



INDIE Games!

Anna JENELIUS

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WHO, ME?



Anna JeneLIUS

- INDIe DEVELOPER
- NARRATIVE DESIGNER





Game credits

INDEPENDENT Game DEVELOPER

MIDVINTER

HISTOREA: SEYSHA'S REVOLUTION (IN DEVELOPMENT)

CAPITALS (IN DEVELOPMENT)

WRITER

RAIN OF REFLECTIONS (IN DEVELOPMENT)

ANALOG GAMES

INDIECARDS (IN DEVELOPMENT)

VOICE OVER

MAGICKA 2

MOTION CAPTURE ASSISTANCE

BATTLEFIELD 3

ANIMATION

THE HORROR OF MS AURORA

Game Jams

#RESISTJAM 2017 (REMOOP)

CASTLE Game Jam 2016 (THE GREAT CONSPERATEA)

GLOBAL Game Jam 2016 (PENTACURSE)

INTERNATIONAL LOVE ULTIMATUM JAM 2015 (LOVE BITES)

QA

A Game of Dwarves

ANCIENT SPACE

CITIES IN MOTION

CITIES IN MOTION 2

CITIES: SKYLINES

CRUSADER KINGS II

DUNGEONLAND

EUROPA UNIVERSALIS IV

HEARTS OF IRON III

HEARTS OF IRON IV

HOLLOWPOINT

IMPIRE

KNIGHTS OF PEN AND PAPER #1 EDITION

KNIGHTS OF PEN AND PAPER II

LEVIATHAN: WARSHIPS

MAGICKA

MAGICKA 2

MAGICKA: WIZARDS OF THE SQUARE TABLET

MAGICKA: WIZARD WARS

PILLARS OF ETERNITY

RUNEMASTER (CANCELLED)

THE SHOWDOWN EFFECT

STARVOID

STELLARIS

SWORD OF THE STARS II

TELEGLITCH: DIE MORE EDITION

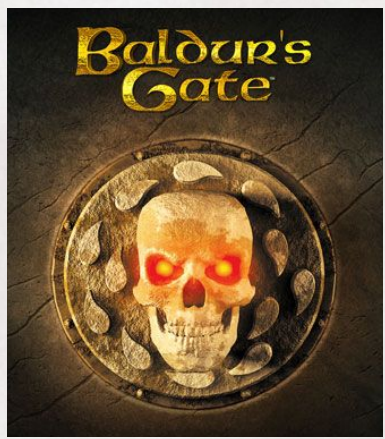
WARLOCK: MASTER OF THE ARCANE

WARLOCK 2: THE EXILED

WAR OF THE ROSES

WAR OF THE VIKINGS







The Games Factory 2 - [Softpedia - Frame 1]

File Edit View Insert Events Run Tools Window Help

Frame 1

Workspace Toolbar

Softpedia *

- Frame 1
 - Array
 - Window Shape
 - Active
 - Analog Joystick
 - Sub-Application
 - CD-Audio
 - Formatted Text
 - AVI
 - Clickteam Movement
 - Date & Time
 - QuickTime

All the events
All the objects

| | | |
|----|----------------------------------------------|--|
| 1 | • No sample is playing | |
| 2 | • Only one action when event loops | |
| 3 | • [F] is in the play area | |
| 4 | • Upon pressing "Space bar" | |
| 5 | • [C] is in the play area | |
| 6 | • Pick an object at random | |
| 7 | • Application [A] is finished | |
| 8 | • [C] time position within track > 08'18"-06 | |
| 9 | • [I] Index to the Y dimension at end | |
| 10 | • Timer equals 03'01"-00 | |
| 11 | • New condition | |

Properties - Frame 1

Runtime options

- Grab desktop at start
- Keep display from previous f
- Handle background collisions
- Display frame title in window
- Resize to screen size at start
- Force Load On Call option fo

Number of object: 500

Password:

No Item Selected
Select an item to see its description

Ready -45, -192 CAP NUM

goodgame

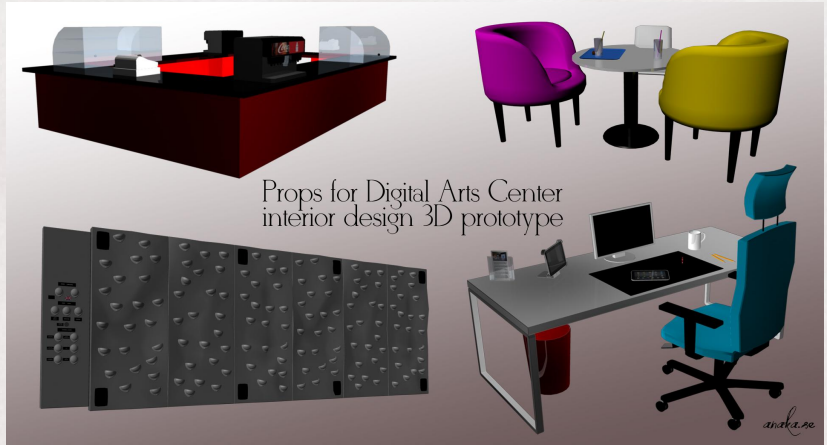
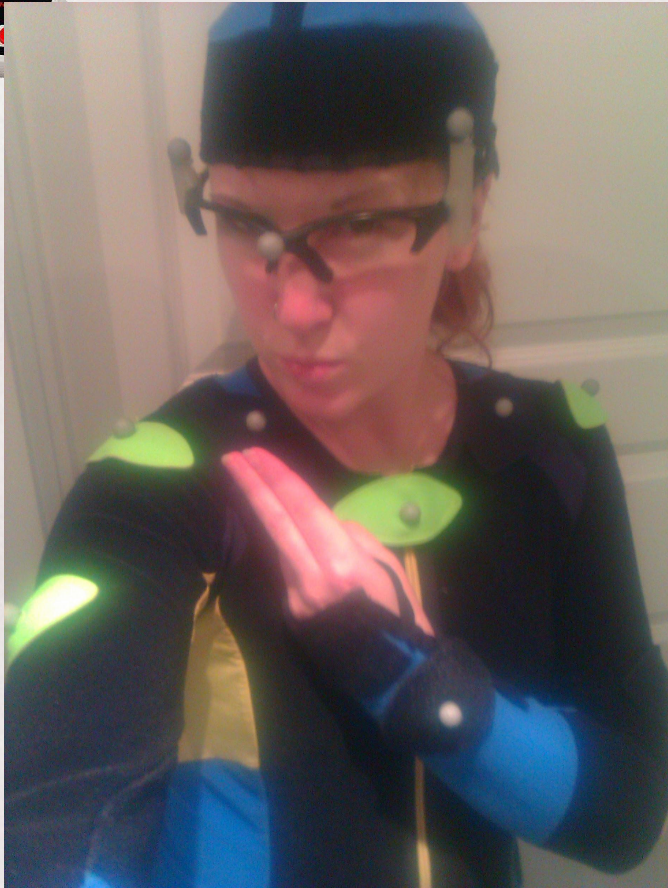






Stockholms
universitet















SERIOUSLY
INTERACTIVE



Capitals



ARSTOTZKA
Entry Permit

Personal entry to the
ign nation of Arstotzka
by granted to
HATYA HUSSONG

Passport number
B105-FPPBJ

VISIT
14 DAYS
02.01.1983

Ministry of Admission

GIVE THIS PAPER TO APPLICANT

ENTR

M.O.A. IDENTITY RECORD

NAME: Hatya Hussong
ALIAS: No known aliases

Applicant's fingerprints and claimed name/alias must match this record.

