

นิพนธ์

LOVE  
FROM  
LDN



*WSTWO*

# THE SETUP

How we roll





Wistron

“ We want to launch valuable products, services and companies that make a measurable difference to the world.”



**4**  
Studios



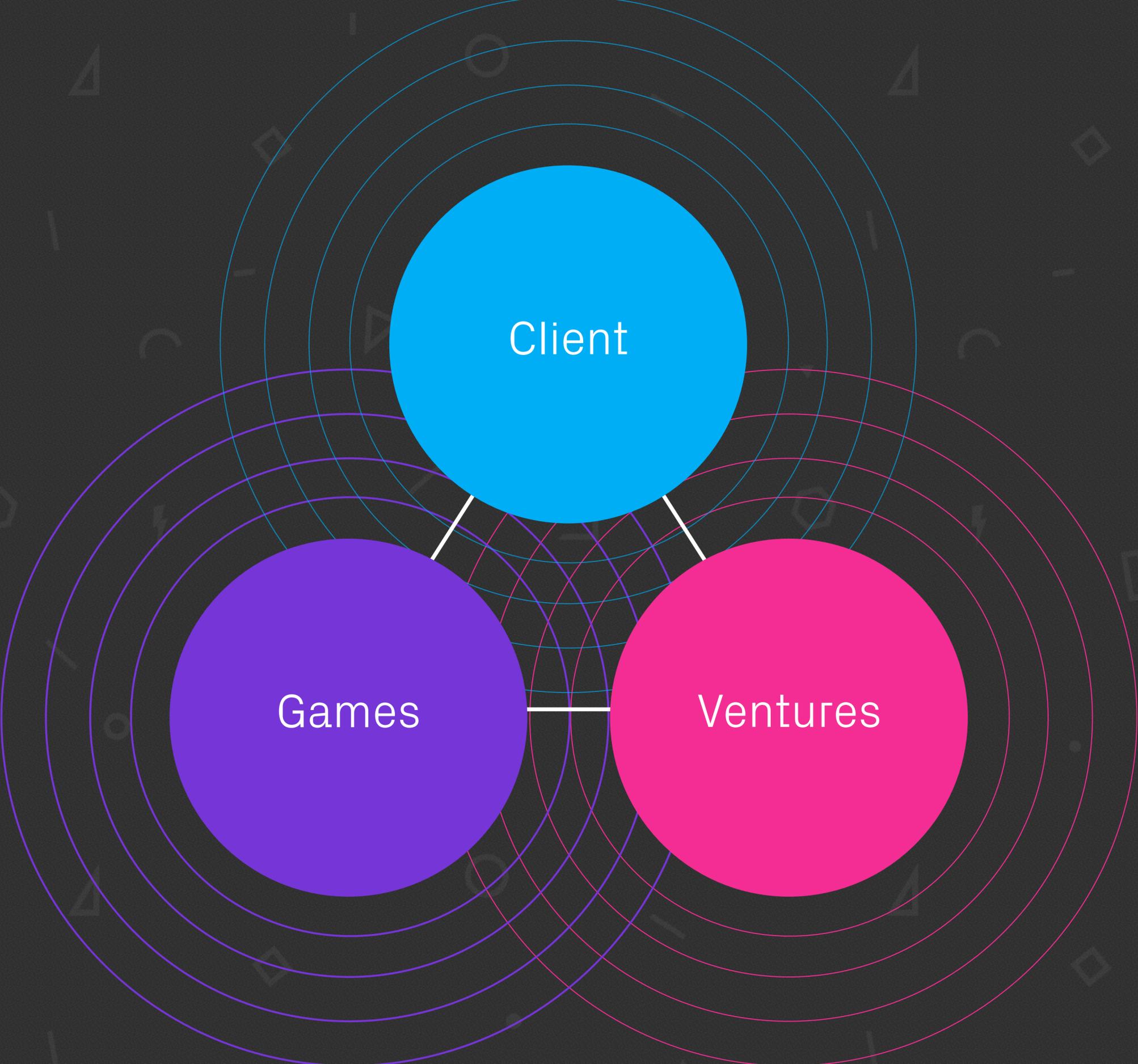
**200**  
People



**22**  
Nationalities

# BALANCE

We balance our focus across client work, games and our own ventures - a unique mindset and entrepreneurial approach which we apply to everything we do. All feed each other.



# FIERCELY INDEPENDENT

Because we are 100% independent we can evolve the traditional agency model and explore new revenue streams and career paths for our people through launching new companies, our own products and joint ventures.

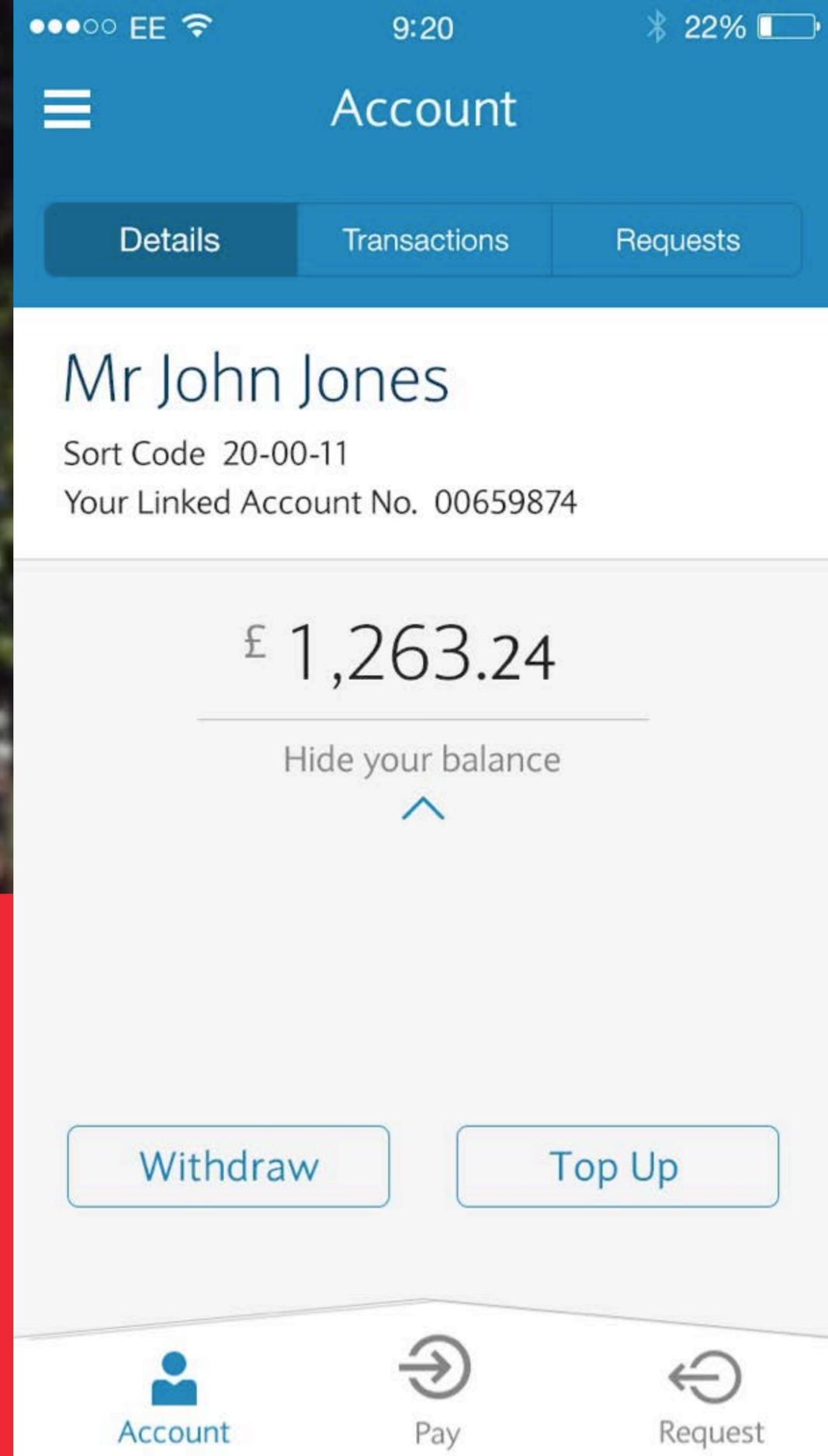
“The mothership is not for sale. But we will monetise the things we create together”



*วิสต้า*

# 3 GREAT PRODUCTS

A Snapshot



ustwo is the lead design partner for Barclays mobile banking apps including Pingit, BarclayCard and Barclays Mobile Banking. We work closely with their internal design & development team.

