

George Investor
123 Worth Avenue
Palm Beach, FL 33333

Dear George,

Are You Prepared to Ride the 3rd Wave of Mobile Gaming Profits, and Grab the Low-Hanging Fruit While the “Big Boys” Are Still Trying to Figure it Out?!!

What is mobile gaming, who are the profitable players in this industry, how are these products produced, and why is this profitable industry only now at the embryo stage of explosive development?

You'll find the answers in this short letter ...

Who are the Profitable Players?

According to a [recent article in Forbes](#), the current king of mobile gaming is Supercell out of Helsinki. Their 8.5 million daily customers generate \$2.4 million every day, sometimes more. And this company has only two games on the market right now, only playable on iPads and iPhones. Each game cost them about \$100k to \$160K to develop and market.

[King](#), creators of the popular ***Candy Crush Saga*** boasts nearly 25 million daily users. ***King*** recently [abandoned traditional advertising](#) in its games on Facebook and mobile devices, opting instead to rely on *in-app purchases and micro-transactions* as its games' primary revenue stream.

The husband and wife team behind the hugely successful “[Temple Run](#)”, and ***Imangi Studios*** saw 2.5 million downloads for their popular ***free*** game on Christmas Day 2012 alone. The game is free to download and Imangi makes money by selling *virtual currencies - coins and gems* - which can be “earned” through play and bought using in-app purchases.

A simple search will reveal the ***constantly changing “Top 10”*** of the most Profitable Players in the mobile gaming industry. [Forbes](#) has their predictions for the mobile gaming market in a recent article, and [Read, Write Web](#) thinks this is the coming ***“Golden Age” for Mobile Game developers***.

What is Mobile Gaming?

According to [Wikipedia](#), a mobile game is a video game played on a Smartphone, tablet, or portable media player. *They do not include* games played on dedicated handheld video game systems such as Nintendo or PlayStation.

A [recent article in Venture Beat](#) goes on to explain the current ***“third wave”*** of mobile gaming, and will help you understand the history of mobile gaming as three distinct “waves” of evolution.

1. In **Wave One**, mobile game companies had to pass through the carriers themselves to get their games on feature phones. This was largely a contest of favoritism and shelf space, and there was no room for innovation because the *carriers' placement of your game was all that mattered*.
2. In the **Second Wave** feature phones was overtaken by an *open App Marketplace* for Smartphone owners. Developers bypassed the major carrier gatekeepers and competed for downloads in the **App Store**.
3. According to Venture Beat we are riding the **Third Wave**. The mobile space has "matured" over the last 2-3 years with some estimates putting ***the Mobile Gaming industry worth around \$70 billion***. The combination of an open marketplace and a low barrier to entry now has developers *competing to be found* in the App Store.

How Are Mobile Games Produced?

Let's not get ahead of ourselves here before we really understand how the world shifted when Smartphones became popular around 5 years ago.

Before Smartphones the mobile gaming industry was ruled by hardware makers like Sony, and Microsoft. Console manufacturers then hired the likes of **Electronic Arts** and **Ubisoft** who employed up to 150 developers to create the games played on their consoles. The cost of developing a single game was between \$3-50 million and *revenue was earned from console and individual game sales*.

The software to produce mobile games (**game engines**) was complex, and costly to license. It often required 6 months - 2 years to develop a game before it could be tested in the crucible of the marketplace.

The widespread acceptance of Smartphones ***moved mobile gaming from game consoles to mobile devices*** (Smartphones and tablets). New game engines were developed - some of them open source (i.e. Unity which is used by my company Boy Wndr) - which resulted in a radical downward shift in the cost of producing mobile games. And the marketplace turned from brick and mortar stores (Best Buy, Sears, etc.) to the **Mobile App Store** (Google Play, Microsoft, and Apple iTunes).

Mobile games of very high quality with stunning graphics can now be developed to completion using 3-5 developers, and be ready for market in 3 months.

The proliferation of mobile devices also means high quality mobile games are now available to the ***"casual gamer"***, and not just the *hardcore gamers*. ***Casual gamers now represent 80% of the people playing video games*** and the majority is played on mobile phones today.

The Mobile App Marketplace

At first the major mobile carriers exclusively offered their customers mobile games developed by the major game developers. The fast rise in demand for mobile games led to offerings from

independent mobile gaming studios. The big Mobile Game developers could now sell their creations directly to the customer through the App Store. This move cut out the middleman, and individual game developers saw the marketplace shifting; the result was an exodus of very talented young developers and producers leaving the major studios, and striking out on their own seeking fame and fortune in the App Store.

The Opportunity

The exodus of highly skilled individual mobile game developers from the large studios, now entering the mobile gaming marketplace naturally resulted in a wave of mobile games entering the market via the App Stores. Most of these developers are very skilled in game development, coding, graphics, etc. ***And yet this talent is struggling to compete in the open gaming marketplace.***

They can code but they can't sell!

That's where ***Boy Wndr*** comes in.

Boy Wndr enters the Mobile Gaming space armed with a strong track record in development, and marketing. Our accomplishments include working with:

- Creative agency ***Think Modo*** for 20th Century Fox's Movie [Chronicle](#)
- Ad agency ***Concept Farm*** for [BMW Motorcycles](#)
- "***Chopped***" TV show for the ***Food Network***
- ***Source Magazine*** for social media viral campaigns.
- Our Mobile Game, "[Wallstreet Massacre](#)" has seen 8 million game-plays to date.

Our current [Games Producer](#) and [Engineers](#) have developed Top 10 Mobile Games for the Apple Store and Android Play Store. During ***Wave One*** they developed Mobile Games for [THQ](#), Ubisoft, and Electronic Arts. These games were played on the Sony Play Station and Xbox. They have managed over 120 developers at a time from concept to a successful product launch with more than 300 million games sold.

The Boy Wndr *story consultant* is ***Nick Pileggi*** (Goodfellas, Casino, City Hall, and American Gangster), and carries that stellar record over to our latest creation under development, "***Mob Chef***".

At Boy Wndr we are confident we have the marketing and development chops to create profitable, addictive Mobile Games designed to have long in-App purchase life cycles. We are:

1. Working with a small group of industry-leading developers
2. Creating compelling games that attract the ***casual gamer*** of which a small percentage (i.e. 80/20) will get 'hooked' and spend real money on Game upgrades, and in-game purchases
3. Developing a marketing strategy we call the ***Perfect Storm*** working with select media partners and employing the latest, proven Mobile Gaming marketing tactics.

Of course, our intention is to crack the top charts in the Apple Store, Windows Store, and Google Play Store (and BlackBerry if it's still around) —leading to consistent recurring income. Worst case scenario, we make back the cost of the game and/or sell it to one of the larger game makers.

Mobile game developers are entering what some industry-insiders refer to as “the Golden Age” of Mobile Gaming. The time to take advantage of this “golden” opportunity is now, and I’m asking you to consider committing to joining us.

It’s my hope that this letter clarifies some of your questions [firstname], and you now have a better understanding on how to profit in Mobile Gaming.

Please join us!

Sincerely,
Bo

Boris Bazelais
CEO & Founder
Boy Wndr