

Consistent common sense from Genesis to mobile Era

Yoshiyuki Miyagawa Geppetto Inc.



GEPPETTO

17years old

37years old



1991

1992

2008

2011



17years old



37years old



1991

1992

2008

2011



17years old



37years old

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1992

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2011

17years old



37years old



1991

1992

2008

2011

What is my job?

My jobs rules.

1. Skill

2. Sense

3. Identity

4. Money

My jobs rules.

1. Skill

2. Sense

I must have skills to make fun games.

3. Identity

4. Money

My jobs rules.

1. Skill

I must have skills to make fun games.

2. Sense

I must know what is the fun for people.

3. Identity

4. Money

My jobs rules.

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3. Identity

Games must be fun to people.

4. Money

My jobs rules.

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I must know what is the fun for people.

3. Identity

Games must be fun to people.

4. Money

Making games which played by many people.

Rule. #1

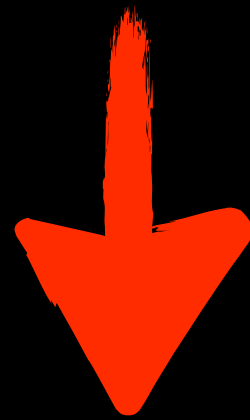
Skills

I must have **skills** to make fun games.

Rule. #1

Skills

I must have **skills** to make fun games.



How should I keep my motivation?

How should I keep my motivation?

17years old



37years old



How should I keep my motivation?

17years old



37years old



Creators



17years old

Unfriendly...





meet&talk!

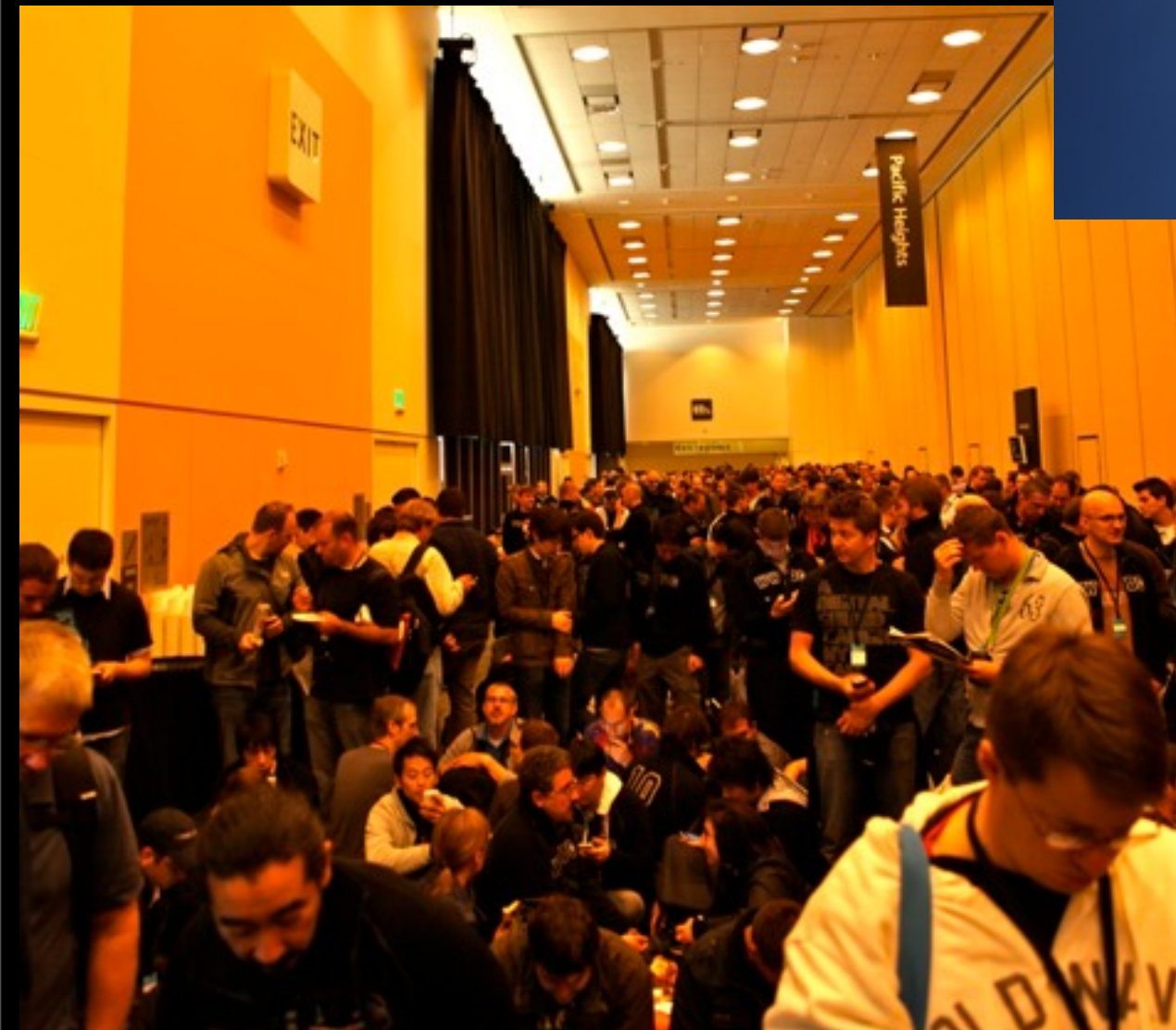
Be friendly!



