



How to make \$3M a month from nothing and keep growing: Why teamwork matters

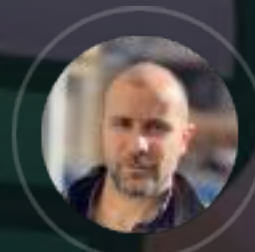
The story of the partnership with AppQuantum that led to the creation of the new hit game Idle Outpost

Like many devs, we were on the fence about signing with a publisher. We had negative experiences working in this format before, and there's always the fear of losing control over your company and product. You all know the kinds of anxiety-inducing thoughts that can come up.

That's exactly what we thought, but AppQuantum really supported our vision. They helped us during tough times, invested in our studio, and even got involved in development when we needed it most. On top of that, we still make our own decisions and remain an independent studio.

Together, we developed a project with great potential and brought it step by step to success, something that would have been impossible without their deep analytical and market expertise. Idle Outpost is our biggest release now, but we're just getting started.

— Avetis & Gevorg, Founders, Rockbite Games



Rockbite Games



Foundation Year: 2016

HQ: Yerevan, Armenia 🇦🇲

Founders:



Avetis, CEO

Avetis has been involved in almost every aspect of game development for over 12 years, amassing extensive experience in business, engineering, digital art, and VFX.



Gevorg, CTO

Starting his career with flash games on various social networks, Gevorg has spent over 12 years in the gaming industry, working on various projects.

The story of Rockbite Games mirrors the common journey of a startup in the gaming industry – with its highs and lows, followed by the astounding success of **Deep Town**, which generated over \$5,000,000 in revenue. Attention to detail and well-thought-out gameplay allowed the project to discover and conquer its niche and attract a loyal audience. However, this journey was far from “Silicon Valley dream”. The developers faced numerous challenges and a significant cash flow gap in recent years.

After the first round of investments and a lot of extra investment in the studio from AppQuantum, many R&D concepts, and several failed releases, Rockbite Games and the publisher discovered their new hit Idle Outpost. This game is setting new standards for the genre and has already gained immense popularity among fans.

You know, there are always some projects that you show your team as top-tier production quality benchmarks – just like the ones from Rockbite Games. That’s why we continued to believe in them, even after the initial tests didn’t go as planned.

There were challenging moments along the way, but the key is that we found a common ground and complemented each other’s strengths, creating a workflow that worked for everyone.

After the release of Idle Outpost, I continue to believe in the team and that this is just the beginning of a long and successful journey together.

— *Eugeny Maurus, Founder, AppQuantum*



Rockbite Games after 2 years of partnering with AppQuantum

Saved its complete creative freedom

Achieved profitability and started expanding its team with new professionals

Established an effective workflow with AppQuantum that highlights the advantages of both teams

Benefited from AppQuantum's assistance in generating ideas, finding references, performing market research, and conducting niche analyses.

Formed close collaboration with the publisher, which enabled the sharing of expertise and further development of its team