**3.5 million people active on Barclays Mobile Banking**  
**Highest Net Promoter Score (NPS) of any Banking App - 67**  
**Consistently the Top 3 finance apps**



# MONUMENT VALLEY

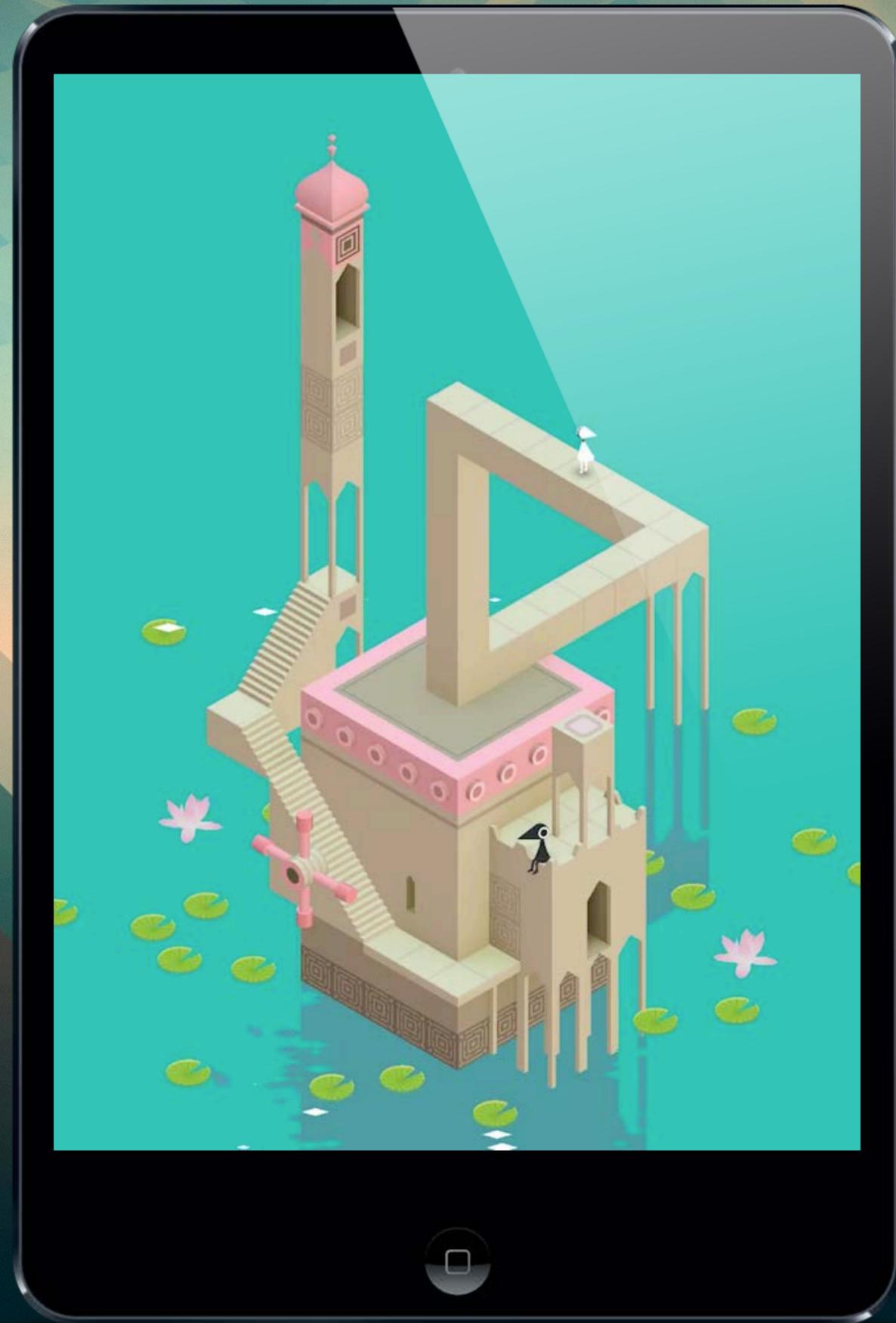
## WHAT

The ustwo games team conceived and built Monument Valley in 12 months with continuous user testing with gamers and non-gamers to achieve a magical and intuitive puzzle game experience with mass appeal.

## THE RESULTS

- Apple iPad Game of the Year 2014
- Apple Design Award winners 2014
- 2 X BAFTA Awards 2015
- 2 x WEBBYS 2015
- 4 million downloads XPlatform
- \$10m revenue

App Store 



# MONUMENT VALLEY

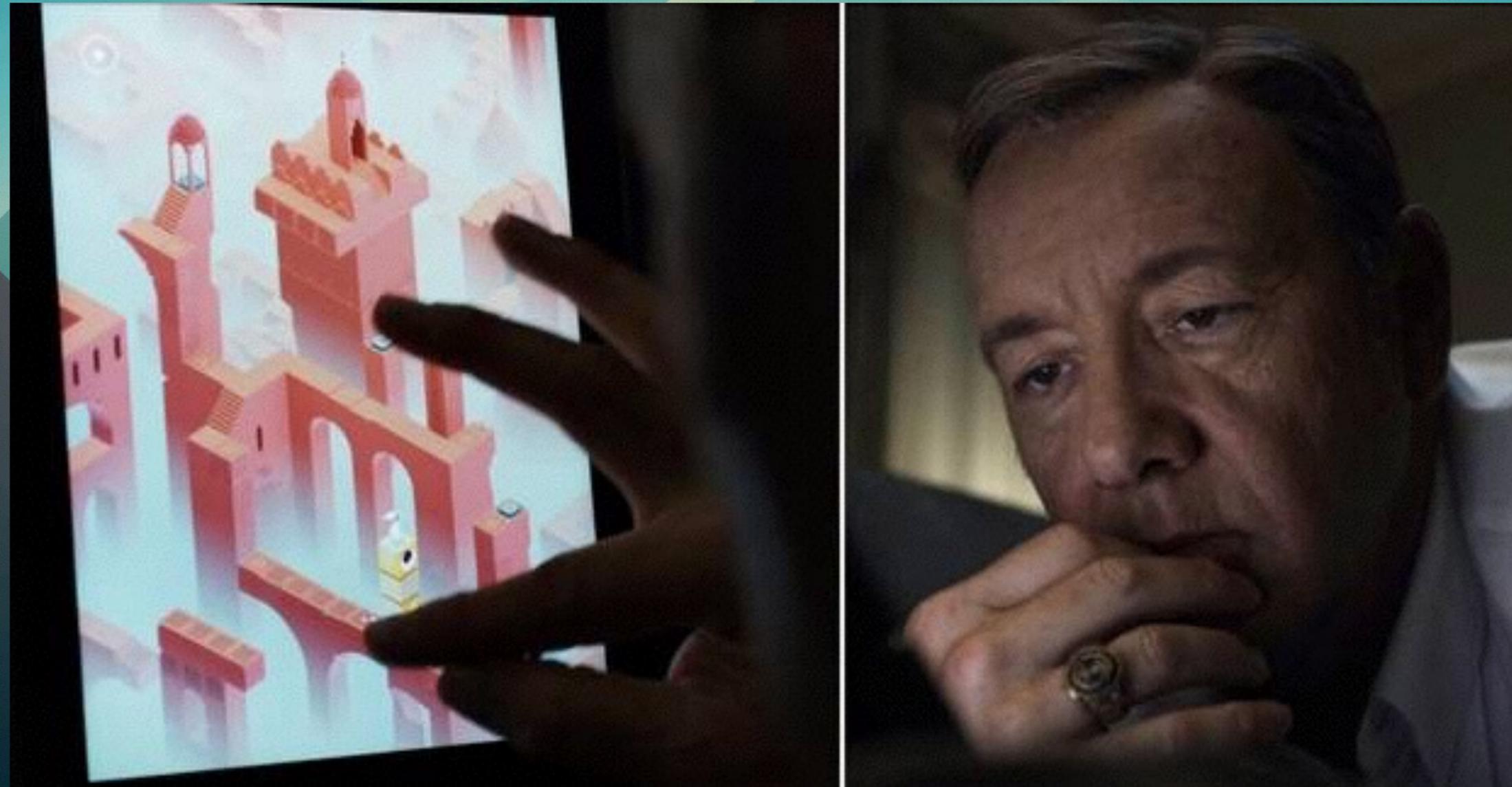
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App Store **BEST OF 2014**