M.O.A. CITATION

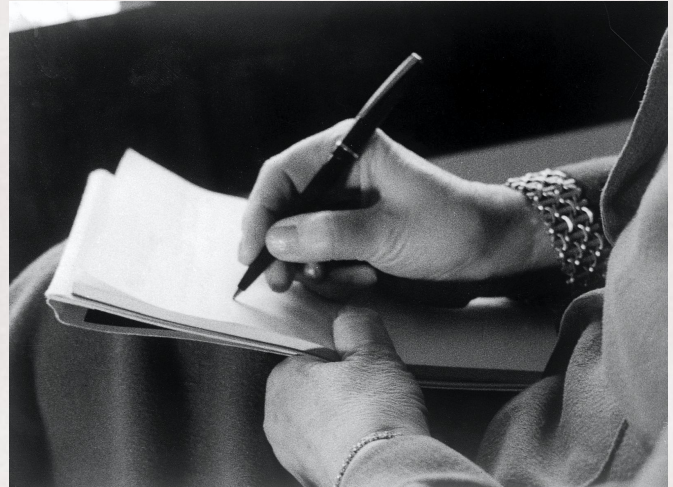
ENTR HERE

01.12.02 09 92 RB



Mike Bithell at Nordic Game 2014: Making Games Small and Big in Unity

<https://www.youtube.com/watch?v=H136FHC1HIA>





Talecore
STUDIOS





The Gnome

Anna 'Anaka' Jenelius

Restart

This story was created with
Twine and is powered by
TiddlyWiki

You are awoken by the voices of the two humans, coming from above. As you slowly rise from the hay, their soft words trickle down through the floorboards.

"Do you think we have a gnome on the farm?" asks the female human.

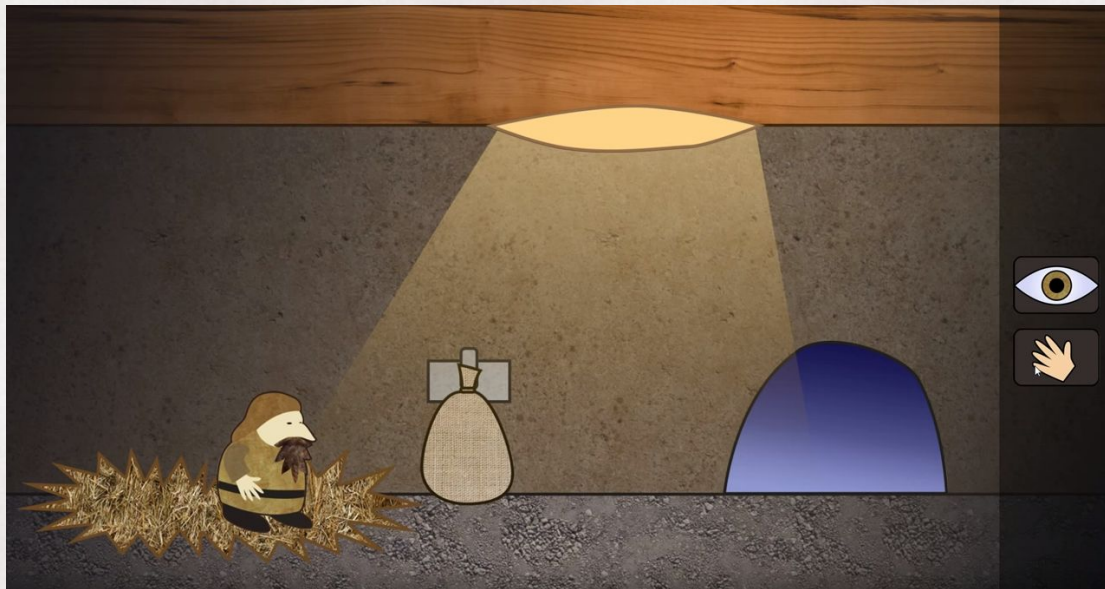
"I am not sure", answers the male human. "What do you think, dear?"

"I think we do. My grandfather used to say that you should put out porridge to the gnome to keep him happy. We should do that. You know, just in case."

"As you wish, my love. I will do it."

I will wait for them to go asleep.









Midwinter



[Store](#) | [Hub](#) | [SteamDB](#) | [Site](#)

Developer: Talecore Studios **Publisher:** Talecore Studios

Genre: Adventure, Indie

Languages: English, Swedish, Russian, Ukrainian

Tags: [Adventure](#) (23), [Indie](#) (21), [Point & Click](#) (7)

Category: Single-player, Steam Achievements, Steam Trading Cards, Captions available

Release date: May 5, 2016

Price: \$4.99

Owners: 9,176 ± 2,802

Players total: 5,595 ± 2,188 (60.98%)

Followers: 238

Playtime total: 04:58 (average) 03:35 (median)



Menu

Undo



People of Gareil! Citizen of Dreussen! I stand before you because I am one of you - and as such, I am getting just as fed up with the state of things as our dear queen Miantha dom Digeronet ought to be with her pastries and cakes.