Gained invaluable experience from collaborating on failed projects



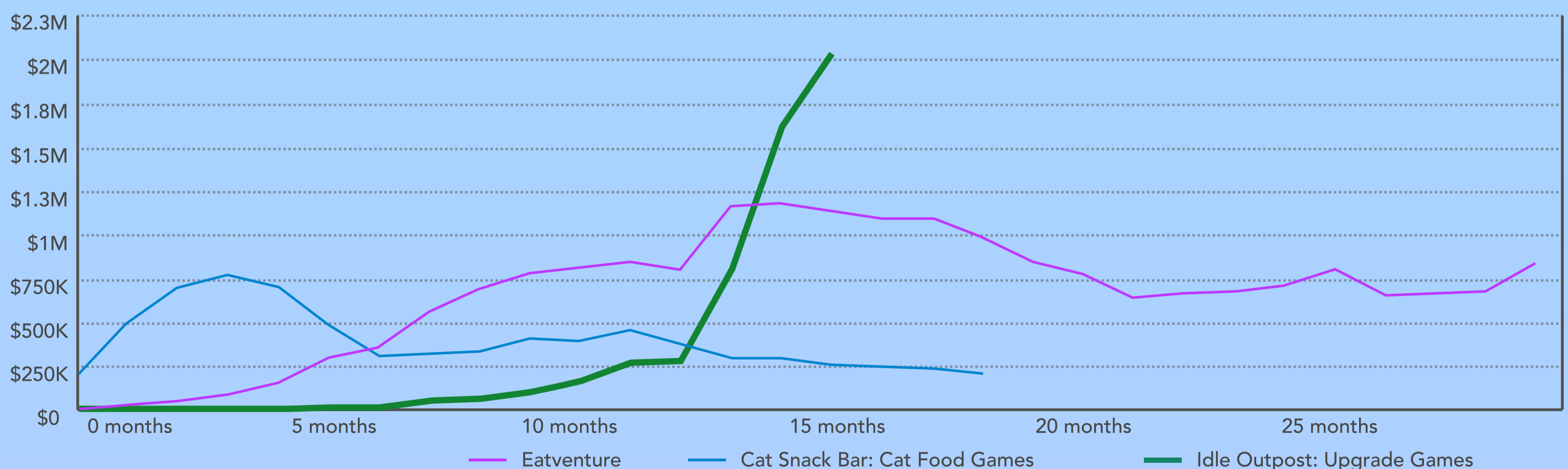
Idle Outpost
New hit mobile game

10,000,000+ Downloads
\$5,000,000+ Revenue

without in-game ads according to SensorTower
April 2023 - July 2024

Revenue (without in-game ads)

Data: SensorTower



Idle Outpost has now surpassed projects that everyone in the genre looks up to.

Rollercoaster — from success to cash flow gaps

By 2022, the studio had released tons of prototypes and several games, but the most successful one was **Deep Town**, which helped Rockbite Games earn the funds necessary for continued growth. From the start, the developers paid meticulous attention to detail and polished their projects to perfection. However, managing marketing and analytics in-house proved to be a real challenge for them.

At that time, Rockbite Games relied on the resources of a marketing partner and developed their projects without advanced marketing analytics. This allowed growth only up to certain limits, and ultimately, a few critical mistakes led to a cash flow gap. There was an urgent need to find ways out of the situation, otherwise the studio might undergo restructuring or even be closed.



The game-changing 2022 meeting

In 2022, the founders from both Rockbite Games and AppQuantum crossed paths for the first time. This is a question for both parties: what were your feelings at that time?

11:43 ✓✓

Evgeny Maurus, Founder, AppQuantum

By the time we met, I was already familiar with their projects. What's more, I didn't just play their games, I used them as examples of exceptional quality because the level of detail was stunning. Far beyond what most mobile developers achieve.

It seemed wrong that a studio with such a precise approach and passion for their work faced financial difficulties. I aimed not merely to work with them, but to support such a passionate team in achieving the success they deserve.



11:50 ✓✓

Gevorg, Co-Founder, Rockbite Games

We thought the publisher would just provide investment and let us continue our work. The reality was completely different. We even thought that if we didn't achieve success quickly, they would simply stop partnering with us. Also, we were genuinely worried about possible interference in our work processes, but instead, we gained a partner who collaborates with us to develop hits and find innovative solutions for our projects.

Evgeny deeply immersed himself in everything we were working on. We received examples of successful projects, colossal feedback, and expertise in every aspect.



12:04 ✓✓



12:17 ✓✓



Rockbite Games' comeback (with a little help from ChatGPT)



Deep Town

After securing investments and signing agreements, we started working with Rockbite Games on their **Deep Town** and **Metropolis** projects. There was little hope of reviving the former's glory of the first project, but the latter showed promising product metrics in early tests. Unfortunately, the success didn't happen, and everything fell apart after the first global marketing tests.

Rockbite Games tried several reskins of **Metropolis**, but none improved the marketing metrics significantly. Realizing the project wouldn't succeed, we all agreed to cancel it and focus on discovering new concepts with more potential.



Metropolis

For many, it would have been a highly unstable time that could have led to the closure of the studio in a highly competitive market. But it's also important for us to find like-minded people who truly share our approach to teamwork, so we continued to support Rockbite Games by continuing to fund a loss-making studio.

Despite our total funding exceeding the initial investment by **4.6 times**, there was no dilution of the founders' equity.



This is where AppQuantum's broad experience and solid analytical base came into play. We focused on genres that would fit the developers' strengths:

I've never played as many games as I did working with AppQuantum. Guys didn't just guide Rockbite Games. They sent us the latest market trends, helping us understand the direction we needed to take. Together, we developed several concepts, analyzing our mistakes and the results of previous tests.

When we came up with the idea for Idle Outpost and started searching for a suitable setting, I decided to ask ChatGPT for 100 different setting ideas for a game where chefs make food that waiters deliver to customers. One of the suggestions was "Apocalypse survivors sell scrap metal to other survivors", which immediately caught my eye as an interesting play on the genre.

ChatGPT came up with, "The world has ended, and you're running a post-apocalyptic trading post. Survivors come and share their stories while trading for needed resources".