MA Forum 8th June 2015



ustwo

# 8 PEOPLE

12 MONTHS

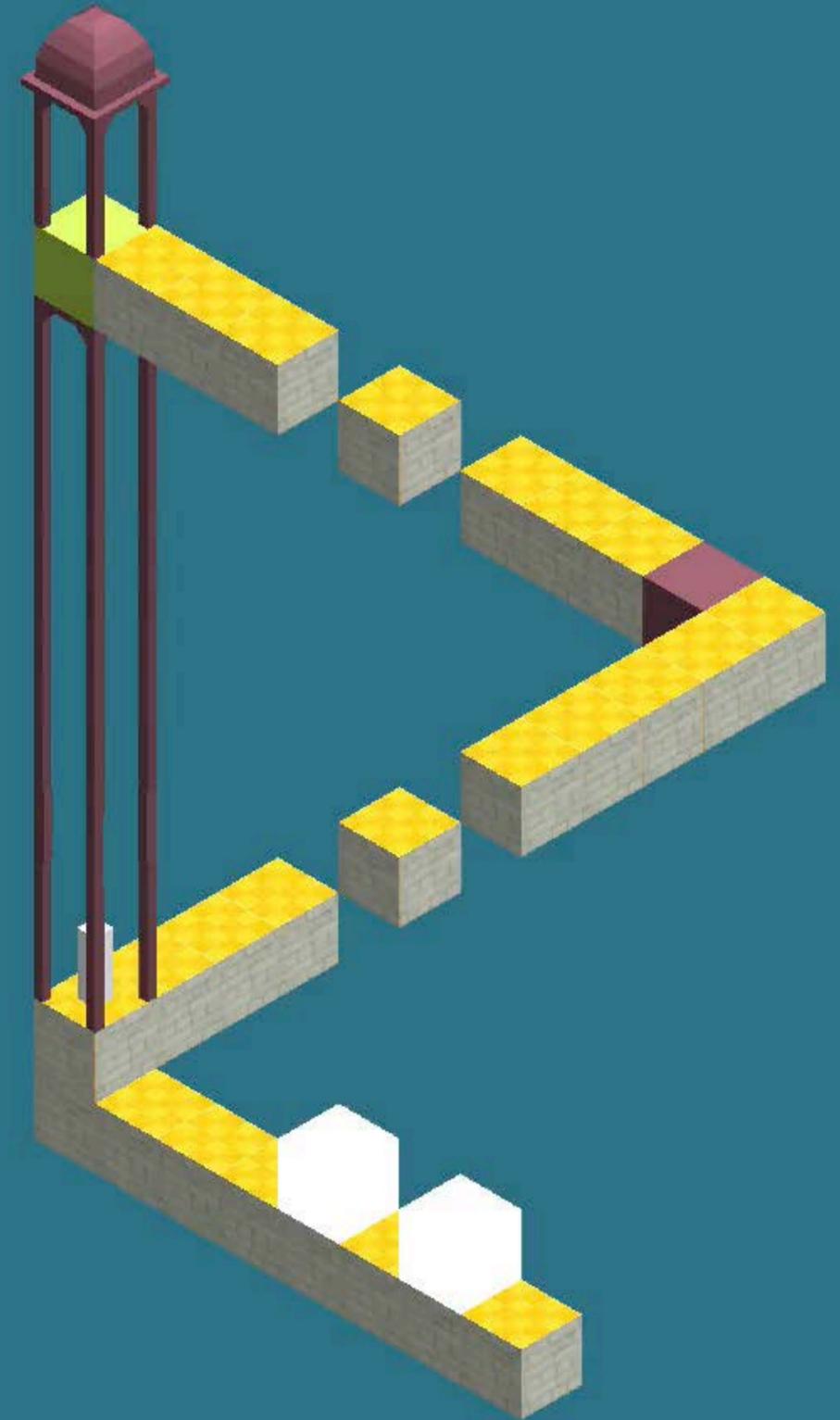
PROTOTYPE

EXPLORATION

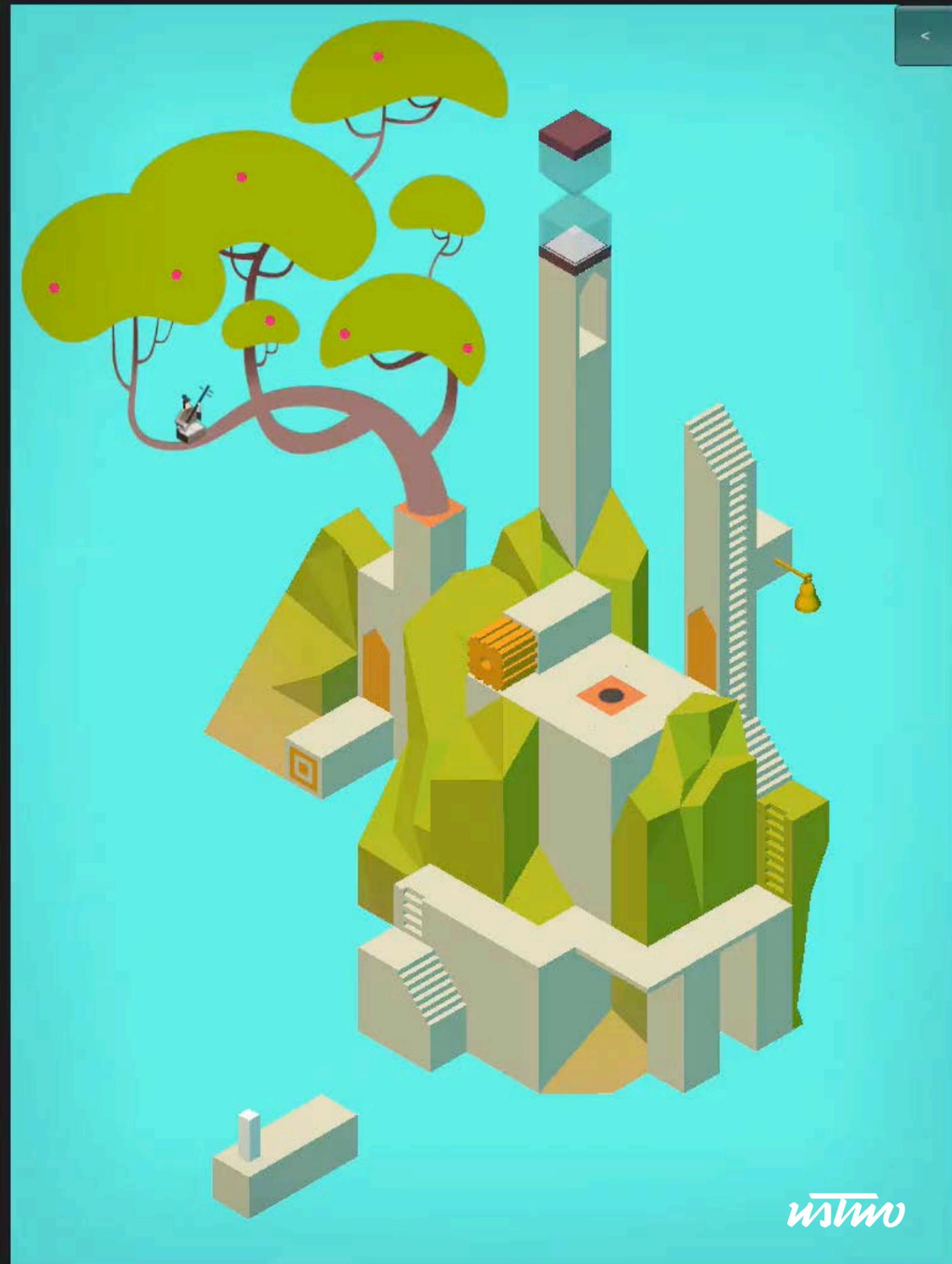
