

DATE: 24th January 2022

Event Coordinator

Prof. Shailaja Udtewar

**Student
Coordinators**

1. Vivek Sharma

2. Kartikey Prajapati

3. Michelle Macwan

4. Russell Fernando

5. Adwait Joshi

Time:

4:30pm to 6 pm

Place:

Google Meet

Department:

E-Cell

No of participants:

101 participants

The speaker for today's event was **Mr. Surojit Roy**. Currently he is the Head of Business at CrazyLabs and co-founder of Firescore. As all our events, this event started with a prayer and an introduction about Crazylabs. Our Director, Dr. Fr. John Rose SJ was pleasantly surprised by the large number of students participating in this event. He even congratulated our E-Cell Staff In-Charge Prof. Shailaja Udtewar and the entire E-cell committee for this. He also briefly spoke about the core principles of entrepreneurship. Our Principal Dr. Y.D Venkatesh also addressed us and spoke to us about how entrepreneurship is gaining momentum in today's world.

The speaker started off by telling us about the latest trend in gaming, which is Hyper Casual Games and went on to talk about the different sections of CrazyLabs. First, he explained the difference between our normal games (Subway surfers, Candy Crush) and hyper casual games (Soap Cutting, ASMR Slicing). He stated that hyper casual games are games which do not require major thinking and have mass appeal, along with different features like the control panel of hyper casual games which are always at the bottom while that of normal games can be anywhere. Also, here, the player goes immediately into the game without any menus/pop-ups/advertisements. He also emphasized that the games must be portrait mode and should be simple to understand and play.

The speaker then explained the 'Business Side' of hyper casual games. There are competitions on intense levels in these games. He then went into detail about the game publishing process and the three stages of the same, namely the inception, how to keep users coming back, and how to make it the best. Basically, the first stage deals with the creation and pitching of the idea and publishing a small trailer of the game (CTR test). He described how this was conducive to developers trying to get into the market, as they do not have to make an entire game to pitch it, they can just make an animation or a small version of the same. He also talked about the timeline of the game development, and explained that the revenue for such games is massive and are acquired within a short amount of time, and also have the potential to be the top games in the genre.

He then defined the purpose of CrazyLabs as a publisher which is to support hyper casual game developers around the world with a variety of options such as tests and even mentorship. He then shared a story regarding one of his games, Acrylic Nails and how it became successful. Mr. Roy showed us his first game's trailer and talked about how we can build games based on our day-to-day life. He also explained the bootcamp for CrazyLabs and the various objectives of it, along with the requirements. Everyone present at the webinar was inspired by the speaker and cleared all their doubts with the speaker.

Prof. Shailaja Udtewar specially thanked our speaker and the session ended with Vote of Thanks from the E-Cell committee members and all the queries posted by the students in the chat box were answered. Thus, this event of the E-Cell committee ended on an inspiring and energetic note, setting the tone for the following sessions to come.

Images taken during the webinar:



REC Surojit Roy is presenting

Acrylic Nails - Content

5:19 PM | bhd-irhw-pzq

Participants: Surojit Roy, Nileshe Mishra, Lekha Ladhe, Shailaja Udtewar, Aman Khakhi, AHSAAAS SRIVASTAVA, Shreya Jadhav, 88 others, You.

REC Surojit Roy is presenting

YouTube

AcrylicNails 30Secs Vid1 Music

59 views · Jul 29, 2020

0:14 / 0:30

DISLIKE SHARE SAVE

HOW TO MAKE VEGAN SUSHI 8 WAYS I + SUSHI RICE & SAUCE...

5:16 PM | bhd-irhw-pzq

Participants: Surojit Roy, Nileshe Mishra, Lekha Ladhe, Shailaja Udtewar, Aman Khakhi, AHSAAAS SRIVASTAVA, Shreya Jadhav, 91 others, You.

REC Surojit Roy is presenting

Hyper-Casual Game Publishing Process

Do users want to download? | Will users come back?? | Good enough to be #1???

