



GamesConsulting.net

Portfolio of Work

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About Me

About Me

I'm Nick, a F2P product focused professional with:

- 15+ years experience in gamification, F2P mobile and AAA gaming
- Insights on both publishing and development structures
- Primary interests including:
 - Game & feature design
 - Live product management
 - Creation & balancing of game economies
 - Actionable analytics
 - IAP Monetization
 - Developing teams
 - Gamification





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CONFIDENTIALITY

The next slides do **not** constitute the entirety of my work - only some selected projects and information that I have permission to share



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F2P Games

Improving game design, economy,
retention & monetization

Casual Games

Angry Birds 2 (Rovio Entertainment)

- Designed and balanced monetization systems and economy for Rovio's most successful game ever (>\$600MM revenue)
- Also designed live ops strategy and tracking requirements and ran workshops for product team



Drive Ahead! (DoDreams)

- Performed a full deconstruction of core game, meta game, economy and live ops
- Highlighted actionable measures (later implemented) in order to boost retention & monetization



Unannounced Game (Amuzo Games)

- Broke down very complex merge & upgrade-driven economy and rebuilt with stronger player progression and conversion moments
- This led to both higher retention, higher monetization and increased player satisfaction



"From the offset, Nick was a calm and confident voice of reason, quickly applying his expertise and knowledge to influence our decision making."

The insights and recommendations were invaluable, including a presentation to our senior team members and clients.

I wouldn't hesitate to bring Nick onto future products, he's been a pleasure to work with and is guaranteed to get the job done with a great attitude."

Dan Mascal, Head of Production - Amuzo Games

Casual Games

Idle Miner Tycoon (Kolibri)

- Worked with their junior product team to understand opportunities of the game, teaching them about PLM / content strategy, live ops and more
- Advised on event strategy & reward structures leading to improved revenue



Operate Now Hospital (Spil Games)

- Designed, implemented and optimized system of triggered / contextual offers for Spil Games' biggest title
- Led full review of mobile business unit, delivering concrete steps to C-suite on how to improve performance



My Spa Resort (Cherrypick Games)

- Worked with management team to improve game systems, balancing and backlog
- Went on to support the team on several other projects mostly on game / econ design / live ops



"Nick's game dev experience & understanding made the process of improving our KPIs inspiring & enjoyable. With Nick's input we managed to increase the KPIs we targeted!"

**Michael Sroczynski,
Co-Founder & Game
Director -
Cherrypick Games**

Midcore Games

DragonSoul & Knights and Dragons (GREE Germany)

- As Director of Live Ops & Product at GREE, I ran the EU team which managed *Dragonsoul* (similar to Heroes Charge) and *Knights and Dragons*. Responsible for:
 - Developing revenue targets and strategy
 - Improving the live products through live ops, new feature specifications, analysis etc.
 - Building and leading a team of ~10 people ensuring transparency and empowerment
 - Creating and iterating on processes for efficient operations for both products and team
- Responsible for significant improvements in revenue and conversion KPIs for both games



“With his excellent knowledge and skills regarding design, production and operations of f2p games, Nick is conscious of and deftly reconciles the priorities of product, business and operations and provides structured analysis, elegant solutions and outstanding value in any situation.”

Philipp Karstaedt,
General Manager -
GREE Germany

Midcore Games

Autogun Heroes (Nitro Games)

- Helped to refine economy, feature backlog in game, similar to Mr Autofire / Archero
- Also mentored game team on live operations best practices



Otherworld Heroes (Bublar Group)

- Designed significant core & meta-game changes to an AR, geo-location RPG
- Team went on to implement many of the recommendations resulting in improved LTV



Last War: Army Shelter Battles (TinyBytes)

- Mentored team on improving meta-game and economy leading to significant KPI improvements
- Also supported other game teams in similar areas including AB testing and product strategy



“It was great to work with Nick on one of our new games. Nick’s documentation provided a much clearer and deeper vision of aspects that were taking place, and helped us understand what our players were looking for in the game. The AB Tests conducted in alignment with Nick’s recommendations resulted in improvements like 11% in D1 Retention, 33% in Spender Conversion, and 31% time in the game. We’ll be happy to collaborate with Nick again.”

