GET FUNDED 2026 · HELSINKI · 4 NOVEMBER 2026

GETTING FU**ED SINCE 2024

Kokoon Games origin story

Henri Lindgren
CEO, Kokoon Games

WHO AM I?

HENRI LINDGREN

Founder & CEO @ Kokoon Games



16
years in the games industry

200M+
downloads across the games I've worked on

2025
Finnish Games Rookie of the Year

THE PATH:

Nitro Games (EP) → Veikkaus Game Studio (Head of Studio) → Lightneer (CEO) → **Kokoon Games (Founder & CEO)**

WHAT IS KOKOON GAMES?

Kokoon Games

A STUDIO BUILT TO FIND HITS FAST

Award-winning veteran team with AI-native production pipeline: **the Kokoon Hatchery**

01

FORM AN IDEA

Study similar Steam games: what players love, hate and miss.

→

02 · 1–3 WEEKS

BUILD VERTICAL SLICE

A high quality playable that sells the player fantasy.

→

03

TEST ON COMMUNITY

Put it in front of the right, active community (itch.io, Reddit etc..).

→

04

SIGN A PUBLISHER

Kill, shelve or continue. Winning games get a publishing partner.

TRACTION

NEW WORLD TRADING COMPANY

CASE

New World Trading Company: from an idea to signing a publishing deal in 3 weeks









OUR JOURNEY

OUR JOURNEY · 1 / 3

GETTING STARTED

2024

THE FOUNDATIONS

The founding team are ex-Lightneerians. The idea of our own studio was born well before Kokoon Games existed.

PGC LONDON ‘24

TWO ANGELS

I pitched what we wanted to build before we existed. Both said they’d invest if we ever set up shop.

Then we set up shop.

2025

TEMPO GRANT

Angel money unlocked Business Finland’s Tempo grant (RIP Tempo). Together they funded game #1.

PAYING THE BILLS

2025

WORK FOR HIRE

Business Finland wants your own money in every project. So we signed projects with Skillz and Voodoo purely to get some cash in the bank.



APR 2025

BF R&D 1

Client cash gave us the self-financing needed for our first larger Business Finland R&D project.

DEC 2025

GAME #1 KILLED

Tested our first game Party Royale in the wild. We decided to kill it.

Hardest call but best decision as the next game was built on its foundations.

FINDING OUR WAY

JAN 2026

LIBERATORS INC.

A fresh start. Built on game #1's tech and learnings.



MAR 2026

BF R&D2

Our second R&D project with Business Finland.

SEP 2026

THE HATCHERY

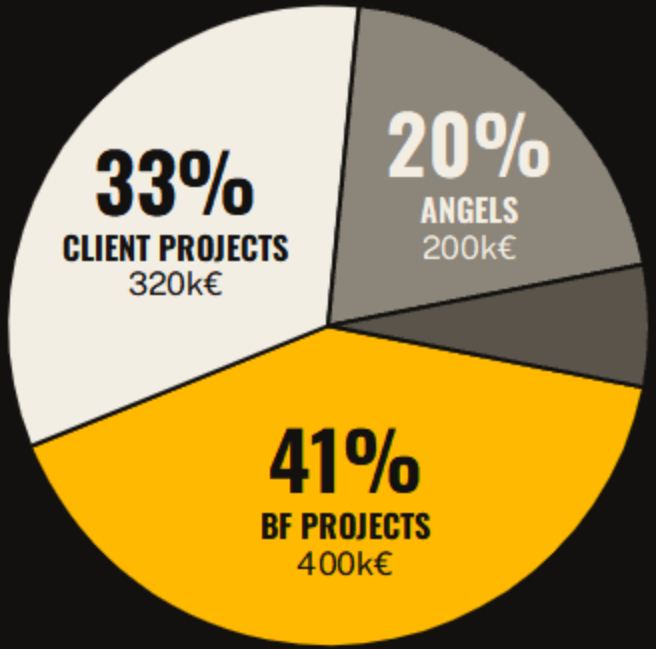
A new way to make games: Building a vertical slice in 1–3 weeks, sign a publishing deal asap.

OCT 2026

PUBLISHING DEAL

New World Trading Company: from idea to a signed PC publisher in 3 weeks.

WHERE DID THE MONEY COME FROM



TOTAL FUNDING TO DATE

~1M€

ZERO VC MONEY

5 LEARNINGS FROM OUR JOURNEY

WHAT WE'VE LEARNED

5 THINGS I'D TELL TO A FOUNDER

1 BUILD A FUNDING STRATEGY FROM DAY 1
Don't expect single-source funding. Plan how angels, grants, loans, WFH and publishers are combined into a cohesive funding pipeline.

2 MATCH YOUR FUNDING TO YOUR BUSINESS MODEL
VCs need venture-scale exits. If you're building a profitable studio, publishers, grants and revenue fit better.

3 SELF-PUBLISH ONLY WITH A FULL-TIME MARKETING TEAM
Yes, some have pulled it off without one and they're outliers. Focus your time what you do best and let publishers do the same.

4 BUSINESS FINLAND IS AMAZING BUT STILL LACKS A GAMES INSTRUMENT
BF support has been vital for us but games still need a proper instrument of their own. Hope this is heard before it's too late.

5 FINNISH GAMES INDUSTRY ISN'T GOING ANYWHERE
It's just changing shape. The winning PC indie teams and publishers are already building the next wave of our ecosystem.

GET FUNDED 2026

THANK YOU

QUESTIONS?

Henri Lindgren

CEO, Kokoon Games · kokoongames.com



New World Trading Company