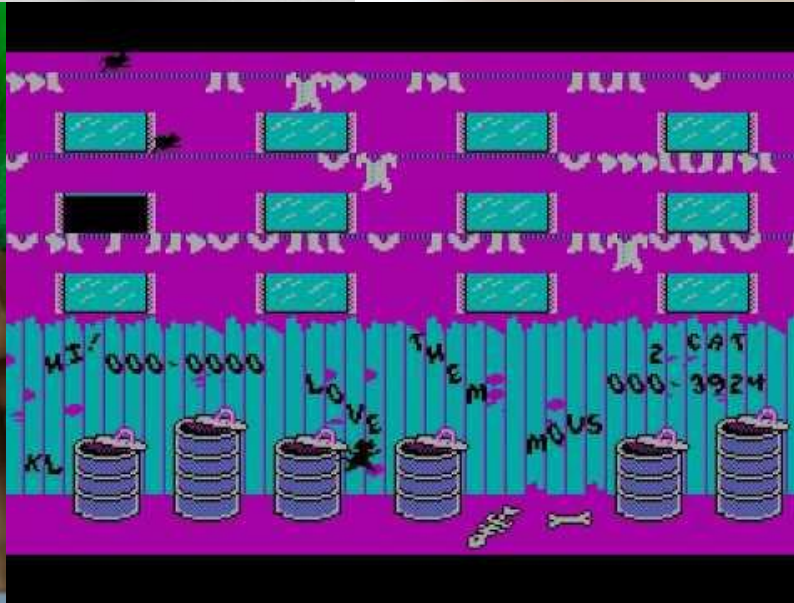
**Sometimes ideas that sounds bad first time  
you hear them are actually good.**

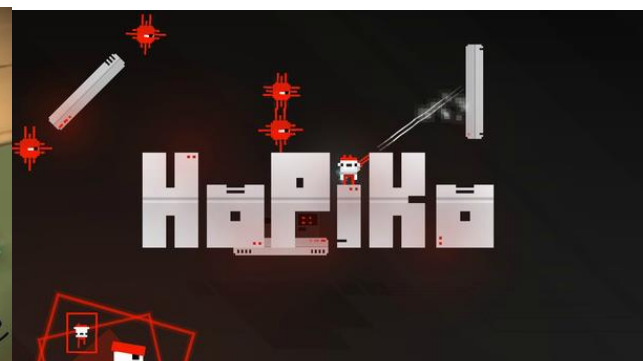
# Tip 3



**It is better to do a game or a product that a few people will love a lot, than a lot of people will only like a bit.**

# Get inspired





# Mission 2 - the ideas (30 minuets)

- Find a partner, only one, share your “purpose in life”. Share the things you wrote during the presentation.
- **Think of 3 great ideas for a games or games start-ups**
- Write up to 50 words describing essence of each idea
- (Optional) Find a picture in Google images that can represent the idea

# Example

**Spaceship Taki:** A multiplayer card game in which each card used by a player sends a spaceship to a 2d fighting arena, in it the spaceships fight automatically. The player can only choose cards before the game starts and pick a card in his turn which ship to send.



# Mission 3 – The Player (10 minutes)

- Who is going to play your game or use your startup?
- Think of age, gender & country, games he or she played in the past or playing today.



# Example

**Spaceship Taki:** A multiplayer card game in which each card used by a player sends a spaceship to a 2d fighting arena, in it the spaceships fight automatically. The player can only choose cards before the game starts and pick a card in his turn which ship to send.

**Players:** 30-35, Mostly boys, Western.

Players that played “Star Control 2”. First users: Facebook fans of the game.



# Platforms

- Web
- Mobile
- Tablets
- Social Networks
- Indy
- VR / AR
- Connected toys



# Mission 4 – Platform (10 minuets)

- Find the most suitable platform for your idea.
- Update the 50 words description to include the platform and business model.