**Andres Constantinidis,
CEO - TinyBytes**

FPS Games

NERF: Superblast (Nitro Games)

- Reviewed early game design documentation and provided feedback
- Also worked with team during soft launch to solve issues around monetization depth and IP limitations



Mobile Hunting Game (Undisclosed)

- Created full game design documentation for a new FPS title
- Planned whole economy including meta-systems and live operations



Heroes of Warland (Nitro Games)

- Performed a detailed deconstruction of core, meta, economy and live ops to highlight issues and opportunities
- Many changes were implemented resulting in improved engagement, retention and monetization



“Nick created an in-depth analysis of Heroes of Warland meta & monetization and how to improve it. Based on his feedback we have managed to make improvements to the live game. I would highly recommend his expertise in this field.”

Leo Kihlman, Game Director - Nitro Games

Simulation Games

Dirt Bike Unchained / Offroad Unleashed (Kuuasema)

- Full deconstructions of 2 racing simulation games
- Highlighted possible KPI improvements through battlepass best practices, economy updates and more



Fashion AR (FortuneFish)

- Performed a full deconstruction of core, meta, economy and live ops
- Identified actionable measures designed to enhance retention and monetization, with subsequent implementation



Big Farm (Browser) (Goodgame Studios)

- Designed entire meta-game feature in order to boost late-game retention and monetization
- My suggestions were employed by the team, leading to observed improvements in subsequent KPIs



"Nick impressed from the start with the quick grasp on deep mechanics and its relation to game balance, user journey and last but not least monetization.

The result of our coop was outstanding and delivered (meta feature) designs were implemented with only minor tweaks. Highly recommended, 5/5 - anytime again."

Chris O'Kelly, VP Live Games - Goodgame Studios

Sports Games

Mini Golf 3D (Interactive Games Entertainment)

- Deconstructed this game which had a solid install base but lower retention and monetization
- The recommendations provided were implemented, leading to substantial KPI improvements



NEO:BALL (Fil Games)

- Performed a full deconstruction of core game, meta game, economy and live ops
- Highlighted actionable measures (later implemented) in order to boost retention & monetization



“Working with Nick was such a smooth process! He came up with a plan that would fit my needs, pointed me towards various areas of improvement in my game, and made very clear and refined recommendations on how to approach those areas.

His fresh perspective and ideas for improving the on-boarding funnel and in-game economy were immensely helpful. Looking forward to working with him again!”

Sinan Ozeray, Founder - Fil Games

Strategy Games

Warhammer: Age of Sigmar Champions (Playfusion)

- Deconstructed very hardcore card game with complex ruleset
- Provided feedback leading to improved FTUE, retention and subsequent monetization



Elementis (Multiplayer TR)

- Worked with the team, providing design guidance for their meta-game features
- Particular focus was on mid-long term player goals and monetization



Duelyst 2 (Dreamsloth)

- Deconstructed the economy & live ops of this game, similar to *Hearthstone*
- Showed how to create value and desirability within the economy without unbalancing gameplay or upsetting core players



"Nick did a wonderful job becoming intimately familiar with the mechanics and economy of our PC game in a short amount of time and was able to provide very insightful recommendations for enhancing our in-game economy and developing a product lifecycle management strategy to keep the game interesting and fresh for players. We look forward to working closely with Nick again in the future!"

**Malik Ahmed, Founder -
Dream Sloth Games**

Narrative Games

My Love (GameBook)

- Supported live ops team across multiple functions including updating analytics requirements, event configuration, game economy management
- Even with little marketing spend, we were able to make meaningful improvements to targeted KPIs



Perfume of Love (TicTales)

- Deconstructed game and developed plan of features, upgrades and economy changes to boost performance
- This included several innovations within the narrative mobile genre, some of which the team went ahead to implement



"It was a pleasure working with Nick and we will not hesitate to reach to him in the future for new projects!"