People living in the streets! No food! Disease and vermin covering the cobblestones like the rainwater the drains and ditches cannot get rid of.

And meanwhile, the queen rolls around in luxury. You all remember her yearday celebration, I am sure. She is more than willing to spend when it comes to food for herself, it would seem... But for the people? Not a single loaf of bread."





STING
Test Drive 

SWEDEN
GAME | ARENA





VALIANT GAME STUDIO



*Have not been sighted in civilized areas for decades.
If they still exist, they dwell in the most remote of mountains.*



Giants



Orcs



Goblins



Elves



Dwarves



Humans



Sting



SWE
DEV



QUESTIONS?



**LET'S TALK
ABOUT GAMES!**



BUSINESS FOCUS

**COPYCATS,
ASSET FLIPS**

**THRIVING INDIE
DEVELOPER**

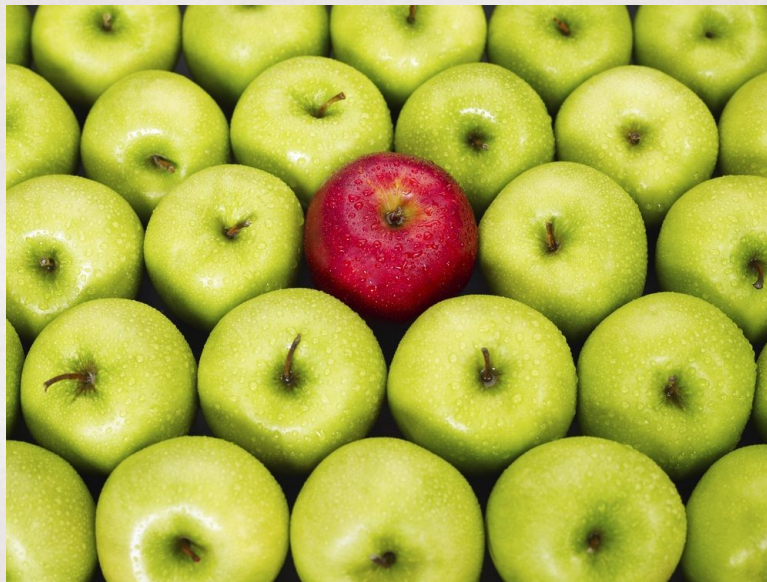
CREATIVE FOCUS

???

STARVING ARTIST



UNIQUE SELLING POINT





"DIFFERENTIATION IS ONE OF THE MOST IMPORTANT STRATEGIC AND TACTICAL ACTIVITIES IN WHICH COMPANIES MUST CONSTANTLY ENGAGE."

- PROF. THEODORE LEVITT (HARVARD BUSINESS SCHOOL)

Showing results for "2048"

