

Cheat Sheet: Your Guide to Macro Innovation

This is an extra resource to go along with the original article:
[Why Copying Hit Games Usually Fails and What to Do Instead](#)

What Is Macro Innovation in Regard to F2P Games?

Macro innovation is the practice of innovating in a dramatic way that creates an entirely new game experience than what's currently available. It produces a game that either a) creates its own category, or b) dominates a vulnerable category. The goal is to produce something players can't get anywhere else, so they see your game as *so unique* that they're willing to abandon what they currently play to experience it.

What *Isn't* Macro Innovation?

Macro innovation *is not* making small tweaks that don't differentiate your game from the original.

Ways to Innovate in a Mobile Game

- Take two concepts and smash them together.
- Strip an existing concept down its essential parts.
- Creating a bombastic and unique art style for your game.
- Implement new technologies (virtual reality, blockchain, GPS, etc.).
- Focus on and improve a massive pain point players complain about.
- Put a concept/theme in a completely different format.
- Take something mundane and make it a focus (by improving it).

Examples of Macro Innovation in Games

- **Golf Clash** - Innovated by creating the category of PVP golf.
- **Candy Crush** - Innovated by integrating Facebook to promote virality.
- **Clash Royale** - Innovated by implementing video replays and video sharing.
- **Fortnite** - Innovated by making battle royale a cross-platform experience.
- **Honor of Kings** - Innovated by leveraging GPS technology for local cooperative play.
- **Monster Strike** - Innovated by leveraging Bluetooth technology for local play.
- **Pokemon Go** - Innovated by making augmented reality a part of gameplay.