DEVELOPMENT

POLISH

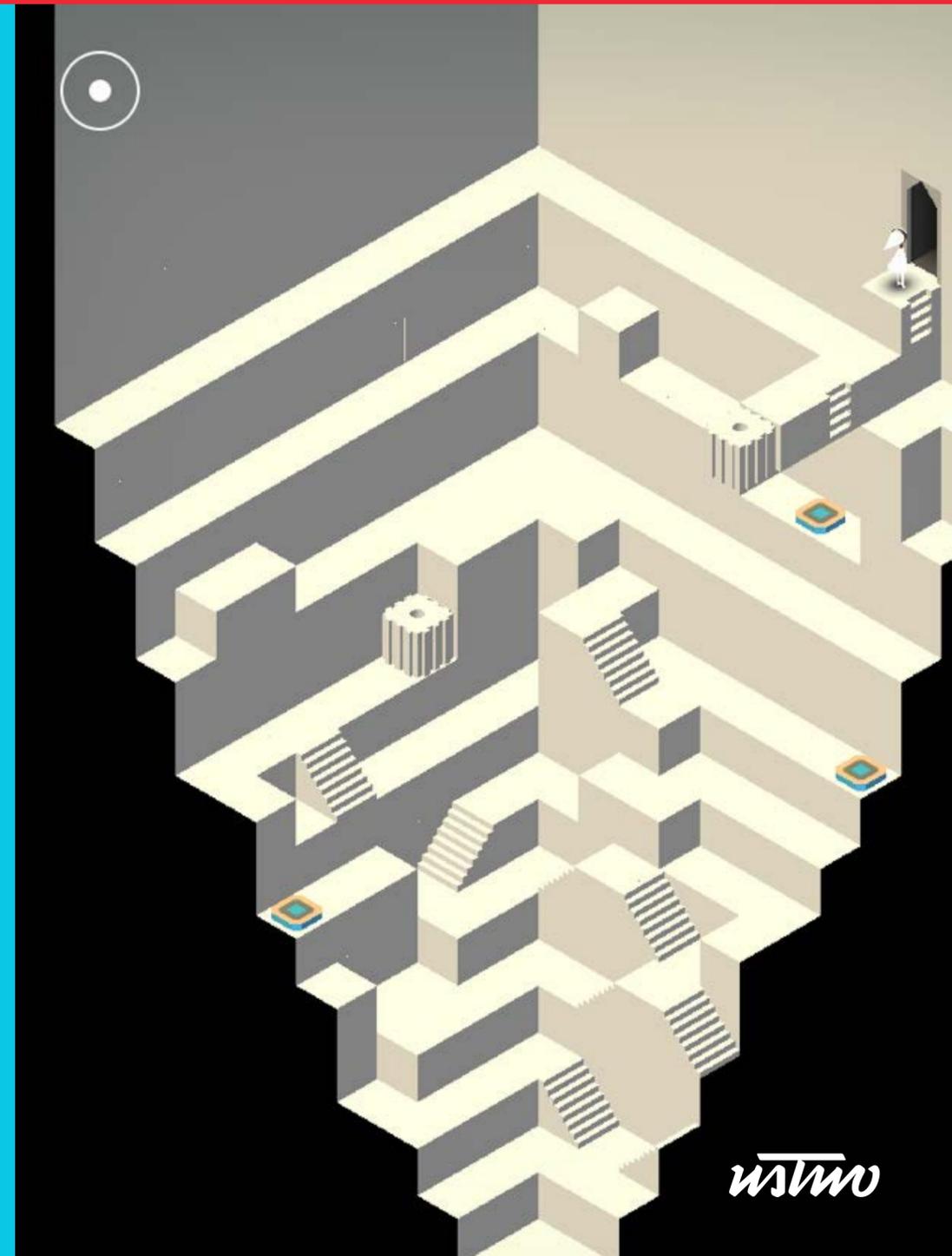
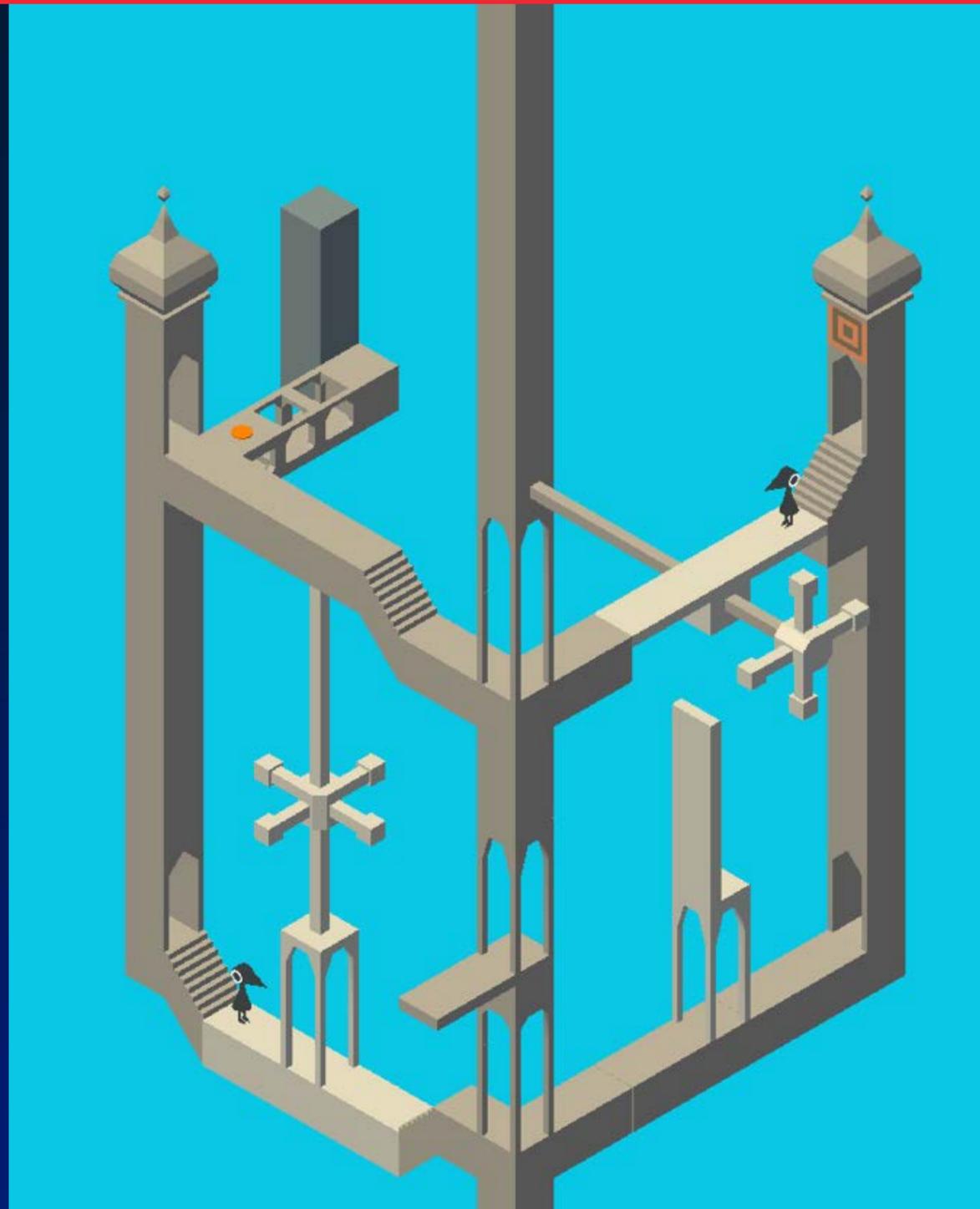
# FIRST PROTOTYPE