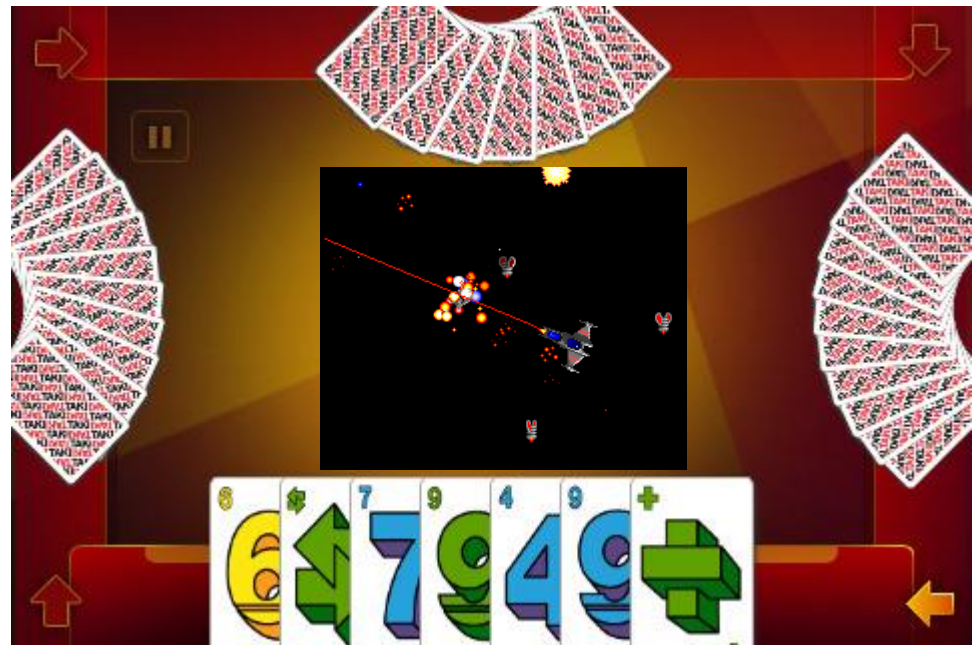
# Example

**Spaceship Taki:** A multiplayer card game in which each card used by a player sends a spaceship to a 2d fighting arena, in it the spaceships fight automatically. The player can only choose cards before the game starts and pick a card in his turn which ship to send.

**Players:** 30-35, Mostly boys, Western.

Players that played “Star Control 2”. First users: Facebook fans of the game.

**Platform:** Mobile Devices (Facebook connectivity)



# Business Models

- In App
- Paid
- Ad Supported
- Selling of real goods
- B2B



# Mission 5 – Business Model (10 minuetts)

- Find the main business model that will allow your game to earn money.
- Pick only 2 out of the 3 ideas
- Update the 50 words description to include the platform and business model.



# Example

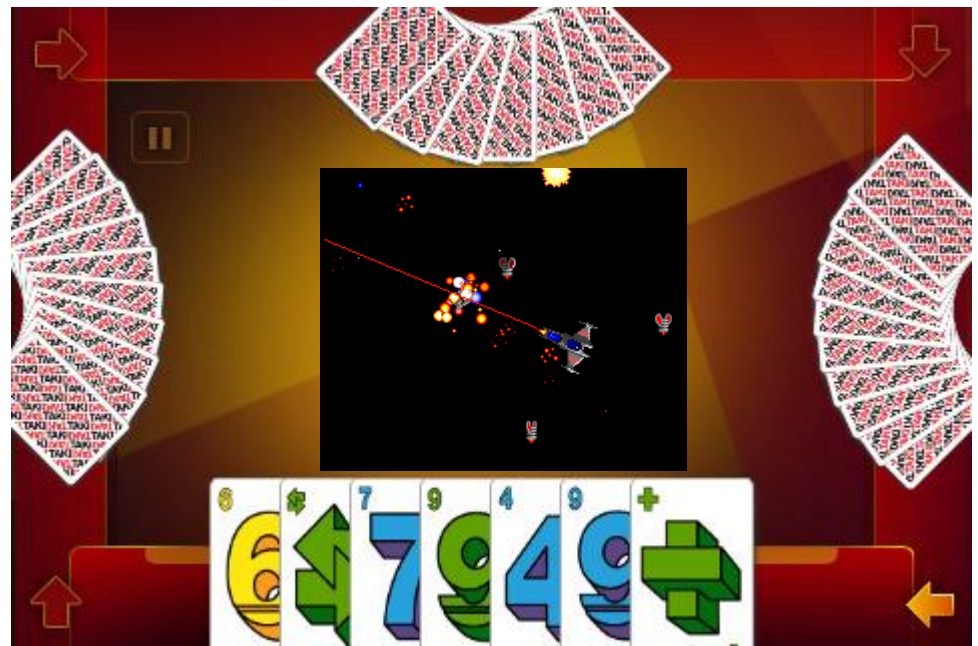
**Spaceship Taki:** A multiplayer card game in which each card used by a player sends a spaceship to a 2d fighting arena, in it the spaceships fight automatically. The player can only choose cards before the game starts and pick a card in his turn which ship to send.