Stage	Key Tasks	Agreements/Costs
Pitch	Pitch your game	
CTR Test	• Video for CTR test • No build needed	ESP framework agreement - \$5K per prototype
CPI Test	• CPI build • Storefronts	
D1 Retention Test	• 30 mins of gameplay • Level funnel analytics	
D7 ARPU Test	• CrazyLabs SDK • D7 content	Publishing agreement - \$100K Prepayments
Scale Test	Target IOS US	
WW Release	Constant updates	Monthly payments + Rev-Share

4:58 PM | bhd-irhw-pzq

Participants: Surojit Roy, Lekha Ladhe, ROHAN TALEKAR, Shailaja Udtewar, Aman Khakhi, AHSAAS SRIVASTAVA, Shreya Jadhav, 92 others, You.

REC Surojit Roy is presenting

Simple / One Finger Mechanics

4:53 PM | bhd-irhw-pzq

Participants: Surojit Roy, Lekha Ladhe, ROHAN TALEKAR, Shailaja Udtewar, Aman Khakhi, AHSAAS SRIVASTAVA, Shreya Jadhav, 92 others, You.

REC Surojit Roy is presenting

How Crazy Are You?

The New CrazyLabs

- Hyper Casual Lab
- Casual Lab
- The Other Lab

CrazyLabs

4:49 PM | bhd-irhw-pzq

Participants: Surojit Roy, Lekha Ladhe, Rohan Talekar, Shailaja Udtewar, Aman Khakhi, Ahsaas Srivastava, Shreya Jadhav, 92 others, You.