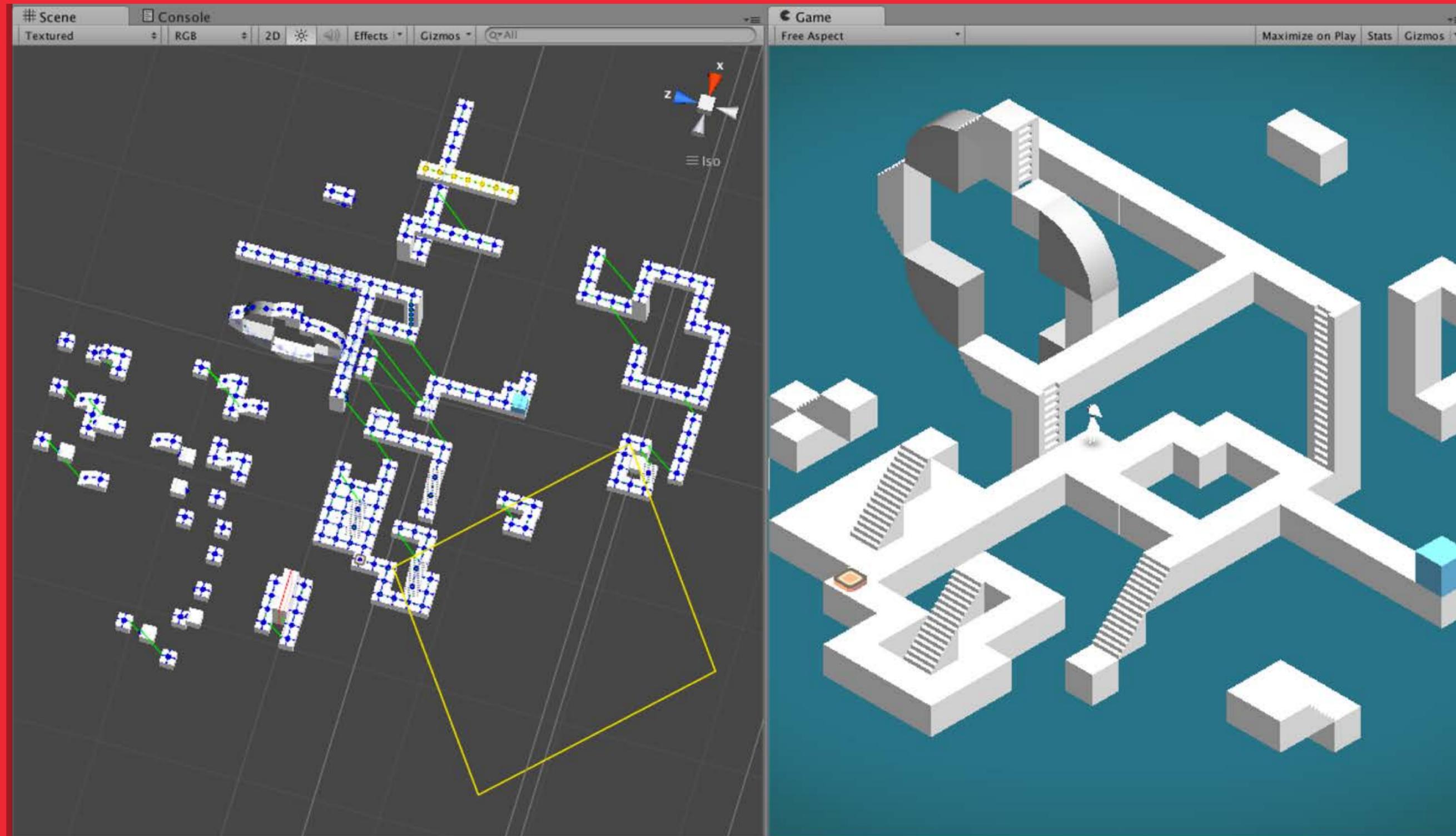
# SECOND PROTOTYPE

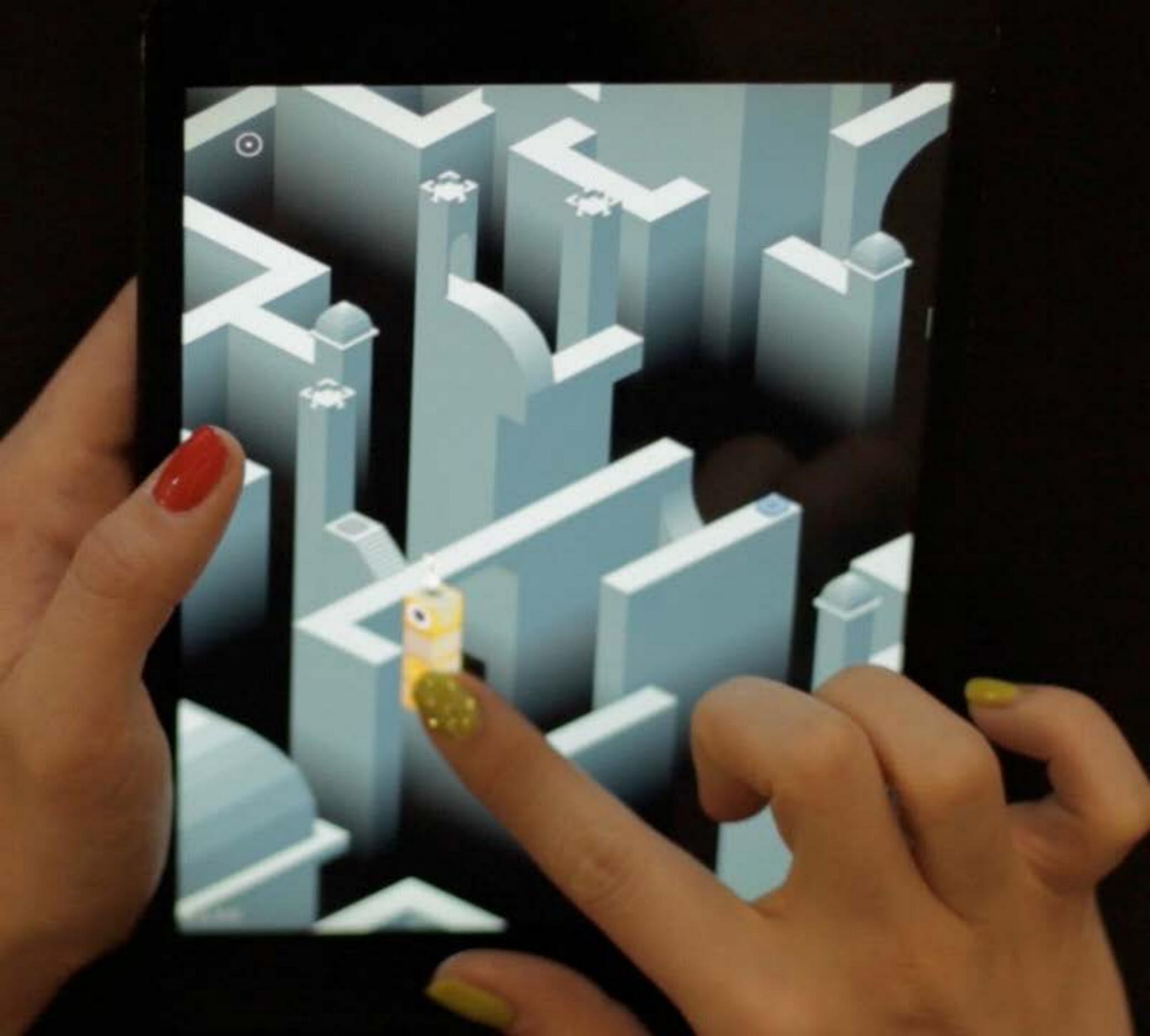


# WE LEARN HOW TO MAKE BETTER LEVELS



# WE REWRITE EVERYTHING





**WE USER TEST  
EVERYTHING**

**10 CHAPTERS**  
**90 MINUTES**

RESPECT THE PLAYER'S TIME

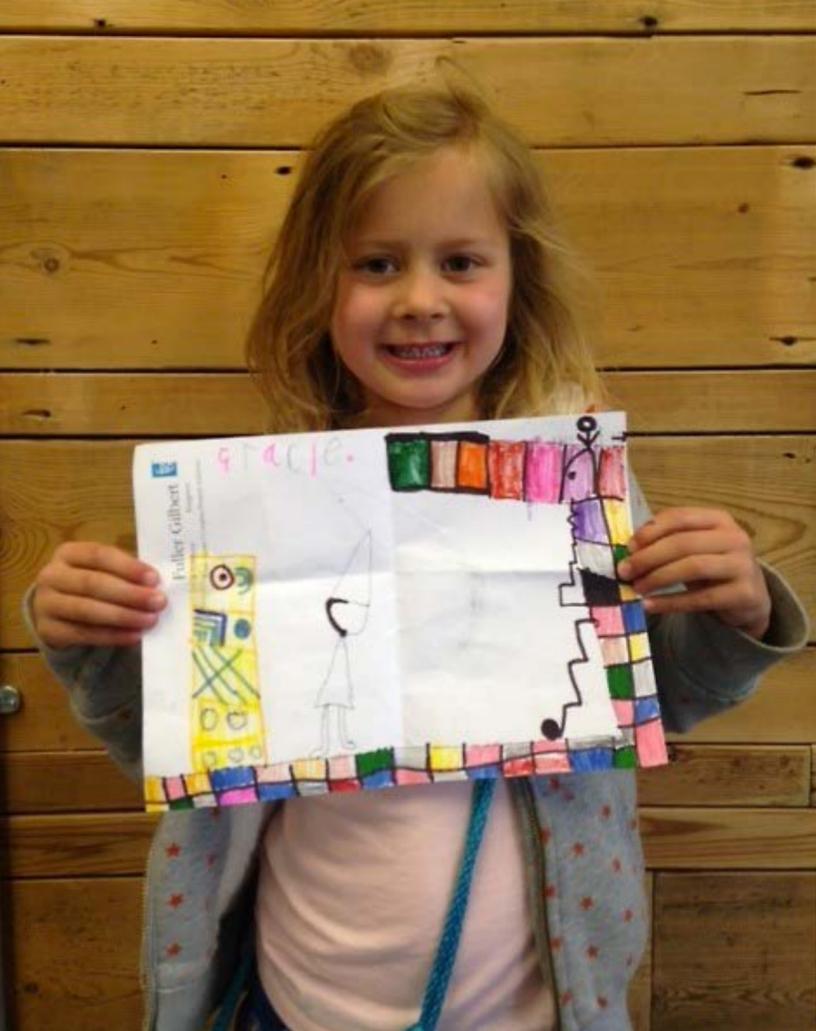
A GAME THAT "NORMAL" PEOPLE CAN COMPLETE

**\$3.99 / €3.69 /**

**£2.99**

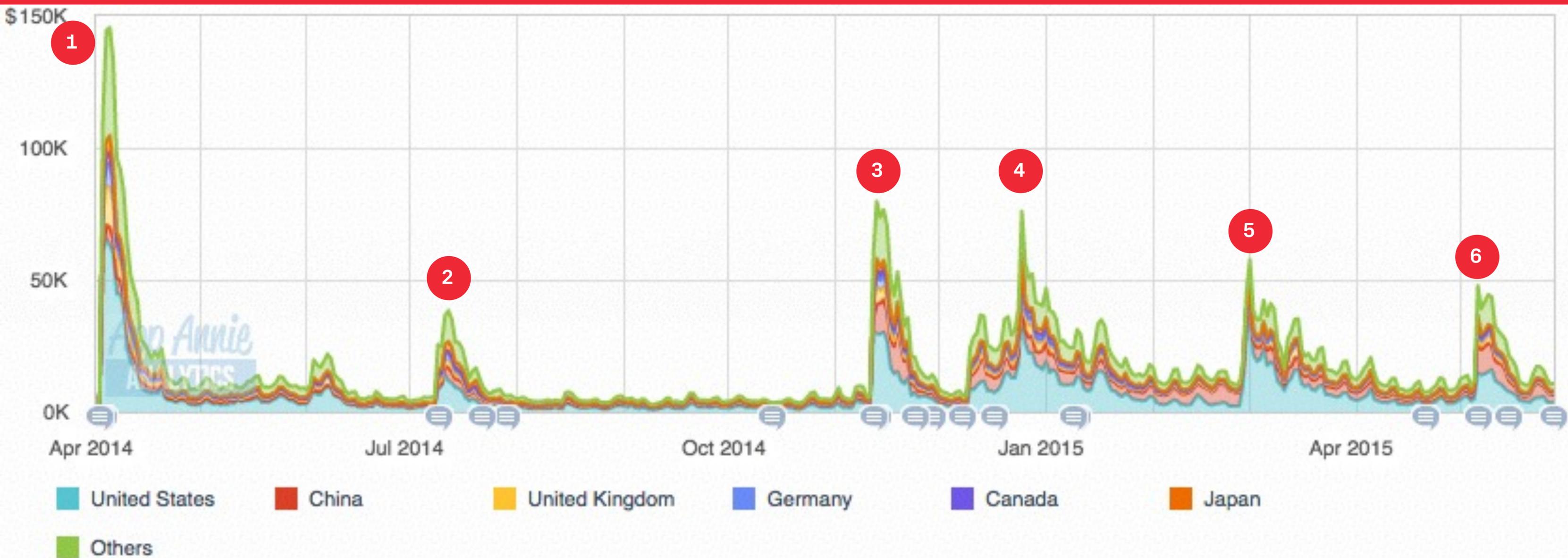
**PREMIUM PRICE FOR A PREMIUM EXPERIENCE**

**OUR BIGGEST CRITICISM WAS  
OUR BIGGEST ASSET**



istmo

# CAREFUL PROMOTION & NETWORKING HAS WORKED HARD FOR US



1. April 2014 - Release

2. July 2014 - 50% price drop as part of summer promotion.

3. November 2014 - Forgotten Shores released.

4. December 2014 - Big peak around Christmas, resulting in good 25th sales

5. February 2015 - House of Cards Season 3 drops. REALLY strong tail from this in comparison to other peaks.

6. May 2015 - Drop price to 99c

*ustwo*

# SO 3 WILDLY DIFFERENT PRODUCTS

Is there an ustwo “way”?

*WSTW*

**EXPERIMENT -  
AND FAIL - A LOT**

Available on the App Store

**PositionApp™**  
Charting Global App Success

130 new  
30 +100  
1 new  
15 -10

App Store

Available on the App Store

**TM**

£1.19

App Store

ustwo Just byline

make **InstaMental™** Share

**FREE**

Available on the App Store

App Store

**BEN 10 MOUTHOFF™**

Available on the App Store

App Store

£1.19

App Store

Available on the App Store

**NOW AVAILABLE**

**TM**

**THE SEQUEL**

App Store

App Store

**BEN 10 ALIEN FORCE DNA SCANNER**

Available on the App Store

App Store

Available now for the iPad

**Granimator™**

Available on the App Store

App Store

App Store

**Whale Trail**

69p

App Store

**TERRY TOUCH**

Out Now!

