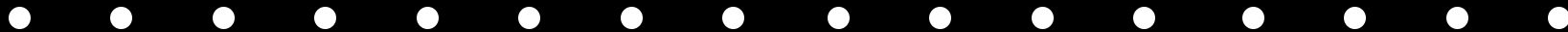# Pitching your game design

The why, and the how

You will pitch

- This Friday, to each other
- All the time, for the rest of your lives

"We all pitch, all the time.
Cover letters are pitches.
Party invites are pitches.
Asking someone out on a date is a pitch."

- J. Maureen Henderson, Forbes

What is pitching good for?

- Indie developers:
  - Investors
  - Journalists
  - Players
- At companies:
  - At expos and shows
  - For project owners
  - Within teams
- Personally:
  - In job interviews
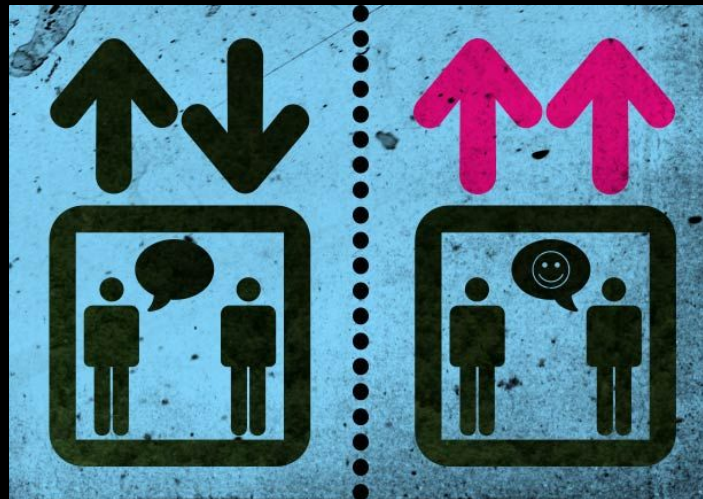 - Whenever you have an agenda, ever

What are pitches made of?

- The USP
  - Comparison with competitors
- The Story
  - An emotional resonance
- The Person
  - If they don't trust you, they won't engage

Repetition: Elevator pitch

- 1-3 sentences
- Catch the attention of the listener
- Make them want more
- Know this inside out

Let's take it to the next level!

- Quick elevator pitches are great!
  - Parties
  - Elevators
  - Expos
- ...but sometimes you need more.

MARIO
031350   ×45

WORLD
1-2

TIME
168

WELCOME TO WARP ZONE!

4   3   2

Before anything else...

- Who are you pitching to?
  - Ask questions
  - Do your research
- Rewrite your pitch to match your target

The NABC model

- Hook
- **N**eed
- **A**pproach
- **B**enefit
- **C**ompetition
- Call to Action (CtA)

Hook

- Grab the audience's attention
  - Unexpected
  - Emotional
  - Crazy
  - Funny
  - ...etc
- Examples

Need

- Which problem does this product solve?
- ...but we make games!
  - Which "itch" does this game "scratch"?
- What do a lot of gamers feel is a problem today?
  - Game sessions are too long
  - Narratives are too linear
  - Too much DLC, games not finished at launch
  - ...etc
- Address that need!

I NEED DIS

Approach

- Tie back to the Need
- How does your game solve this problem?
- Describe your game briefly, highlight its USP

Benefit

- What does the player get out of your game?
- Again, luxury product…
- But you can highlight time/money savers anyway:
  - "Get a premium game experience while waiting for the pasta to cook"
  - "Experienced a polished product at launch, without spending $$ on endless DLCs"
  - ...etc
- If no such examples, highlight why the player will like your game

Competition

- Acknowledge the competition
- Note what they are doing
    - Don't lie!
    - Pretending like there is no competition makes you look ignorant
- Highlight how you are better than your competitors

Call to Action

- You got their attention...
  - Reel them in!
  - Don't let anyone who like what they just heard slip away.
- What's the next step?
  - Like on Facebook?
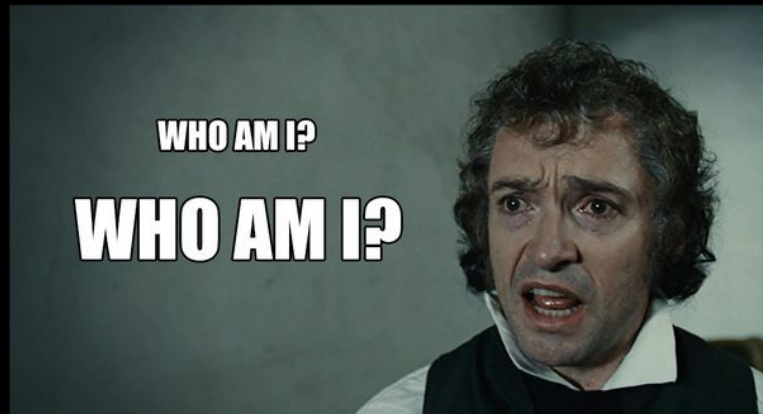 - Sign up for the Open Beta?
  - Come to your booth?
  - ...etc

Call to Action in other places

- Landing pages
- Trailers
- Expos
- ...etc

Don't forget to present yourself

- Somewhere in the pitch:
    - Your name
    - Company (if any - mostly important if previous releases)
    - The name of the product
        - Feel free to repeat several times

WHO AM I?
WHO AM I?

How about *you?*

- Public speaking can be scary
- That's why we practice
  - It does get better with practice
  - Also practice at home, to avoid brain freeze
- It is okay to be nervous
- Don't ever apologize
  - It's good to show vulnerability...
  - ...but never talk down on yourself
    - (Often people wouldn't even have noticed what you mention)
  - ...or talk smack about anyone else!

Body language

- Hands
  - In front/beside you
  - Not in pockets
- Never turn your back on audience
- Stand up
- Stand still
  - Alternate between 2-3 spots, tops

Voice

- Talk deliberately, take your time
- Avoid "umm"s
- Use your stomach
- Pause for emphasis

When in doubt… KISS!

- **K**eep
- **I**t
- **S**imple
- **S**tupid

Info: Pitch

- On Friday, 28 October
- Pitch the game you made a GDD for
- 2 minutes tops
- Base it on today's information
- You may use slides, but come prepared
- If you show a video, that counts into your 2 minutes
- You cannot use only a video
- Think E3 - make us want your game!