



SUCCESS OF ROVIO &



ANGRY BIRDS



Mikael Hed, CEO + Niklas Hed, COO = ROVIO

Completed military service in the Finnish army, attended business school in France. Joined Rovio twice: in 2004 and 2009.

Created his first game, when he was 12 years old. Used to code in Pascal. Studied computer science at Helsinki University.

"Rovio" means "bonfire" in Finnish. 2003: The company was founded in Espoo, Finland.

"OVERNIGHT SUCCESS TOOK 8 YEARS." - MH

2003



Niklas Hed and two friends from Helsinki University of Technology created a mobile multi-player game and won a competition held by Nokia and HP. They decided to start the gaming company **RELUDE**.

2004



Mikael Hed joined RELUDE in 2004 as CEO. RELUDE won subcontracting work for Digital Chocolate, a game developer. At the end of the year they renamed the company as **ROVIO**.

2005



ROVIO received its first investment and expanded to 25 employees. They worked for hire for EA, Namco, and Real Networks. Mikael leaves the company in the middle of the year.

2009



Mikael Hed returned to Rovio. Jaakko Iisalo, principal games designer, created characters for the new game - wingless birds. Development of the game started in March, 2009.

2009-2010



ANGRY BIRDS was released in December, 2009. Overnight the game became the #1 download in Finland. By April, 2010, it was the #1 download in the UK and the USA. Rovio started a global pop-culture phenomenon.

2014



Angry Birds is the best selling app in history. Rovio developed the game for various platforms, expanded the *Angry Birds* brand into merchandise, entertainment parks, books, television shows, and movies.

"...For such simple characters, they made us think so much. There was some magic to it." - MH



PERSISTENCE + TECHNICAL ADVANTAGE + IDEA

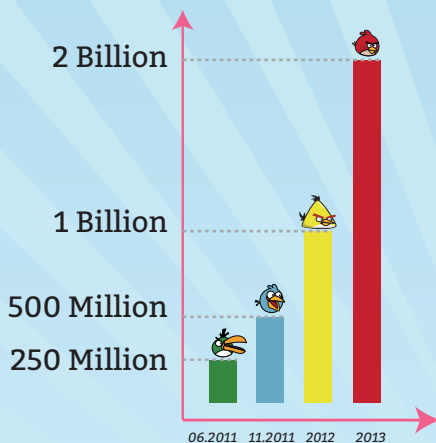
IT TOOK 51 GAMES AND 6 YEARS TO INVENT ANGRY BIRDS

SIMPLICITY, MINIMAL LOAD TIMES, NO TUTORIALS

PHYSICS-BASED, ADDICTIVE, EASY TO PLAY GAME FOR EVERYBODY

SUCCESS

GAME UPLOAD STATISTICS



\$136,000 WAS SPENT ON INITIAL GAME DEVELOPMENT

\$1.2 BILLION CURRENT APPRAISED VALUE OF ROVIO



ANGRY BIRDS IS THE BEST SELLING APP: ALMOST EVERY THIRD HUMAN ON THE PLANET HAS PLAYED THE GAME



PEOPLE WORLDWIDE SPEND 200 MILLION MINUTES (380 YEARS) PER DAY PLAYING ANGRY BIRDS



ANGRY BIRDS BECAME THE 4TH ADDICTION WORLDWIDE AFTER ALCOHOL, TOBACCO AND FACEBOOK

WILL YOU BE THE NEXT APP SUCCESS STORY? TURN YOUR DREAMS INTO REALITY!



COLEMAN UNIVERSITY
TECHNOLOGY-FOCUSED CAREERS

RESOURCES:

- <http://www.wired.co.uk/magazine/archive/2011/04/features/how-rovio-made-angry-birds-a-winner/page/4>
- <https://www.angrybirds.com/play/angry-birds>
- http://en.wikipedia.org/wiki/Angry_Birds
- http://en.wikipedia.org/wiki/Angry_Birds_%28video_game%29
- <http://techcrunch.com/2014/04/28/angry-birds-rovio-revenues/>