Available on the App Store

App Store

Available on the App Store

**TM**

**THE THREEQUAL™**

App Store

App Store

**TM**

COMING SOON

App Store

**NURSEMARY RHYMES with StoryTime**

£2.39

App Store

**KIDS COMPANY MOUTHOFF™**

Available on the App Store

App Store

**moshi MONSTERS MOUTHOFF™**

Available on the App Store

App Store

**PRANK YOUR MATES**

Or tell them how

**HAPPY SNAPPER™**

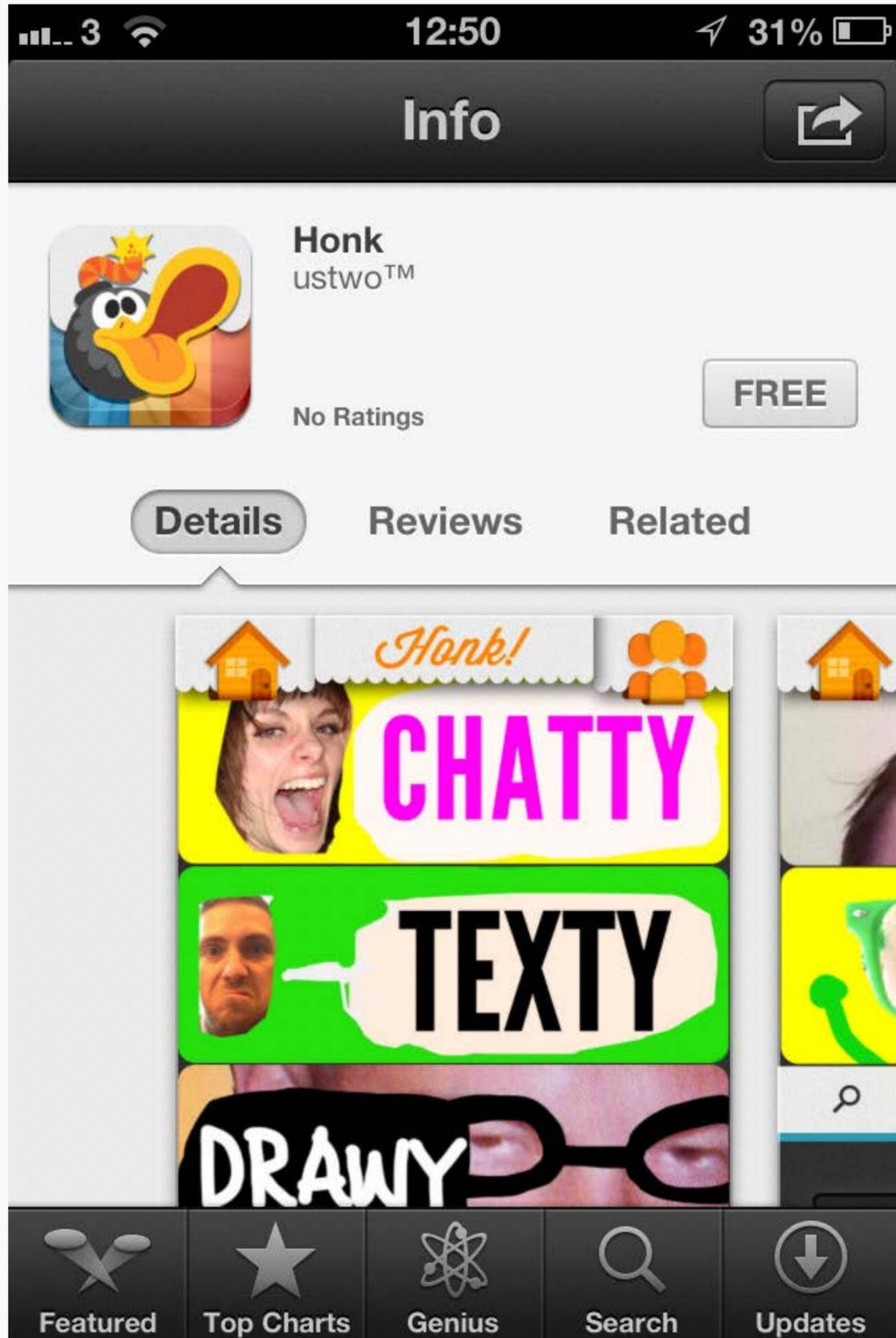
Get it or regret it

59p

That's what I said!