I saw this and thought, "Definitely, yes!"

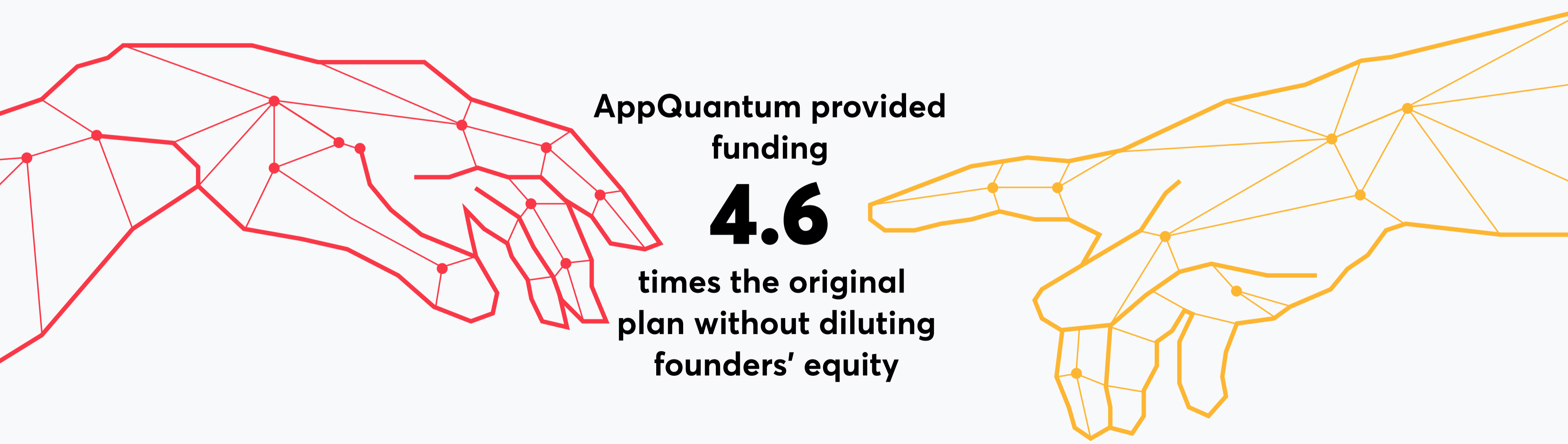
— *Auetis, Co-founder, Rockbite Games*



AppQuantum provided
funding

4.6

times the original
plan without diluting
founders' equity



Idle Outpost: Crafting a post-apocalyptic journey from concept to global launch

Idle Simulation game with RPG elements where players run a trading post after the world's end. Starting with a small scrapyard outpost in the desert, they can grow into a whole trading empire.