iPhone Apps



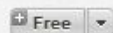
2048
Games



2048 Tile-Free
Games



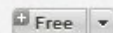
2048
Games



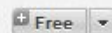
2048 - Better than
Kittens!
Games



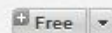
Space Buster 2048
Games



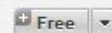
The 2048 App
Games



2048!!!
Games



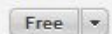
2048~
Games



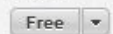
2048 Deluxe
Games



2048!
Games



2048 - A tiny
puzzle game
Games



2048 Challenge
Games



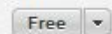
2048 Game Pro
Games



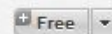
Eights! Match
Pairs or Add Fiv...
Games



2048 Wow!
Games



Tile 2048
Games



! 2048
Games



2048 Puzzle
Games



2048 with Kivy
Games



2048 : The number
puzzle



2048 NUMB
Games



2048 Number
Puzzle game



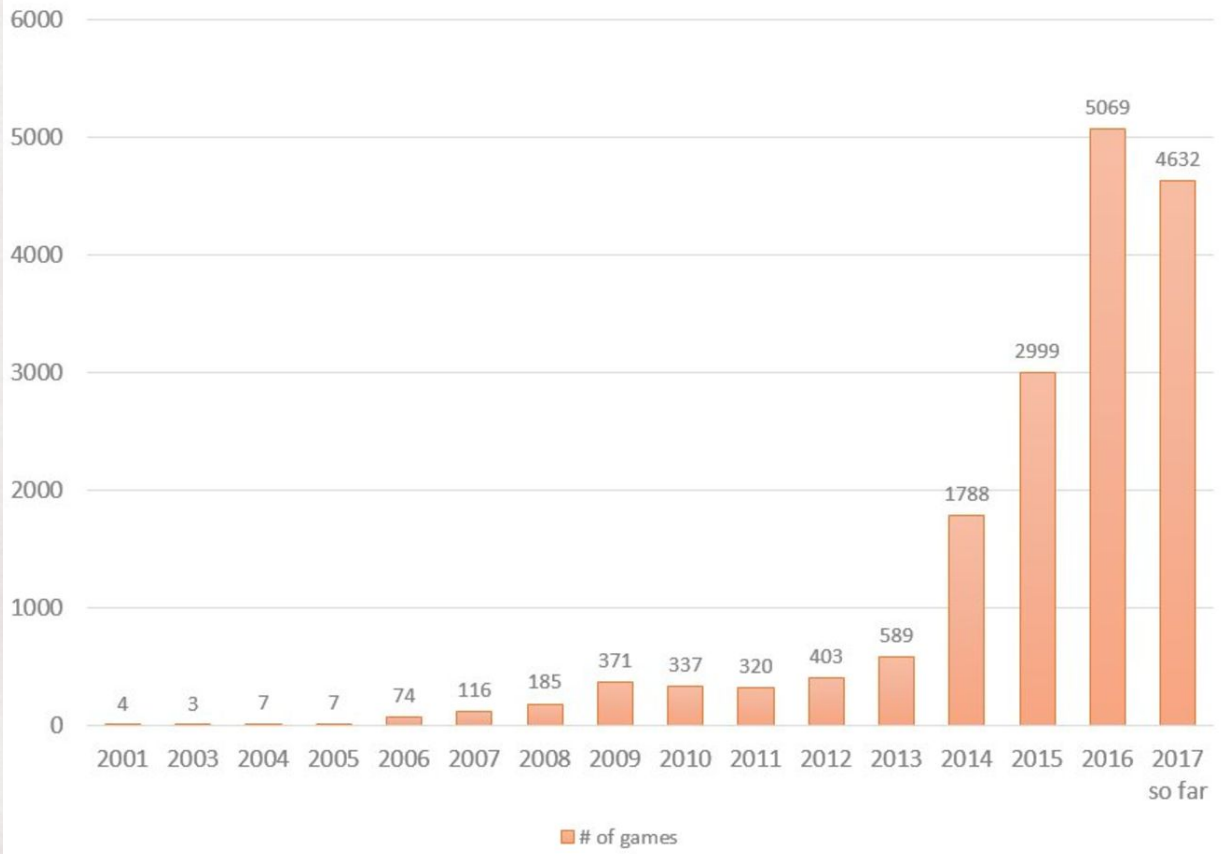
Power of Two
(2048)



2048! - FREE
Games



of new games on Steam







WHAT IS YOUR **THING**?

- SHORT SESSIONS?
- UNIQUE GRAPHICS?
- ENGAGING STORY?
- REVOLUTIONARY PHYSICS?
- NEW SETTING?
- ACCESSIBLE?
- ETC...