REC Surojit Roy is presenting

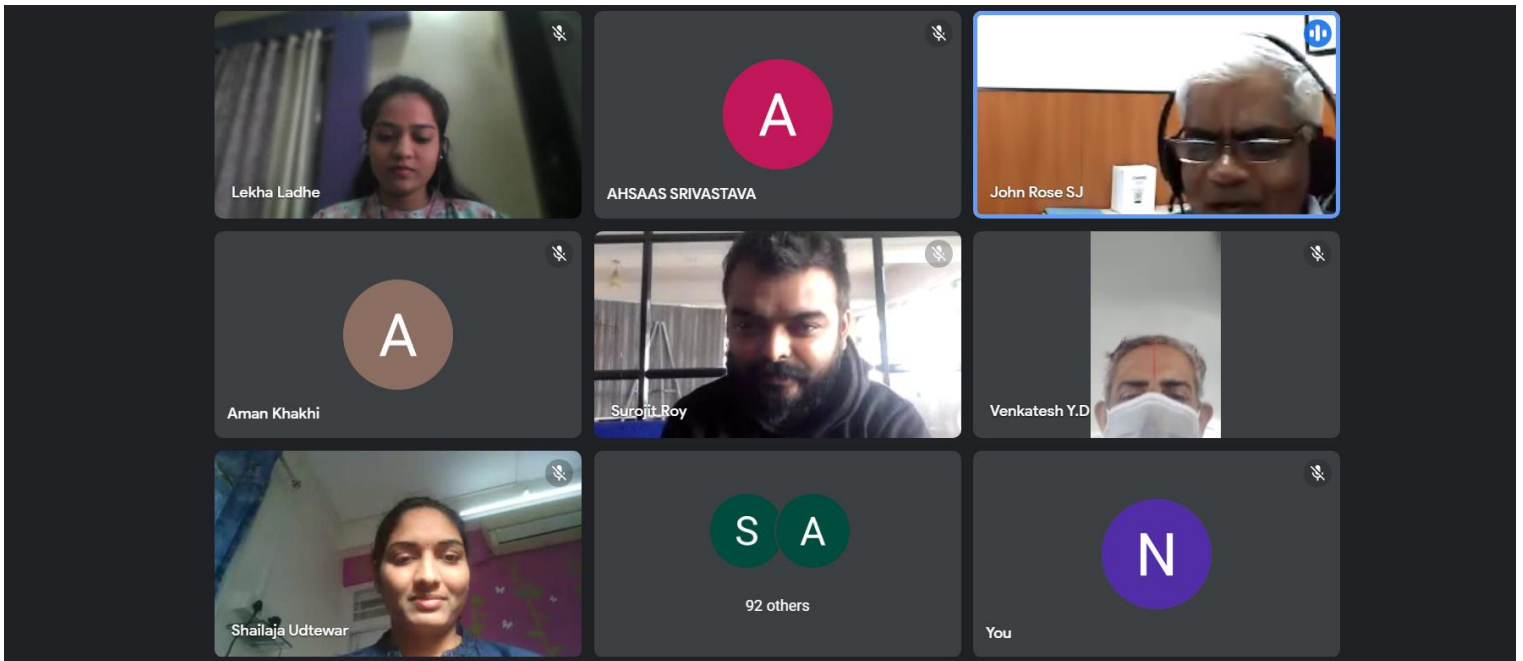
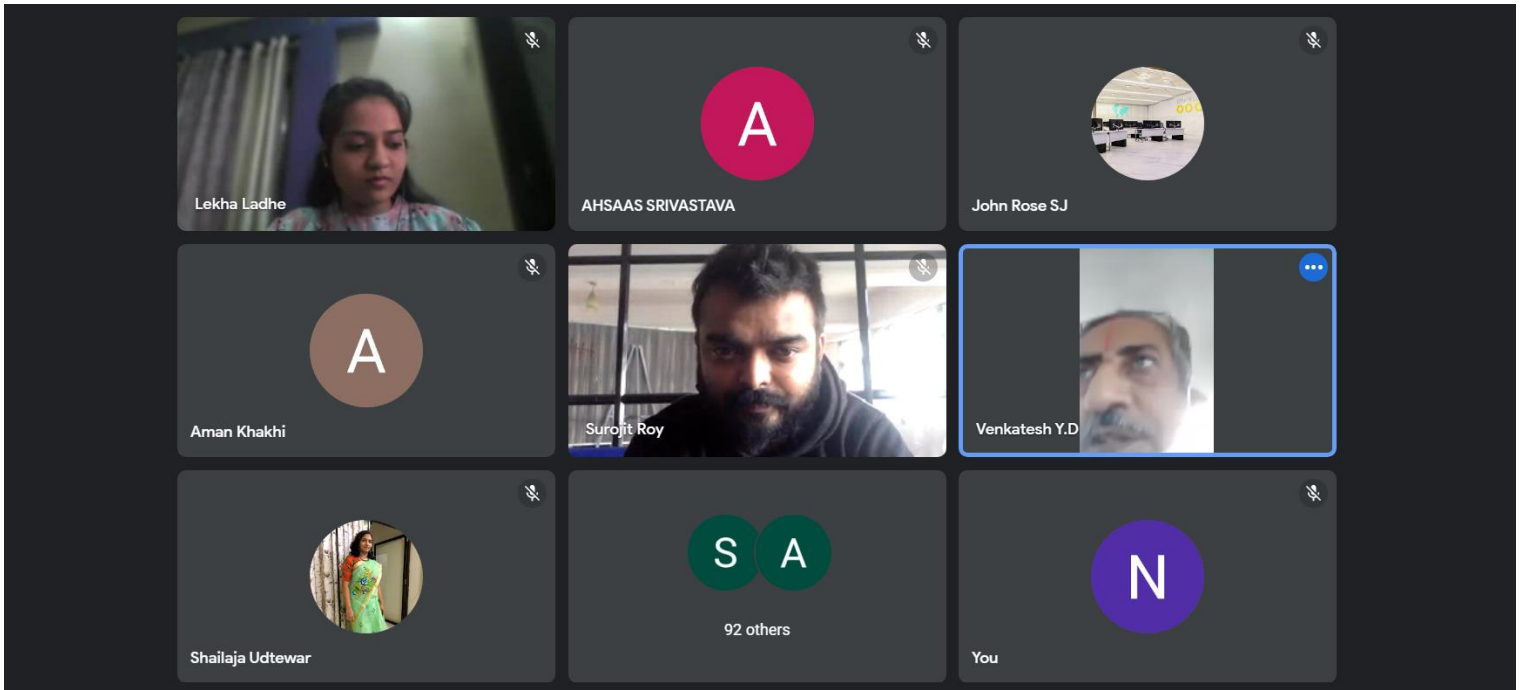
Agenda

- About CrazyLabs
- What is Hyper-Casual
- Hyper Casual as a Business Model
- Acrylic Nails Story
- CrazyHubs
- Questions

CrazyLabs

4:47 PM | bhd-irhw-pzq

Participants: Surojit Roy, Lekha Ladhe, Venkatesh Y.D, Shailaja Udtewar, Aman Khakhi, Ahsaas Srivastava, Shreya Jadhav, 92 others, You.



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