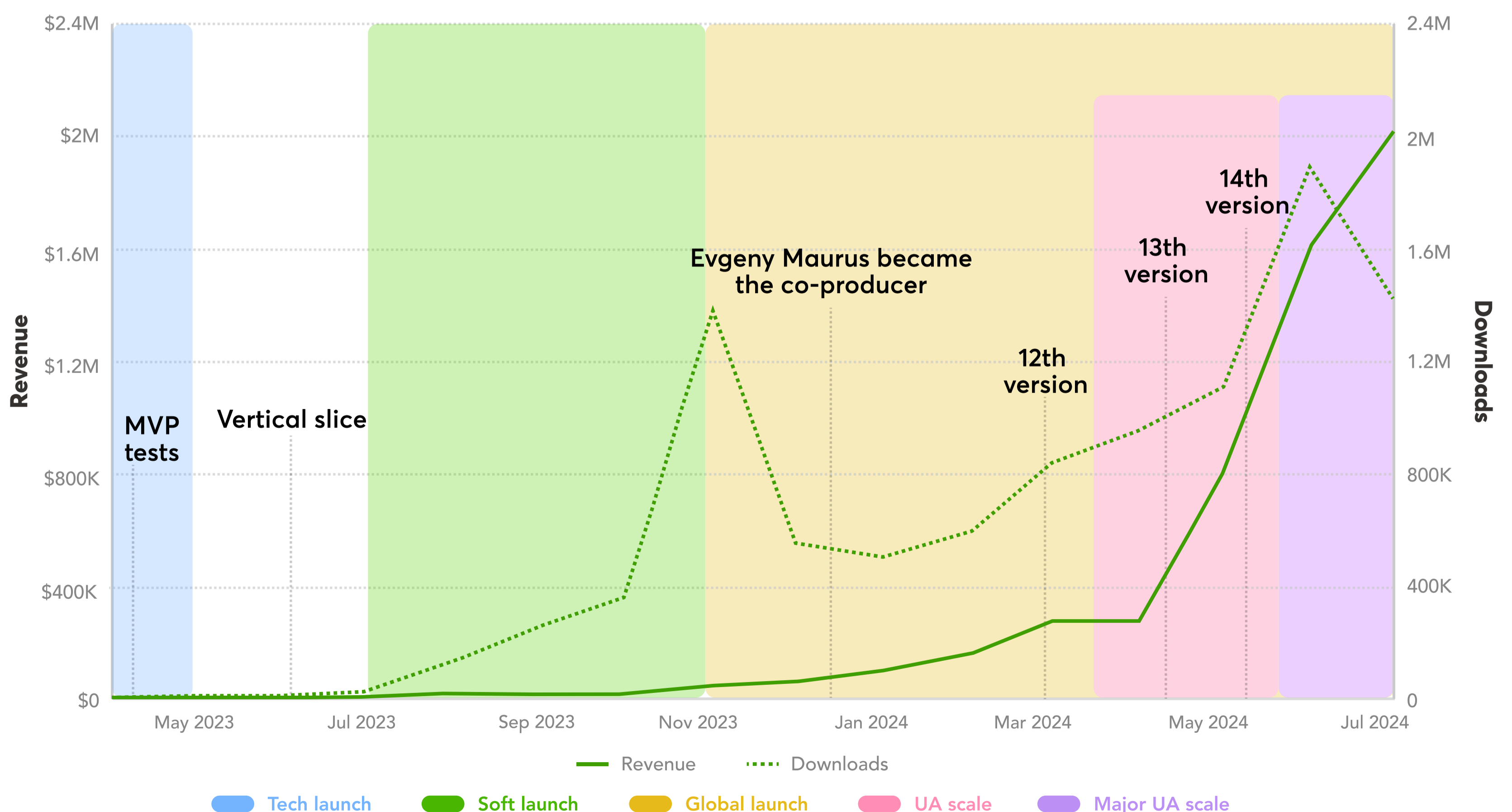
Relaxing, captivating gameplay, a catchy art style, tons of references, the product publisher's expertise, and an experienced marketing team helped Idle Outpost become a true and unique hit in its niche.



Idle Outpost Performance

Revenue (without in-game ads) & Downloads

Data: SensorTower



Product Search

The studio conceptualized the game within just 3-4 weeks and developed its prototype for the initial CPI tests.

Setting Test

Benchmarks for Idle games



MVP

April 2023

In the initial stages, the focus was primarily on behavioral metrics. With our expertise in the Idle genre, we knew how to implement monetization strategies effectively.

Soft Launch

July - October 2023

The marketing goals were to evaluate and identify high-performing strategies for scalable growth, while the product plan focused on polishing existing features, implementing LiveOps tools, and preparing for scaling UA and a global launch.



\$46,000

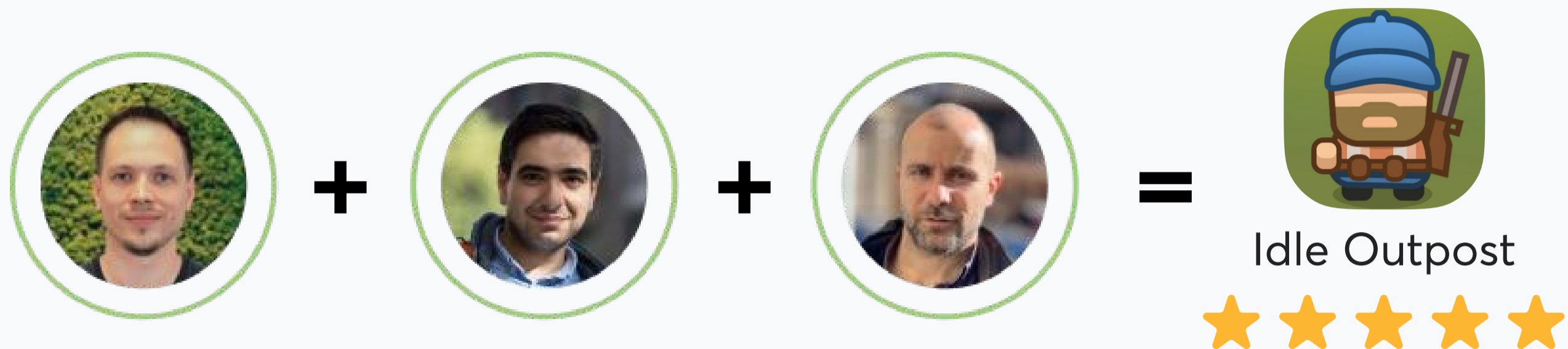
Net Revenue

These results showed great potential for the global launch, so AppQuantum and Rockbite Games decided to proceed further.

