

Post Mortem: Imperia Online – very alive

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Who am I?

- **Serial entrepreneur – 13 years of experience in different fields**
- **Co-founder of Imperia Online Ltd**
- **8 years as lead game designer**
- **Curious fact: in 2009 elected MP to Bulgarian Parliament**

Who are we?



- **Founded 2005**
- **100+ employees**
- **18+ million registered users**
- **1.6+ million unique users per month**
- **4 multiplayer web-based games**
- **Localization in 25+ languages**

#So why post mortem?

1. A game of Eras - A company of Eras

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2. Rebirth

#So why post mortem?

1. A game of Eras - A company of Eras

2. Rebirths

3. Breaking point crossroads

#Content

1. A game of Eras – the story of Imperia Online

- 3 past Eras
- Present Era
- Future Era

2. Moral of the story in short

3. Questions if any 😊

#Era 1 – the past

... and there was Imperia Online

- *2 of us no initial capital*
- *No art, no experience but a lot of enthusiasm and gameplay*
- *Unfinished at the moment of launch*



#Era 1 – the past

Theorem 1 of retaining players:

You have to attract them first.

You have to have a meaningful gameplay.

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You have to attract them first.

You have to have a meaningful gameplay.

Business lesson:

Launch first, do not wait for the perfect moment – it may never come.

#Era 2 – the past

Theorem 2 of retaining players:

Stop players exhausting themselves from playing or killing each other.

#Era 2 – the past

Theorem 2 of retaining players:

Stop players exhausting themselves from playing or killing each other.

Business lesson:

Expand your team and build an infrastructure.

Hire a manager so you can continue to develop the product.



#Era 3 – the past

Theorem 3 of retaining players:

Stop killing them yourself.

#Era 3 – the past

Theorem 3 of retaining players:

Stop killing them yourself.

Business lesson:

Do not miss the hints of changing times.

*You have to continuously revise your
business model.*



#Era 4 – the present

First principle of monetization:

Do not assume what people want or don't want.

#Era 4 – the present

First principle of monetization:

Do not assume what people want or don't want.

Business lesson:

Put all assets to work for the title that makes you the most money.

Stick to what you know and do best.



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#Era 5 – the future

Our core belief on what it takes to keep players?

#Era 5 - future

Our core belief on what it takes to keep players?

Relentless pursuit of perfection

#Era 5 - future

Our core belief on what it takes to keep players?

Relentless pursuit of perfection

Business lesson:

If it's not on the news, it hasn't happened.

#Moral of the story

- 1. Start sooner than later.**
- 2. Do not miss the moment to create infrastructure around your idea.**
- 3. Always keep alert for changing environment.**
- 4. History doesn't matter... you are only as good as your last version/success.**



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#Questions

Thank you!

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