App Store





**5,291.5 hours**

**INVESTMENT**

**£500,000**

**RETURN**

**£0**

# COMPARED TO MV

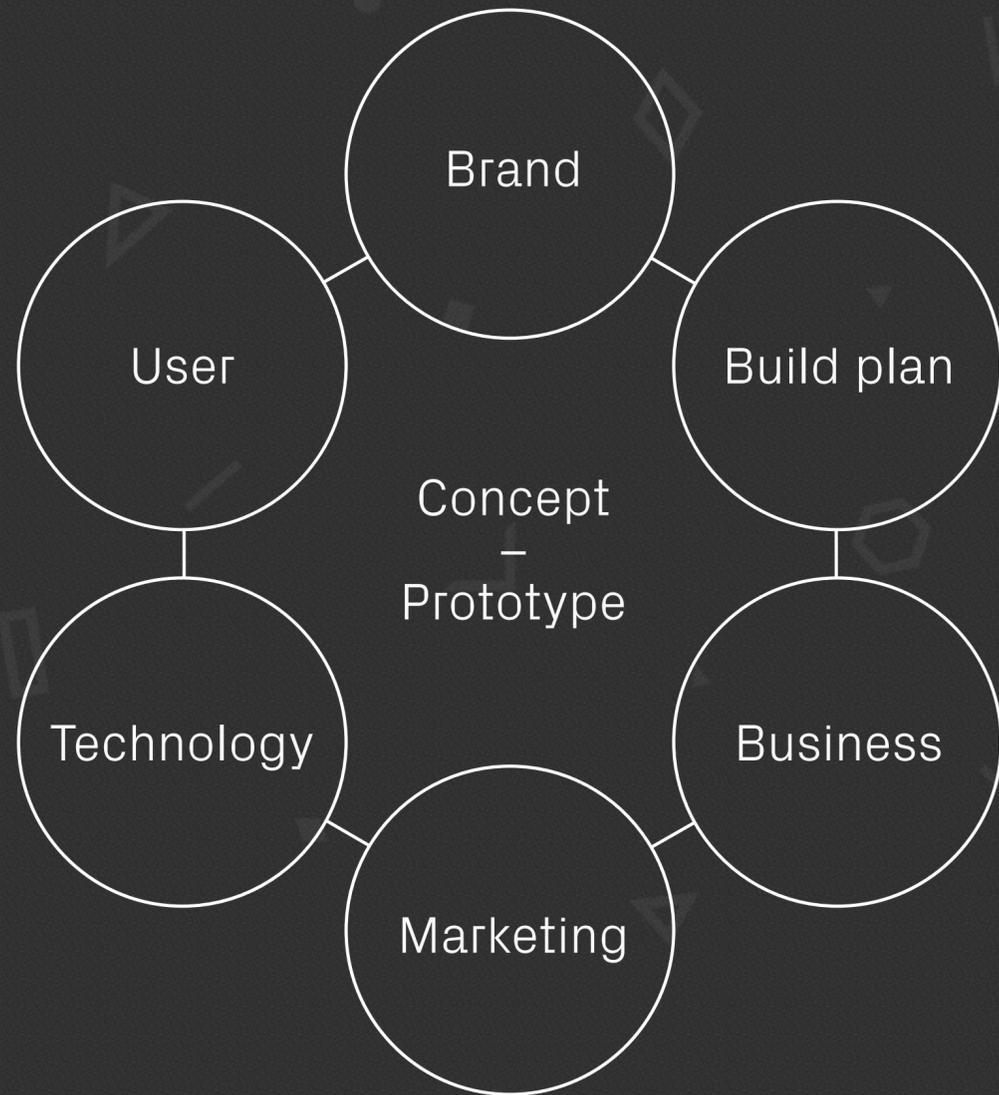
**12 MONTHS' DEVELOPMENT**

**INVESTMENT**  
**£1,400,000**

**RETURN**  
**£6,553,294 (\$10,000,000)**

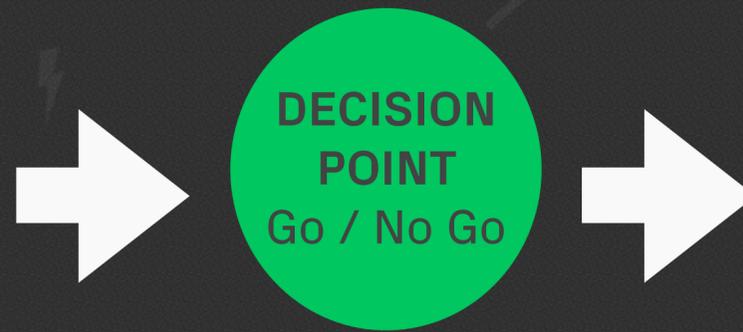
**AND COUNTING...**

# TWO LINKED MODES OF WORKING



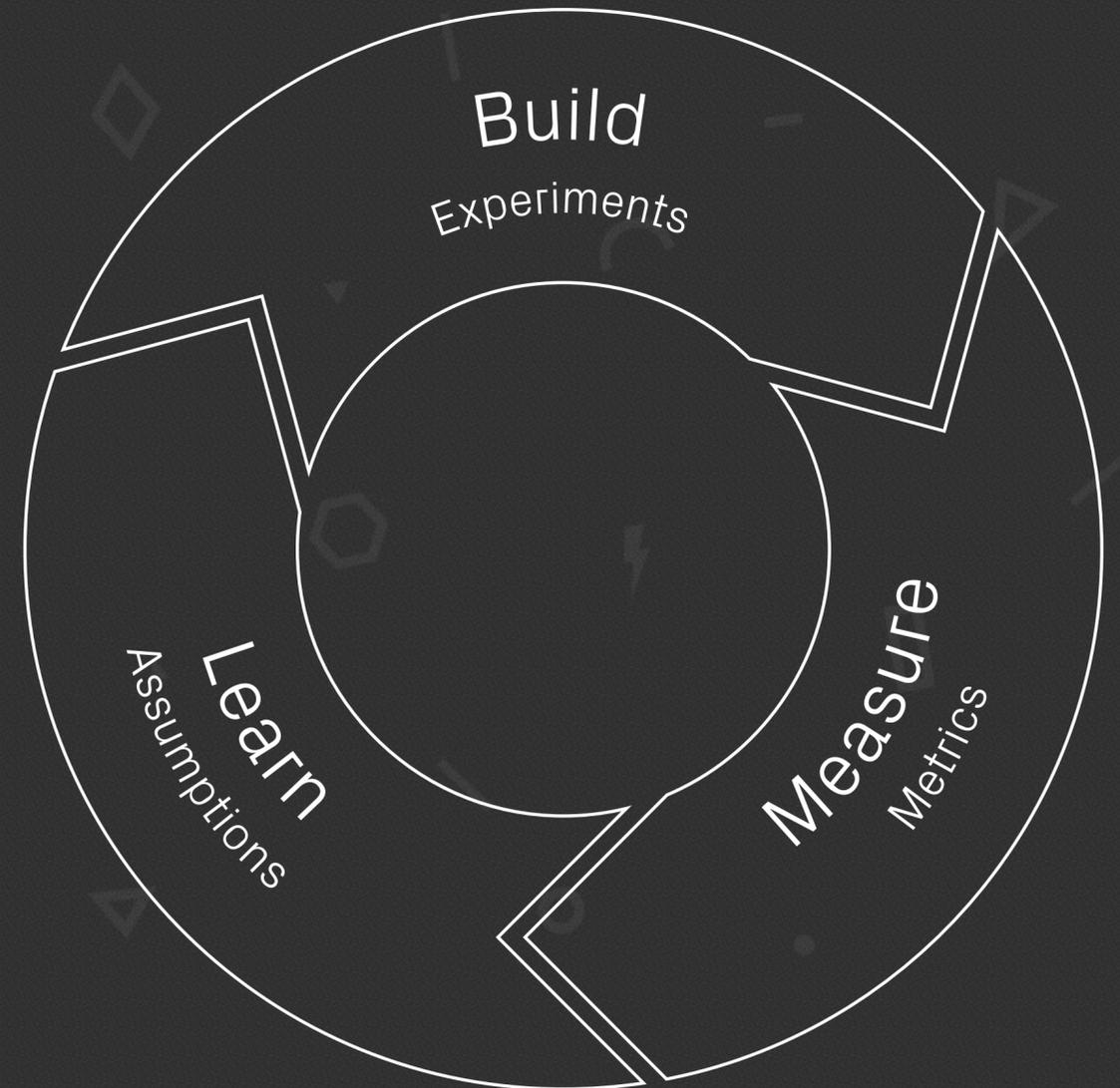
**GET TO THE POINT**  
**(Innovate)**

Are we feeling it?  
Do we know how to build this?  
Do we have a product vision?  
Do we have hypotheses to test?



Do we have "One Team"?  
Can we fill the initial backlog?  
How will we test?

Can the business support the product?



**ITERATE TO MARKET**  
**(Evolve)**

*STAND*

**STAND FOR  
SOMETHING**

**JUST TWO**



# MAKE A DIFFERENCE AND MAKE DREAMS COME TRUE



*วิสัยทัศน์*

**ENCOURAGE  
EVOLUTION**



COMPANIES

PRODUCTS

TECH

UX

APPS

DESIGN

2004

2015



*วิเศษ*

**VARIETY IS  
EVERYTHING**

**RETAIL** COSMETICS  
TRANSPORT **AUTO**  
**BANKING**  
**TICKETING** FASHION DEMENTIA CARE  
**DEVICES** POLITICS  
ECO  
**DEPRESSION CARE**

*ทีม*

**TEAM TEAM TEAM**



# ONE TEAM

- 1** ACCELERATING CHANGE AND COMPLEXITY
- 2** NO ABSOLUTE TRUTHS OR NO ONE EXPERT
- 3** NEED FOR KEEPING THE EXPLORATIVE MINDSET
- 4** NEED FOR A MULTITUDE OF SKILLS AND COLLABORATION
- 5** FOCUS ON DIVERSITY AND GROUP DYNAMICS
- 6** SELF-AWARENESS OF INDIVIDUALS AND ORGANISATION
- 7** INCREASING USE OF TECHNOLOGY

*WSTW*

**BUILD PRODUCTS  
& BRANDS NOT  
APPS &  
CAMPAIGNS**

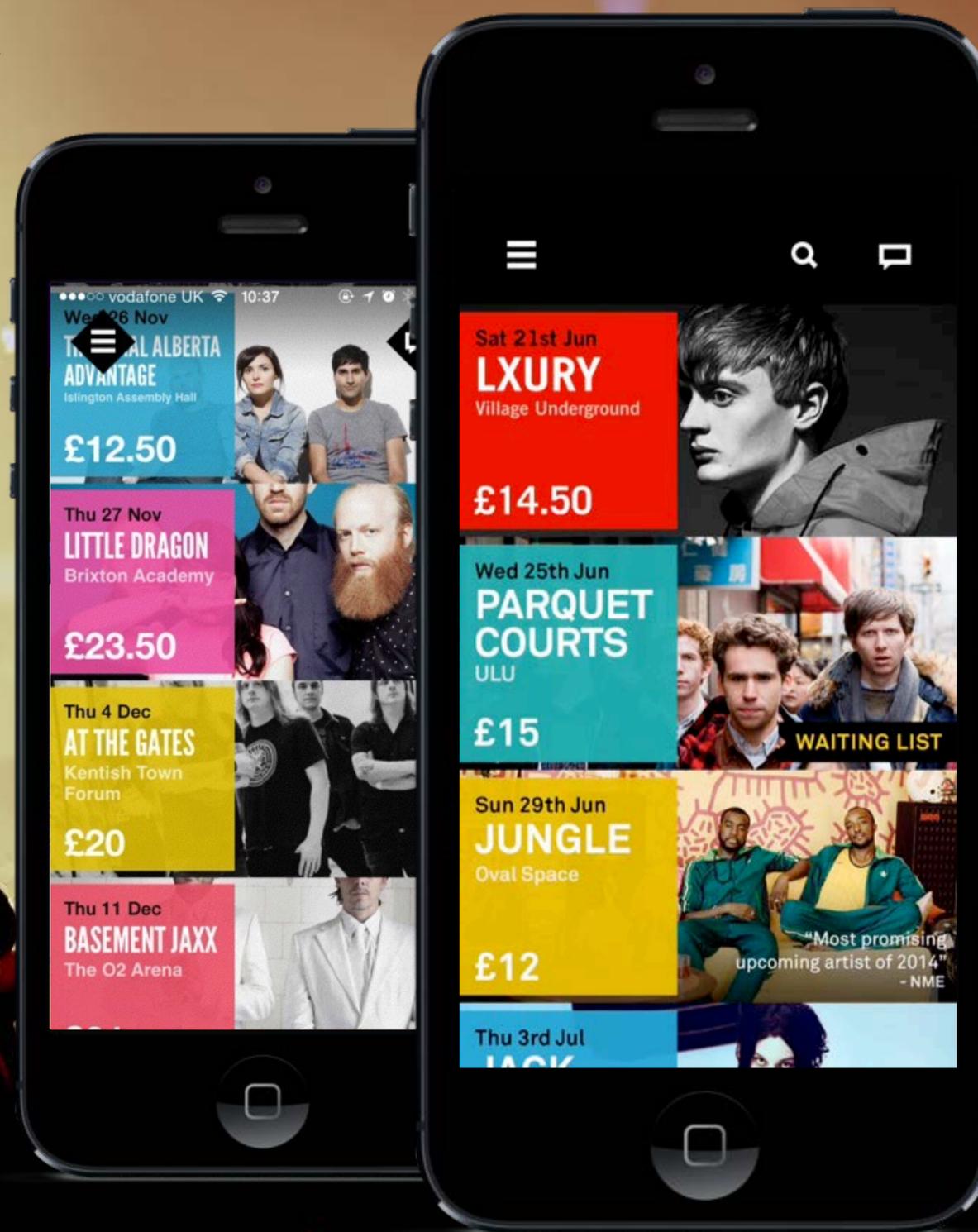
# OUR VENTURES

## WHAT

DICE is 'the smartest ticketing app on Earth'. Built for the fans, ustwo partnered with entertainment industry leaders to deliver the iOS and Android apps and full stack architecture for DICE, helping establish and incubate their team through to funding and launch.

## OUTCOMES

- Raised £1m in seed funding
- Launched in August 2014
- 750 gigs and events featured
- 50K downloads (London only)
- Looking for Series A at the end of 2015



*สรุป*

**TO SUM UP...**

*WSTW*

**LIFE REALLY IS  
TOO SHORT TO DO  
SHIT YOU DON'T  
ENJOY...**

*WSTW*

**SO BUILD STUFF  
THAT PEOPLE  
(THAT'S US)  
WANT**

*ขอบคุณ*  
**THANKS!**