Friends will be your motivation.



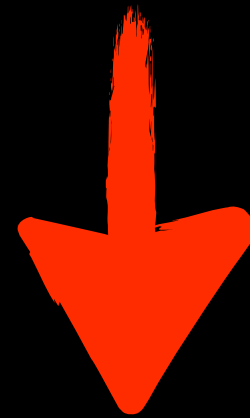
Friends will be your motivation.



Rule. #1

Skills

I must have **skills** to make fun games.



You should have friends who have the skills which you want.

Rule. # 2

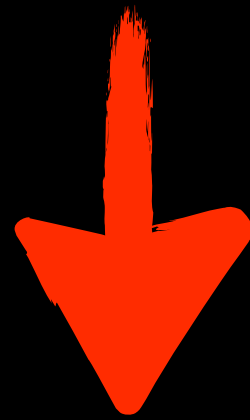
Sense

I must know what is the fun for people.

Rule. # 2

Sense

I must know what is the fun for people.



You should play games!

You should play games!



You should play games!





Hundreds friends who are playing my games.



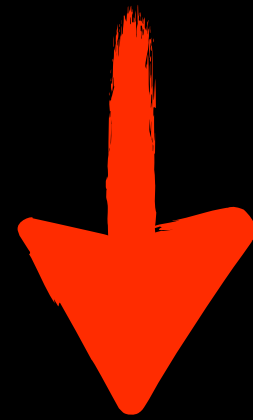
They tell me hundreds wishes
and defects of the App.

I got like this message directly
“This App is nicer than yours.
Check it out!”

Rule. # 2

Sense

I must know what is the fun for people.



You should have friends who enjoy games!
And play games a lot.

Rule. # 3

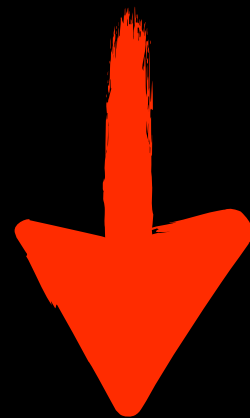
Identity

Games must be fun to people.

Rule. # 3

Identity

Games must be fun to people.



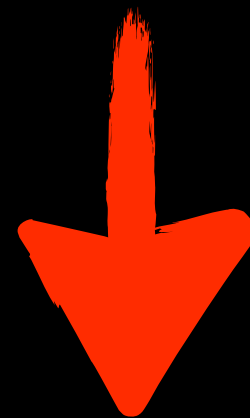
Games should not disappoint people.

Your game must be understood immediately.

iPhones App Wars



How should we check this?



Games should not disappoint people.

Your game must be understood immediately.

The best practice is..

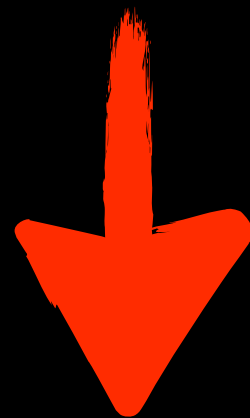
Show your app to people throughly as possible you could.



Rule. # 3

Identity

Games must be fun to people.



You should give your app to completely strangers.

Pay attention to the first impression.

So..

