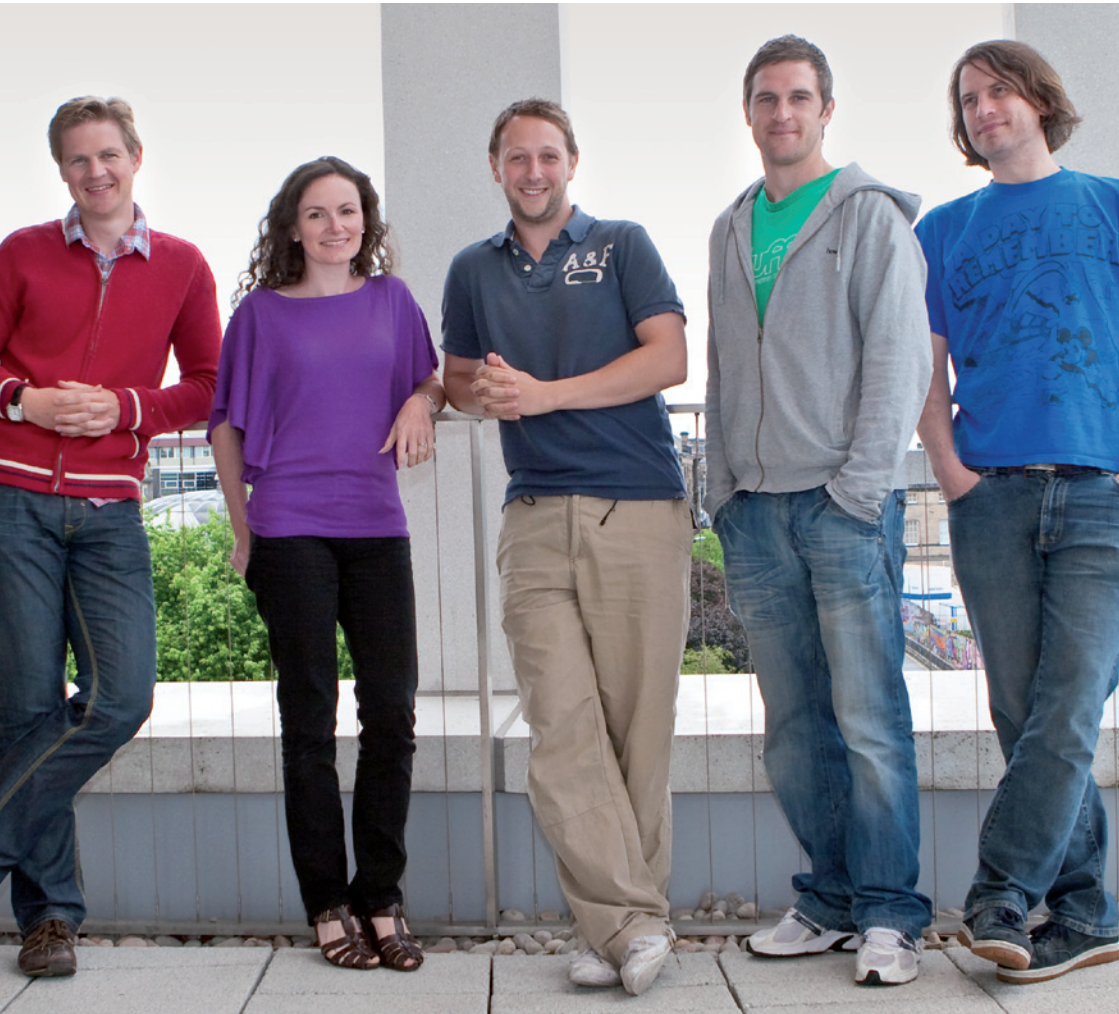


HUBDUB

Online games that
customers want to play



INTRODUCTION

Founded in 2007, Edinburgh based Hubdub is making real headway in realising its vision to be the world's number one operator of premium skill games for sports fans.

FANDEUEL – A NEW DIRECTION

In 2009, the company switched product from a news prediction site, to focus on Fanduel.com, a pay-per-use online games site aimed at the US and Canadian markets. “The site runs fantasy sports leagues for American football, baseball, basketball and hockey that last a day instead of a season,” says Tom Griffiths, VP Product.

It has proven to be a great success: “We now employ 18 staff and have seen five-fold increases in customers and revenue year-on-year, and to be closer to the market we have just opened an office in New York,” comments Tom. The product is also white labelled to several major newspaper partners including the New York Post and the Philadelphia Inquirer.

CUSTOMER FOCUS

The customer is key when it comes to the design of Hubdub products. Tom explains: “We test our products as early as possible. With Fanduel we continually interviewed and surveyed users, making rapid refinements to the product throughout the first year. Only once we had the right concept did we focus on optimising the design and marketing channels.”

It may be a while before there is a UK product, says Tom: “There is much room to grow the US market and we want to make sure we get it right before thinking about designing a product for the UK, or any other market.”

EARLY YEARS

Tom considers the Toolkit to be especially helpful at the early stage in a company's lifecycle: “It was instrumental in helping us set up initially and some of the principles

we learned have become embedded in our thinking. We've leveraged what we learned in taking Hubdub to where it is now.”

PITCH PERFECT

“Preparing our presentation and pitching to NESTA for funding was great practice in presenting a business case, and continues to be helpful in raising finance,” suggests Tom. However, preparation alone does not guarantee success, Tom continues: “You get used to rejection whether for finance or through critical feedback on your product ideas, so perseverance is vital.”

MEASURING SUCCESS

Hubdub is very metrics driven, and if a feature does not increase the numbers, it is changed or switched off. Tom explains: “Often when you test your ideas with the user base you realise they are not quite right and need refined. You can't be precious over your ideas, be guided by the metrics and the numbers. There is only limited room for subjective creativity, if you want your business to be a success.”

POSITIVE THINKING

Tom continues to value the skills he acquired through coaching: “One thing that definitely stuck with me is to step aside from negative thoughts. If you catch yourself thinking ‘this is too difficult’ or ‘we are not the right people to be doing this’, learn to recognise that they are subjective emotions and not the truth.”

WORDS OF ADVICE

Tom's advice to budding entrepreneurs is: “Follow your dream and set up your company. Read as much as possible and grow your mentor network. As a young entrepreneur, what you lack in experience, you gain in enthusiasm. And lots of people will help you if you channel your energies to find them.”