

Getting dressed and Parking cars

Alok Kejriwal

The magical story of building a gaming company

Alok Kejriwal is a Mumbai based serial digital entrepreneur and is currently CEO and cofounder of games2win.com.

This book is not about glorifying entrepreneurship or success, it is a journey of business adventures that celebrates the spirit of starting something. Think of it as a playbook for professionals and entrepreneurs to create something new.

The title of the book refers to the 2 genres of games we pioneered at games2win.com – dress up games and car parking and driving games.

I should have started with 'why' my business would have succeeded vs 'where'

Serving brands to get revenue was the impediment, the stumbling block, the speed breaker. Brands never allowed me to test the boundaries of creativity and expression. Brands were selfish and closed minded. (this is so true, brands rarely build eco system partnerships)

The startup world is familiar with the concept of 'minimum viable product'

for me it was 'minimum dhandha product'

MDP had three questions –

1. Can this business get scale?

2. Can I do the business differently from others in the market

3. Will this business earn profit?

Virtual products, especially games have a fantastic advantage. Once made, there is no incremental cost to produce more unit, apart from the miniscule cost to produce more units, apart from the miniscule cost of hosting and serving (bandwidth)

Games is a 'make once, profit forever'
business model

While my mind was made up to launch 'the best' online games portal in the world, I pondered on the next obvious question, which was, "how does one make the best entertainment content in the world?"

Post the arrival of the internet in 1997, the playgrounds at home were changing. Everything was becoming digital. Toys and board games were fading away and giving way to digital entertainment.

'games2win' will pioneer doll and car themed games for casual dining gaming and become the 'Mattel of the digital world' became my vision to kickstart games2 win.

The logic for my games was ‘easy to play,
impossible to master”

All I can say is that when you start doing new, innovative and enriching things, beautiful things begin to happen.

‘who blinks first’ is a business artform. When you want something and ask for it, do not get impatient or restless and give in. Staying quiet or not communicating with the person you are negotiating with is a challenging but highly effective method of negotiating.

I have a time-tested belief – money comes when you least need it, not when you most want it. So, take it when it comes.

Gaming is like quicksand. If you stand in it for too long, you will perish. If you don't realize quickly that you're trapped, you will be paralyzed.

When you start something new, work non-stop at it, use the best of your abilities and talent and give it your 100 pc-you feel satisfied.

After smartphones came in, we needed to think 'mobile first'. Second we needed to think of the mechanics of mobile phones like tilt, shake etc. to create games that would delight players and introduce them to a flavor of gameplay never experienced before.

In 2014, the Indian start up eco system started getting attention, everyone was interested in the 300 million strong Indian middle class.

I got arrested and sent to jail because there was a pirated version of a software on an interns laptop. I realized this had become a scam where defunct software companies in USA had appointed some middlemen in India who would collude with authorities to make money.

The judge threw my case out and pulled up the cops. I got bail and later we paid a fine of a few thousand rupees and the case was closed.

The old saying goes 'all is well that ends well',
my version of it is 'all is well that never ends'"

In my experience when a business matures, it is better to go a mile deep and an inch wide.

Having an open mind and never setting anything in stone is a takeaway.