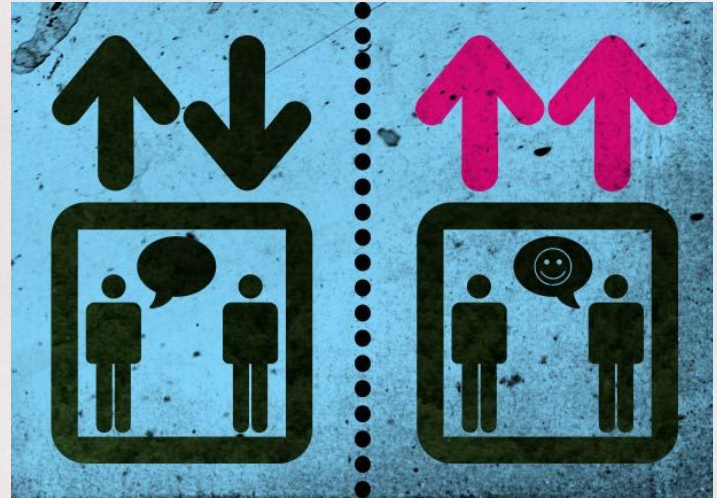
MDA Framework

- MECHANICS
- DYNAMICS
- AESTHETICS



ELEVATOR PITCH

- A FEW SHORT SENTENCES
- CATCH THE ATTENTION OF THE LISTENER
- MAKE THEM WANT MORE
- KNOW THIS INSIDE OUT





X meets Y, WITH/IN/BUT Z

- DIABLO II meets DISNEY, IN SPACE
- CHIVALRY meets FALLOUT 4, WITH ROCKET LAUNCHERS
- GANG BEASTS meets SURGEON SIMULATOR, ON MOBILE
- ETC...



FLESHING IT OUT

Midvinter is a cozy point-and-click adventure, based on Swedish folklore. You play as a gnome on a farm, and you meet fantastical creatures and solve puzzles as you try to stop the troll from kidnapping a child.

Historea: Seysha's Revolution is a Massively Branching Story Game, about a young woman who wants to be a soldier - but whose life has other things in store for her. You decide how she deals with it, and your choices truly matter.

Aesthetics

Mechanics

Emotional resonance

Setting



EXERCISE TIME!



PITCH your Game!

- Take THE Game YOU HAVE JUST WORKED ON
- INDIVIDUALLY, FIGURE OUT THE USP (ADD IMAGINARY FEATURES IF NEEDED)
- create an ELEVATOR PITCH
- COMPARE IN THE GROUP





MINIMUM VIABLE PRODUCT (MINIMUM VIABLE GAME)

“minimum viable product (MVP) IS a PRODUCT WITH JUST ENOUGH FEATURES TO GATHER VALIDATED LEARNING ABOUT THE PRODUCT AND ITS CONTINUED DEVELOPMENT.”

([HTTPS://EN.WIKIPEDIA.ORG/WIKI/MINIMUM_VIABLE_PRODUCT](https://en.wikipedia.org/wiki/Minimum_viable_product))



(minimum viable product)



(product)