Global Launch

November 2023

Unlocking success



In the early global launch stages, the main goal was preparing the game for major marketing scaling from March to June.

But this wasn't the obvious way to go about it. That's why founders of AppQuantum and Rockbite Games had to look at the market and other projects, and think about what Idle Outpost was doing wrong. They had to find the best solutions for most of the problems together, and that collaboration paid off a lot.

Even on soft launch, Idle Outpost showed promise. The catch was that the game wasn't ready for scale because of a lack of advanced monetization mechanics. That's why Evgeny paid close attention to the micro-tuning each stage of the game. A lot of work went into finalizing and integrating a new approach to events. This motivated players to keep playing, boosting engagement, retention, and playtime.

The main growth points were:

Uplifting the long-term Retention Rate

Boosting players' LTV

Focus on Limited-Time Events

Product Changes

To get the job done and find points of growth for Idle Outpost, the publisher teamed up with the devs to create a solid plan for several game versions. This plan aimed to boost metrics, keep players hooked, and set the stage for scaling up UA campaigns.

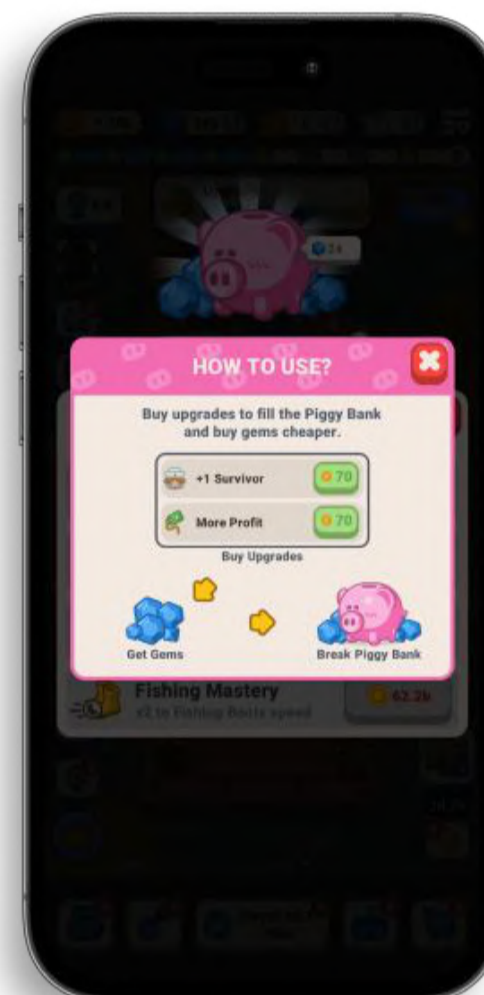


12th version **+13% LTV**

- Added storytelling, cutscenes, and a dialogue system
- Reworked peaceful and military gear
- Improved the core gameplay loop
- Polished offers and the shop
- Etc.



- Retention D1 **+17%**
- Retention D3 **+30%**
- Retention D7 **+30%**
- IAP LTV D3 **+20%**
- RW LTV D3 **+13%**
- 7-Day IAP Conversion **+25.9%**
- 7-Day RV Count **+53.4%**
- Core Players' Engagement **+15%**



13th version **+10% LTV**

- Reworked shop UI/UX
- Added Piggy Bank and Sandwich offers
- Implemented Daily and Weekly offers
- Introduced VIP user status widget and functionality
- Added Arena fame points
- Etc.



- Retention D7 **+16.7%**
- iAP Conversion Rate **+11.9%**
- RV Count **+22.1%**
- Average Session Time **+10%**



- Retention D7 **+29.9%**
- iAP Conversion Rate **+19.5%**
- RV Count **+23.6%**
- Average Session Time **+15%**



14th version **+25% LTV**

- Added 3 regular LTEs in different settings:
 - Bovine Dreams
 - Octocalypse Now
 - Honey Festival
- Introduced a new location; integrated a system that allows us to release new LTEs without creating new game builds
- Etc.



- IAP LTV D3 **+62.9%**
- IAP ARPPU D3 **+55.9%**
- Average Payments Per Paying User D3 **+28.1%**
- Average Check D3 **+21.6%**

Marketing support alone was no longer enough, so AppQuantum's founder Evgeny Maurus proposed a new collaborative approach to working on Rockbite Games' project. One of the key things they focused on was polishing the core gameplay, which Rockbite Games has always been strong at.