**Players:** 30-35, Mostly boys, Western.

Players that played “Star Control 2”. First users: Facebook fans of the game.

**Platform:** Mobile Devices (Facebook connectivity)

**Business Model:** sell cards using virtual currency



# Mission 6 – Pick 1 (5 minutes)

Pick the idea you like the best and has the most potential.

Write the name of the idea on a note and pass it to me.



# Mission 7 - The Investment Game (60 minutes)



# Game Rules

- 3 random ideas are chosen
- each idea is pitched (max 2 minute)
- The investor panel has 2 minutes for questions
- We vote, you can vote for only one idea
- If you are participating with an idea, you are not allowed to vote

# Let the games begin



# And the winner is...



## What now?

Not only the winner can continue to the next stage.  
Here is an extra life for everyone



# Choose your path



## Prototype



## Business Plan

You'll need to do both anyhow...

# The Israeli Industry



# Israeli Video Games Industry

- Technology and startups
- Influence and connection to the online gambling industry
- Boosting in the past 3 years





- Constitute an official body that nurtures the local community.
- Serve as an official representative with institutional, commercial, academic, and media entities.
- To represent the local industry to international community.

# Major events in Israel



# What is Makeree?

**Makeree offers a fun and easy way to learn to create!**

The internet is an amazing resource for learning, but when it comes to real world tangible skills, like: Crafts, Robotics, Arts, it's almost impossible to use it successfully. All the resources are online, but they are hard to find, hard to follow, you learn alone, and you have to find all the materials you need by yourself. For most of us it's just too much...

**Makeree is here to change this.** Using our platform, we offer structured courses, feedback from experts and peers, and kits with all the supplies users need. Turning that frustration experience into a fun journey. We are revolutionizing the way people are learning to create, turning DIY (Do It Yourself) learning accessible and affordable than ever before.



## About the company

Makeree was founded late 2014 by a team of experienced Israeli entrepreneurs with strong background in education and passion for making. The company was chosen from over 2,200 companies as a MassChallenge finalist (a top accelerator in Boston) and won an Excellence in Education award in the New York Maker Faire in 2015.





**GAMES FOR PEACE**  
Dialogue Through Play

# Your Homework

Answer these 3 questions:

1. Describe one idea for a game or a startup in details including: detailed pitch, platform, business model, players (you can choose your idea or any other idea that was presented in class).
2. Was the idea you choose successful in the “investment game”? Why? Analyze the idea and its relative success.
3. Find at least 3 games or startups that can be called competitors (or “inspiration”). Describe the differences between your idea and it’s competitors focusing on your advantages.

Homework answer recommended length: **4-5 pages**

Answers should be sent to [yanivgro@gmail.com](mailto:yanivgro@gmail.com) and [dudipeles@gmail.com](mailto:dudipeles@gmail.com)

Last day for submission: 15/4/2016

Mail subject should be: [Your Full Name] - Innovation Workshop – Games and Reality

**Thank you ! Play Smart...**  
**Question ?**  
**[dudipeles@gmail.com](mailto:dudipeles@gmail.com)**