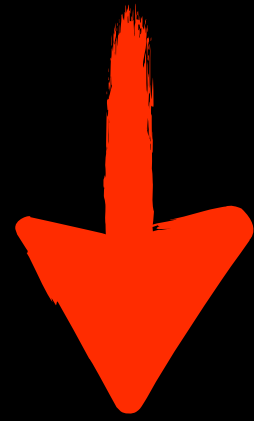
Let's think about

Money!

Rule #4

Making games which played by many people.

Making games which played by many people.



Attractable rather than competitors.

Promote your game to let people know that.

Attractable rather than competitors.



300,000 copies

Cool camera working

Most intensive shooter

Multiplay Solitaire



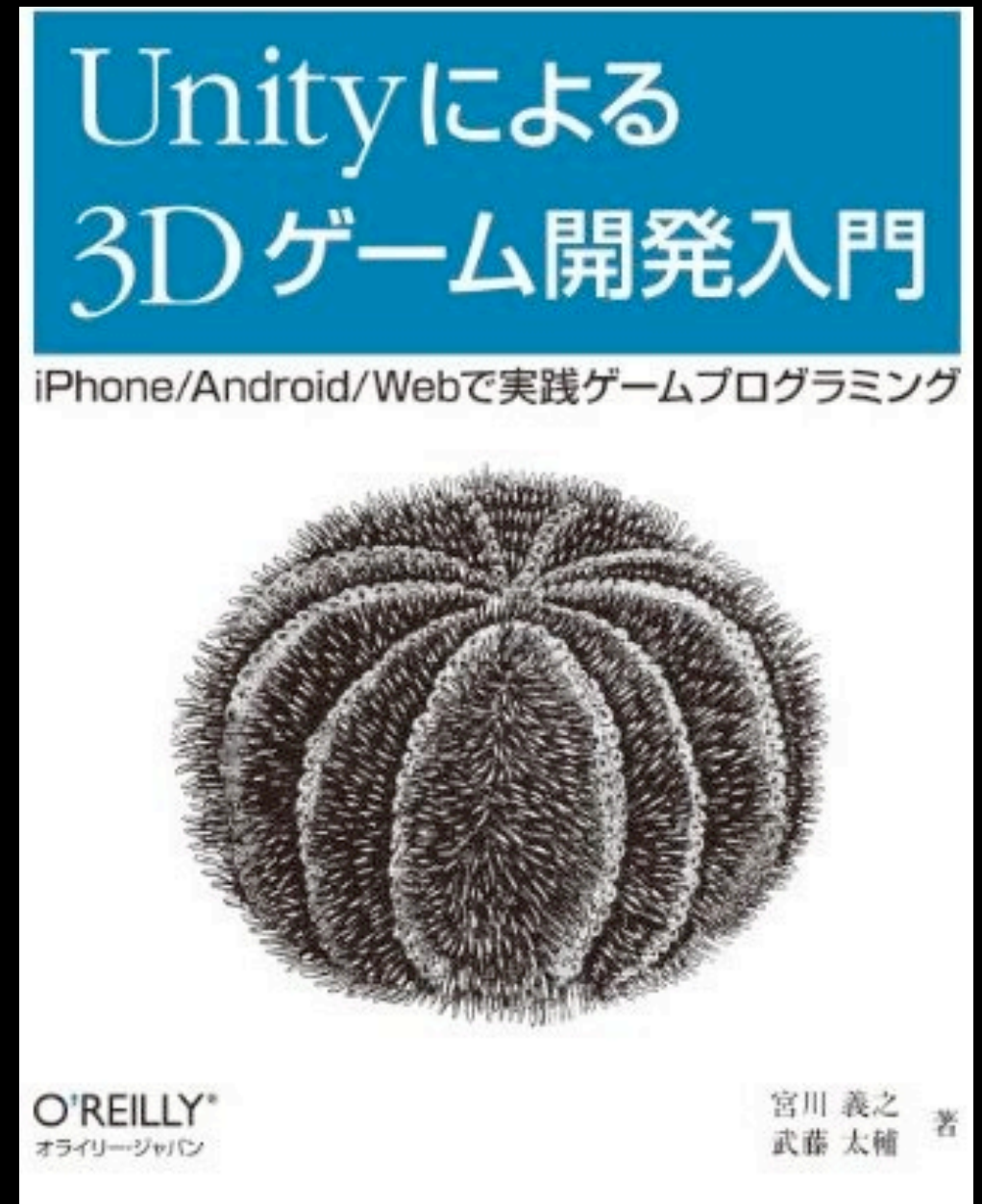
3000,000 copies

700,000 copies Japan Only

Strong weapons for iOS developers!