So the studio focused on combining feedback from the publisher with faster development of new versions

Regular close iterations, polishing, and analyzing the project's weak points allowed us to view the development process from a new perspective — and the project started skyrocketing after the release of the 11th and the newer versions.

Evgeny immersed himself deeply in the project with a burning desire to help it succeed while respecting our vision. This motivated us to find the best gameplay and monetization solutions for the project.

Without discussions, extensive feedback on each update, and joint efforts to solve key issues, Idle Outpost wouldn't have achieved the scale and results we see today.

— *Auetis, Co-founder, Rockbite Games*



Creatives

It's impossible to scale UA campaigns effectively without high-performing ad creatives. That's why AppQuantum's Creative & Production Team constantly seeks and tests new concepts.

We leveraged a deep understanding of our target audience, tons of creative experience, and insights into current market and ad network trends to make this happen.

675 creatives

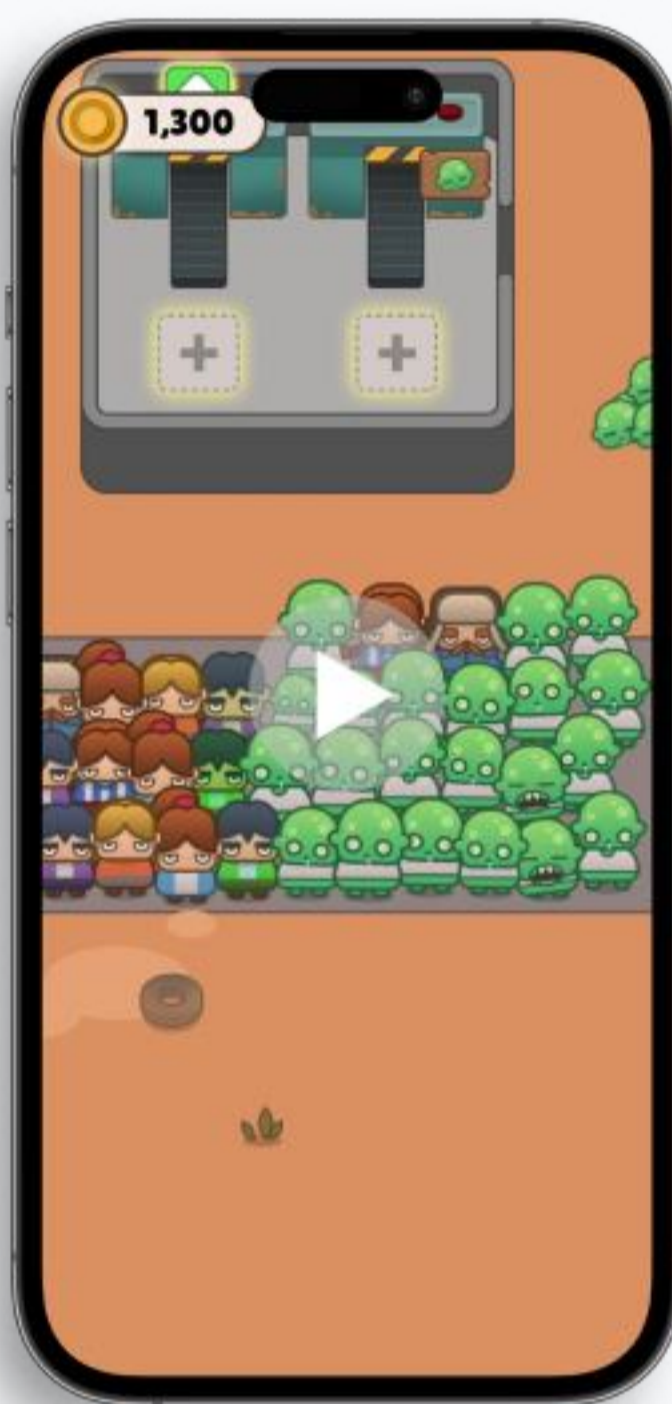
Since the first concepts

February 2023 - July 2024

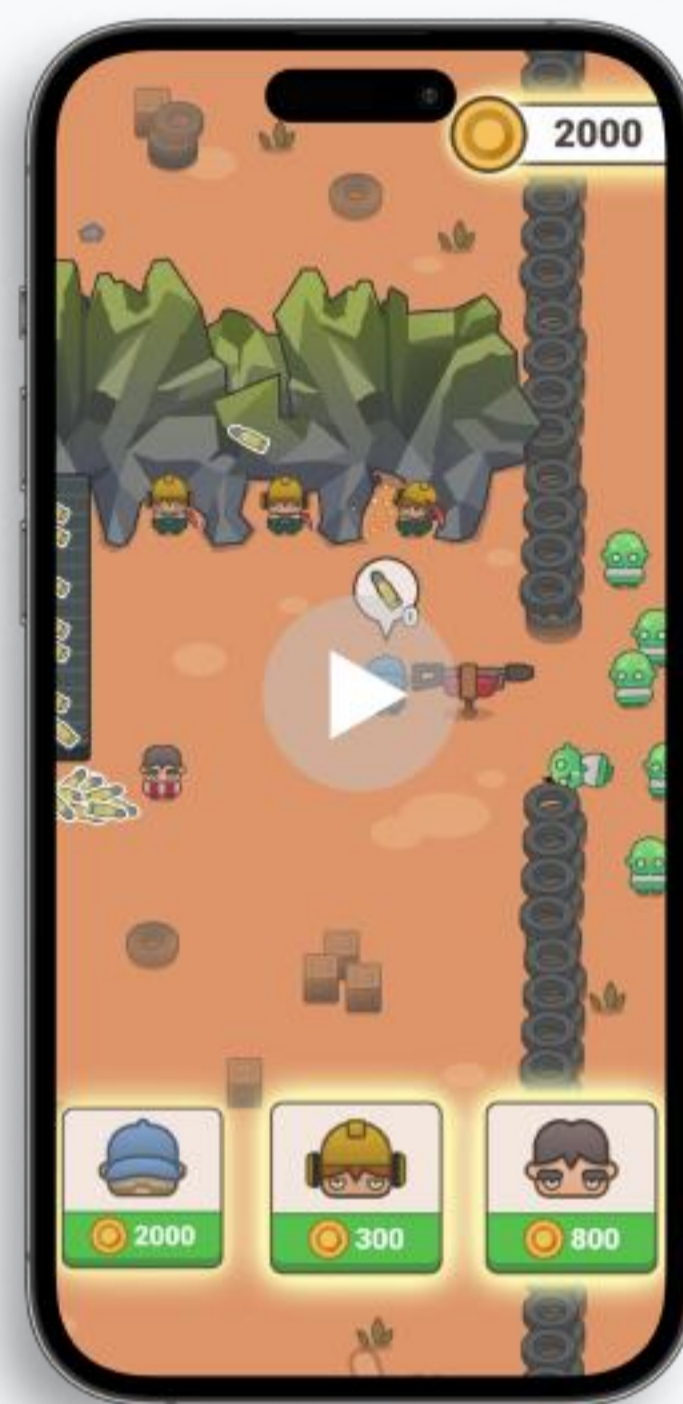
Best performing creatives:



283th Creative
\$1,030,000+
spending



391st Creative
\$900,000+
spending



118th Creative
\$800,000+
spending

Sample of creatives for Idle Outpost

2D



Static



Playable Ads

User Acquisition

Throughout the entire work on Idle Outpost, the marketing team ensured that the necessary traffic volumes were provided for the project's stable performance and further growth. Additionally, it was also crucial to train ad networks for optimal performance during scaling.

Once product KPIs improved in versions 12-14 and we had solid creatives, the UA team quickly scaled the campaigns.

Result:

x4.4

monthly spending
during the major UA scale period

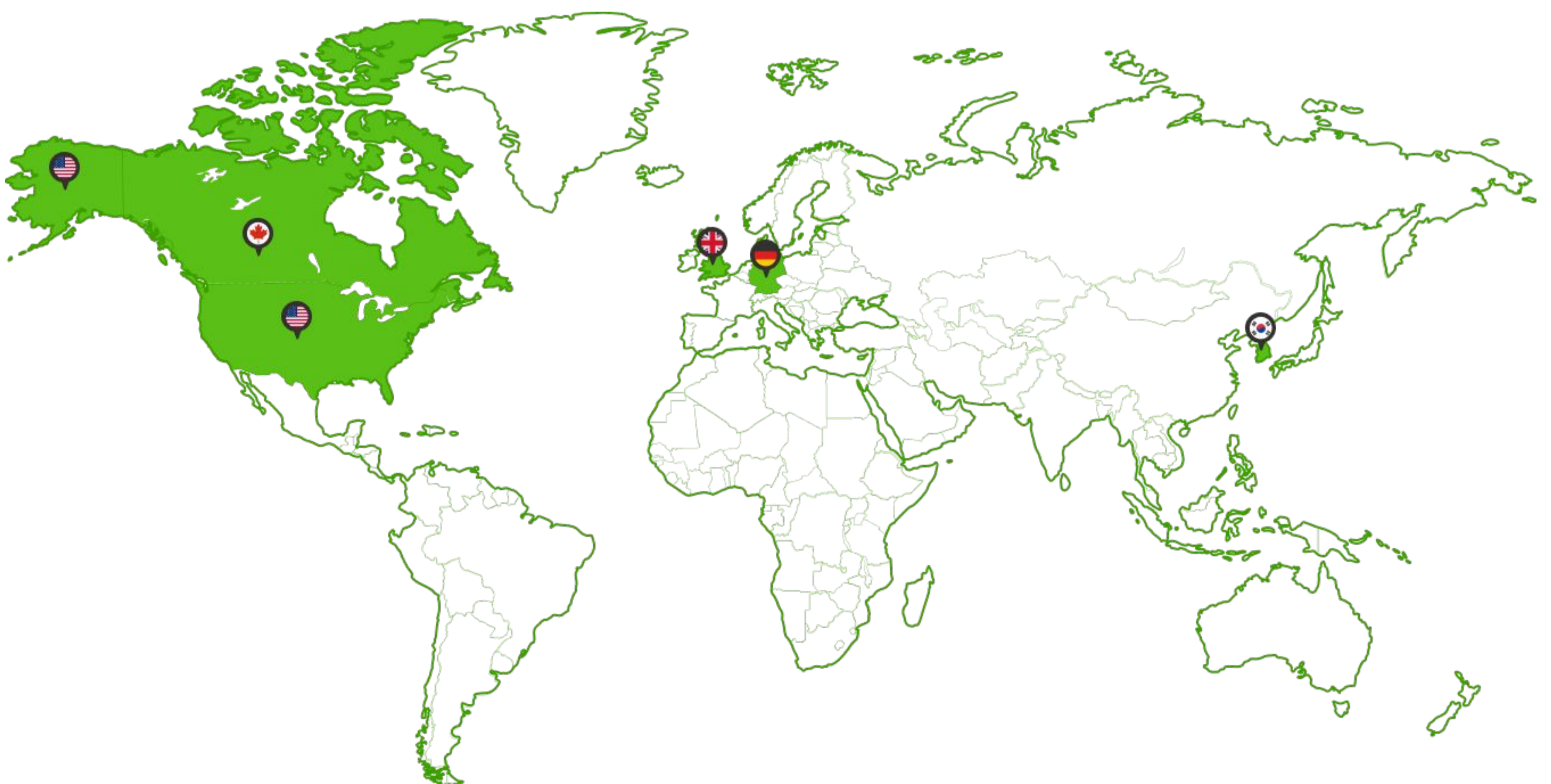
A major factor in this success was the extensive expertise AppQuantum had accumulated by working on similar projects.

Main Traffic Sources:



+ 14 other networks

Top performing GEOs



Idle Outpost Results

April 2023 - July 2024

10,000,000+

Downloads

\$5,000,000+

Revenue

without in-game ads according to  SensorTower

\$2,000,000+

Revenue in July 2024 alone

without in-game ads according to  SensorTower

x4.4

monthly spending
during the major UA scale period

Postscript

It would have been impossible to surpass Idle Outpost's ideological inspirer and achieve such results if AppQuantum hadn't believed in Rockbite Games, provided full support, and shared expertise with the partner.

Only the total synergy between the publisher and the developer can ensure their games achieve superior performance in such a short time. It's not just about developing one game. We're looking for and will support partners for years to come who share our vision and are willing to move forward with us, releasing more chart-breaking hits.

That's what we strive for in AppQuantum.

— *Eugeny Maurus, Founder, AppQuantum*



Rockbite Games has really taken off. Idle Outpost is now one of the biggest games in its niche, and the developers are working on improving it day-by-day. There's still a lot of potential left in the project, so we're actively working together and looking for new points of growth.

We've re-thought our approach to working with studios. We've realized that just making simple investments or publishing isn't going to produce results that are anywhere near as good as true collaboration. But this also means we can work with fewer studios in a boutique style with a focus on high standards.

And that's why only way we can make **1+1=3** a reality is by working together and being able to hear each other's feedback.

— *Eugeny Maurus, Founder, AppQuantum*



Contact us!

Do you have a mobile game or studio and are looking for proven product expertise or investments?

We're looking for teams that want to repeat Rockbite Games' success, join AppQuantum's ecosystem, and grow together!

Drop us a line!

Get started

appquantum.com

hi@appquantum.com