**Harouna Camara,
COO &
Co-Founder -
TicTales**

Web3 Games

Apex Kings (Supremacy Games)

- For a racing management simulator, designed F2P economy and progression systems to sit alongside web3 tokenomics and unlocks
- Worked with team to develop their understanding of F2P + Web3 challenges



Unannounced Project (Undisclosed)

- Designed F2P economy for a complex management sim to complement the web3 elements
- Also built in multiple parallel progression vectors to engage and retain players



“Nick demonstrated exceptional skill in designing the economy and meta-progression for our hybrid Free-to-Play and web3 game. His thoughtful approach and innovative mechanics promise to deliver a dynamic player experience”

CEO & Founder



3

Education

Sharing insights within the industry

Masterclasses & Talks

- I have spoken at 10+ conferences (primarily **Pocket Gamer Connects** and **White Nights**), giving insights on the mobile games industry
- I have also run multiple **Pocket Gamer Masterclass** sessions (3h workshops) on the subject of creating and balancing economies in F2P systems
 - These were the highest attended of the masterclasses and feedback from participants was overwhelmingly positive



Custom Webinars

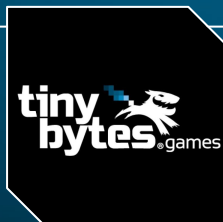
WhatWapp

- Created a series of webinars on the subject of product ownership, empowering many members of the team to contribute to high level decisions
- Provided advice on extending the life cycle of live games



Tiny Bytes

- Created a set of webinar / workshops to go through with the product team as they looked to enhance their understanding of F2P product strategy
- Worked with the team through specific problems and questions, coming to actionable conclusions



Rovio

- Build a presentation on live operations and presented to the whole company
- Then held a half-day workshop for the senior product team, focusing on improving their monetization and reducing content burn rate



"It was an absolute pleasure to have Nick as a facilitator for our LiveOps workshop. His insights and knowledge of the ways of working with live games provided for us very interesting views how we can improve our operations. Also it was a lot of fun, as game development should be."

**Miika Tams, VP,
Games - Rovio
Entertainment**



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Other Services

Financial forecasting and
due diligence

Custom Webinars

Undisclosed Firm - Due Diligence

- Examined a potential acquisition in great detail from perspective of current games performance, potential, processes and staffing
- Also developed 6 month roadmap for each game to reach ambitious KPI targets



Ironklad Studios - Financial Forecasting

- I provided financial forecasting services helping the MD to understand the potential of a larger transmedia venture
- This informed the company strategy and avoided a potentially risky investment



Nordisk Games - Financial Forecasting

- I provided forecasting services for Nordisk Games for one of their bigger investments in the mobile market
- Justified the data assumptions, market position and competitive landscape. The outcome was extremely close to the reality



“Nick did very impressive work for us within a short time frame on one of our key IPs. We were impressed with his industry knowledge and deep quality of analyses.”

**Christopher
Håkonsson, Head of
Strategy - Nordisk
Games**



5

Gamification

Boosting engagement, retention
& monetization

Platform Gamification

Major (Top 3) Credit Card Company

- Designed wide ranging improvements to loyalty scheme based on pillars of **Progression, Rewards, Social Interaction** and **Fun**
- Built as a modular system which would ensure agility/quick pivots in development
- Included breakdown of best practices in finance as well as other gamified experiences



Featured.com

- Designed structure of badges, achievements, dailies, social competition and first time user funnel optimizations, all balanced to ensure strong retention curve
- Built monetization framework to increase premium subscription rates
- Included all tracking and analytics requirements to ensure potential for rapid optimization



"Nick played a pivotal role in Featured's approach to customer engagement and revenue growth. His expertise in gamification strategies not only will enhance our user experience, but also will play a significant role in boosting our key performance indicators. Nick's innovative and tailored solutions will be instrumental in setting a new standard for us in how we interact with and retain our customers."

**Brett Farmiloe, CEO -
Featured**

App Gamification

NextGem

- Designed gamification of collections and social competition/ cooperation to facilitate the app's use as a social network and card trading platform
- Designed all economy, timing and tracking requirements



Sleepagotchi

- Provided extensive feedback to team with primary focuses on improving:
 - Early retention
 - Economy simplicity
 - Monetization



Lock&Stock

- Built gamification layers of collection, achievements, badges, charitable donations and more
- Designed all economy, timing and tracking requirements



We worked with Nick for our mobile app, Lock&Stock, which relied heavily on gamification to encourage people to reduce their screen time and live better lives.

As our Gamification Lead, Nick played an absolutely critical role on our team and his insights and strategies were instrumental in our success, all the way from the pre-launch stage to the growth stage with tens of thousands of users in over 80 countries.

Craig Fernandes, CEO - Lock&Stock

**For inquiries or further information,
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