A book about Unity will be released in Korea



Promote your app to media!



touchArcade
••• Keeping you in touch with the latest in iPhone gaming



Promote your game to let people know that.



You should know media people first.



touchArcade
 ...Keeping you in touch with the latest in iPhone gaming



Do you remember me?

'iYamato' - Currently Sixth on Japan's Top Ten
 posted June 30th, 2009 6:37 PM EDT by Eli Hodapp in \$0.99, Reviews, Shooter, iPhone games, iPod touch games

I ran in to Yoshiyuki Miyagawa, CEO of Geppetto, Inc at WWDC as he was walking around with his phone slung around his neck telling anyone who would listen about himself and his games. Miyagawa has an impressive resume which includes 14 years at Square-Enix where he had his fingers in *Dawn of Mana* and served as the Lead Programmer for the console version of *Final Fantasy XI*.



Geppetto's latest offering, *iYamato* [App Store], allows players to play as the flagship of the Japanese Combined Fleet during World War 2, the Yamato. With the Yamato and her sister ship, the Musashi were formally commissioned in 1941, they were the largest and heaviest battleships ever constructed and were armed with massive 18.1 inch main guns.



POCKET GAMER

iYamato provides a unique experience since playing as the Japanese battleship Yamato and her sister ship, the Musashi, during the Battle of the Philippine Sea (Ten-Go). (Read more about the Yamato and its battles on Wikipedia.)



Battleship behemoth iYamato sails out onto the iPhone

Sinking the unsinkable
 Product: *iYamato* | Developer: Geppetto Inc | Genre: Shooter

by **Spanner Spencer**

Yamato isn't only the ancient name of Japan - it was also a class of the country's largest and most powerful battleship in World War II. In this beautiful looking new iPhone game from Japanese developer Geppetto, the *iYamato* joins the ranks of the *Lusitania* and the *Titanic* as an unsinkable ship that ultimately... well, sank.



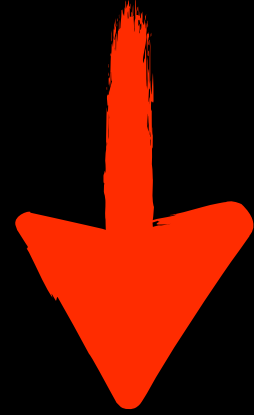
But the *iYamato* puts up a pretty spectacular fight before it goes down. You take control of the floating juggernaut's many guns in something of a unique Missile Command twist, defending the ship from an onslaught of aerial bombardments using the touchscreen controlled rail guns and cannons.

New battleships and new weapons are promised in a forthcoming update of *iYamato*, but in the meantime you can get used to dominating the seas in the original armoured floating fortress for just 59p.

War has never been so affordable. Check it out.

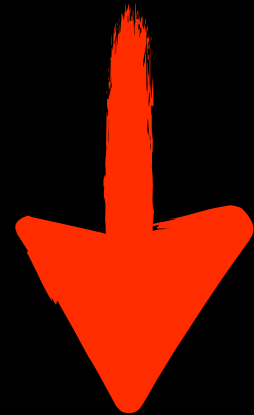


Making games which played by many people.



Attractable rather than competitors.

Promote your game to let people know that.



Money!

These are my 20 years.
I'd like to do next 30 years at least.

Additional rule
Keep your motivation

What is your motivation?

Money?

~~Money?~~

Too proper. There are no excitement.

Big Money?

Bias Money?



It should be
Excitement

“I’ve never seen before!”
Developers should say this in every projects.

“I’ve never seen before!”

How should we make it constantly?

Original Idea?

High end Graphics?

“I’ve never seen before!”

Find your leverages.

“I’ve never seen before!”

Find your leverages.

Game Engines & Middle wares

New Machine

New iOS

These inovative things can make people to be excited.

If developer would be excited then they would have motivation to make excitement.

People like innovation.

Keep developers to be excited first.

Don't be a constructor,
We are creator

Conclusion

We have to have and make these.

Skills, Sense, Identity, Money

There are magic word
“I’ve never seen before!”

These are consistent common sense

Thanks!



GEPPETTO