

# Simple Slots

A data-driven production strategy that matched content velocity to player retention — and became the company's primary revenue driver

*“The data said players cooled in 8 - 10 days. The existing pipeline took 6 weeks per title. That gap was the whole problem and Simple Slots was the answer.”*

<b>8–10</b>	<b>30</b>	<b>1 / week</b>	<b>6 weeks</b>
Day player retention window (per engagement data)	Simple Slots titles shipped in-house	Sustained production cadence	AAA title cadence running in parallel

## THE DATA PROBLEM

Bee Cave Games was a social casino startup with a catalog that included slot titles, Blackjack, and Video Poker in active development. Engagement data showed a consistent and unforgiving pattern: player sessions with any given title had a natural lifespan of approximately 8 to 10 days. After that window, play volume dropped sharply regardless of the title's quality, production value, or bonus depth. Players didn't leave because the game was bad. They left because they had seen it.

Blackjack wasn't driving revenue at scale. Video Poker was in development and not yet a factor. The AAA slot titles;I vendor-produced, with elaborate threaded bonus systems and premium art were performing, but were bumping against the same ceiling. A six-week production cycle meant that by the time the next major title shipped, the previous one had already cooled twice over. Production value couldn't solve a retention problem rooted in novelty.

The insight: the 8 - 10 day cooling window wasn't a content quality problem. It was a content velocity problem. The correct response wasn't to make bigger games; it was to ship faster.

## THE PROPOSAL: MATCHING CADENCE TO DATA

My solution was Simple Slots: a parallel in-house production track designed to deliver a complete, themed, shippable slot title every single week. The format was deliberately constrained, no vendor dependency, no elaborate bonus systems, no six-week cycle. Clean theme, strong symbols, fast turnaround. One new game per week meant players always had a reason to return before their engagement with the previous title had fully

cooled.

Before bringing the proposal to leadership, I validated the model. The first theme was built in approximately 2.5 days of art time. A second theme followed at the same pace. Both proved the cadence was sustainable and the quality bar was holdable at speed. I then presented the concept with competitive market examples. Caesars, Spades and Hearts, original Zynga Slots, demonstrating that the format had market precedent and player appetite. The proposal was approved.

### THE DUAL PIPELINE IN PRACTICE

For over half a year, I ran two production tracks simultaneously:

TRACK	CADENCE	PURPOSE	EXECUTION
Simple Slots	1 title / week	Match content refresh to 8–10 day retention window	Phil — in-house, soup to nuts
AAA Slots	1 title / 6 weeks	Flagship releases, premium acquisition, marquee marketing	External vendors, briefed and directed by Phil

The tracks served different functions and didn't compete. Simple Slots addressed the retention gap directly, every week, a fresh title before the previous one cooled. AAA titles provided the premium experience that justified the app's positioning and drove new player acquisition. Together they formed a content strategy that neither track could achieve alone: freshness at scale, prestige at intervals.

### WHY SIMPLE SLOTS OUTPERFORMED ON REVENUE

The AAA titles were generating but not at the scale of Simple Slots. The reason is structural, not qualitative. A premium slot title with threaded bonuses and vendor art has a higher ceiling for any single player's session value. But when the player retention window is 8 to 10 days, the total revenue potential of each title is bounded and a six-week production cycle means only a fraction of that potential is being realized across the catalog at any given time.

Simple Slots, by contrast, was always fresh. A new title every week meant the app always had something a returning player hadn't seen. Multiply that across 30 titles over 30 weeks each one capturing a full 8-to-10-day engagement window from players who were already in the app and the aggregate revenue outpaced what the slower, larger titles could produce. The AAA games were the better individual product. Simple Slots was the better system.

### SCOPE OF WORK

- Identified the 8–10 day retention window as the core product constraint and recognized it as a production cadence problem, not a quality problem
- Conceived, prototyped, and validated the Simple Slots model before seeking approval for two complete themes built before the pitch

- Personally executed all 30 Simple Slots titles: theme concepting, symbol design, reel layout, UI, and production-ready delivery at ~2.5 days per title
- Maintained 1-title-per-week output for 30+ weeks while simultaneously art directing the AAA pipeline
- Wrote all creative briefs for vendor-produced AAA titles and art directed external teams against those briefs
- Managed audio and engineering teams, and owned the full slots widget end-to-end as Studio Art Director
- 100+ total titles shipped across both tracks during his tenure at Bee Cave Games

#### KEY OUTCOMES

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- ❖ Simple Slots became the company's primary revenue driver; outperforming AAA titles in aggregate by matching production cadence to the 8–10 day player retention window
- ❖ 30 complete slot titles shipped in approximately 30 weeks; sustained without interruption to the parallel AAA pipeline
- ❖ Self-initiated: identified the data problem, built the solution, validated it, made the business case, and executed it personally
- ❖ Demonstrated that content velocity is a more powerful revenue lever than production value in a social casino context with short retention windows
- ❖ Established a repeatable in-house production model: seasonal and trend-driven themes, lean format, no vendor dependency
- ❖ Ran concurrently with AAA track (1 title per 6 weeks, externally produced); both tracks maintained simultaneously throughout