HOW TO BUILD A MINIMUM VIABLE PRODUCT

The Wrong Way



1



2



3



4

The Right Way



1



2



3



4



HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT



1



2



3



4

HOW TO BUILD A MINIMUM VIABLE PRODUCT



1



2



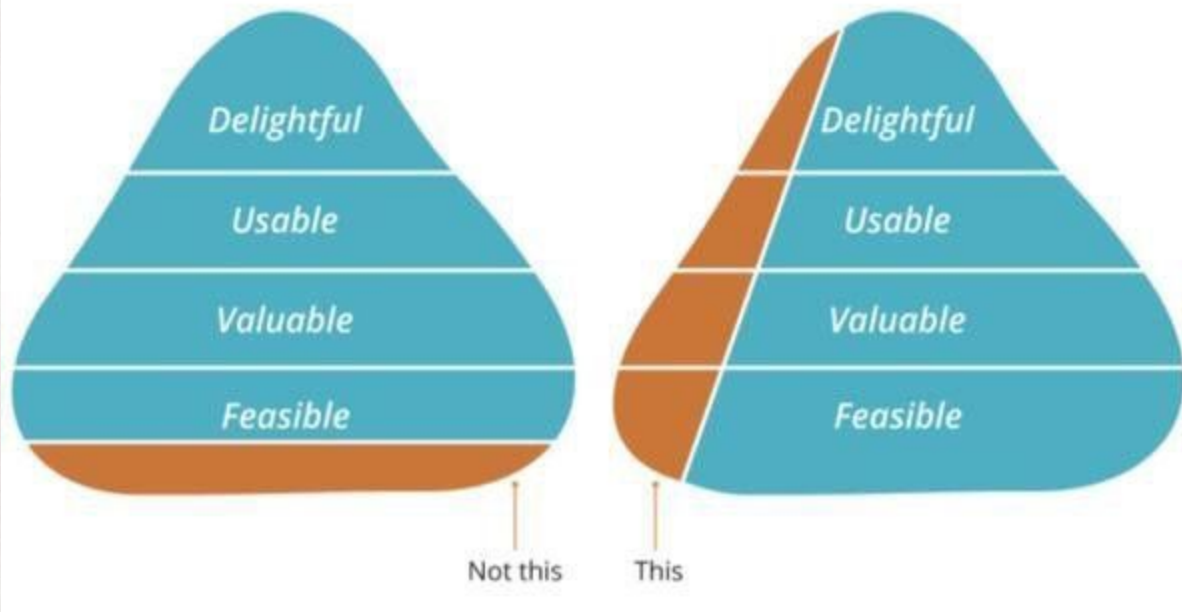
3



4



MINIMUM VIABLE PRODUCT



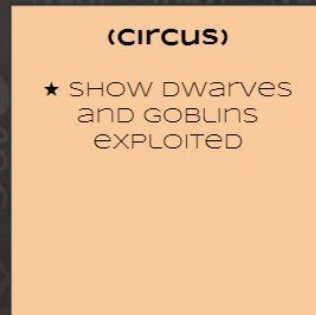
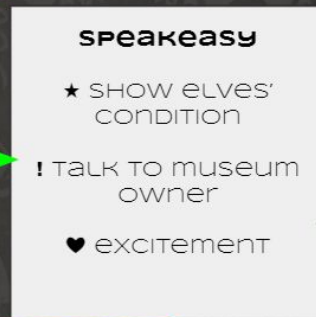
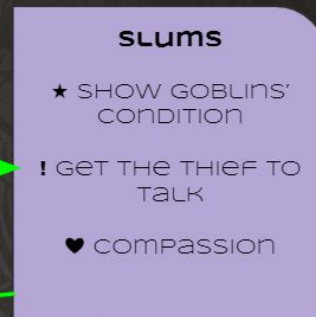
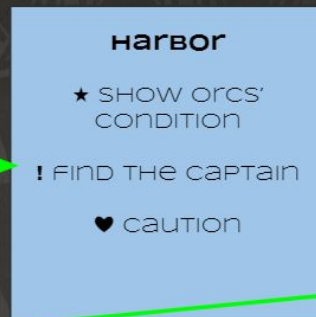


ITERATORS



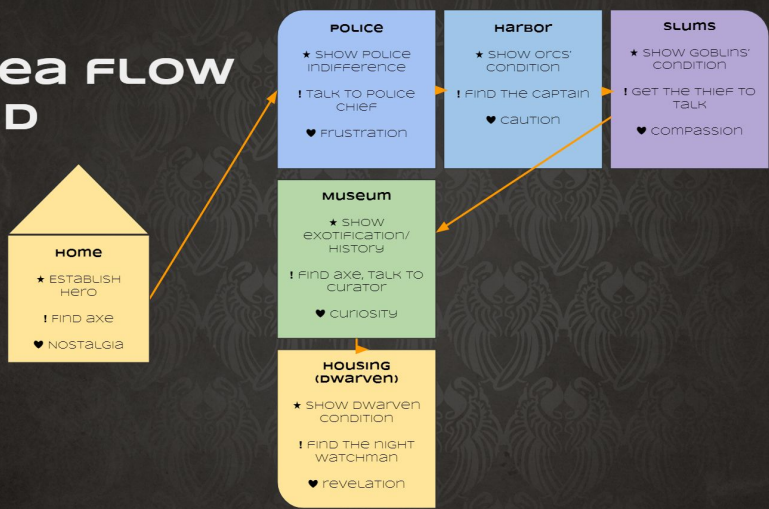
iterate

Area FLOW FULL

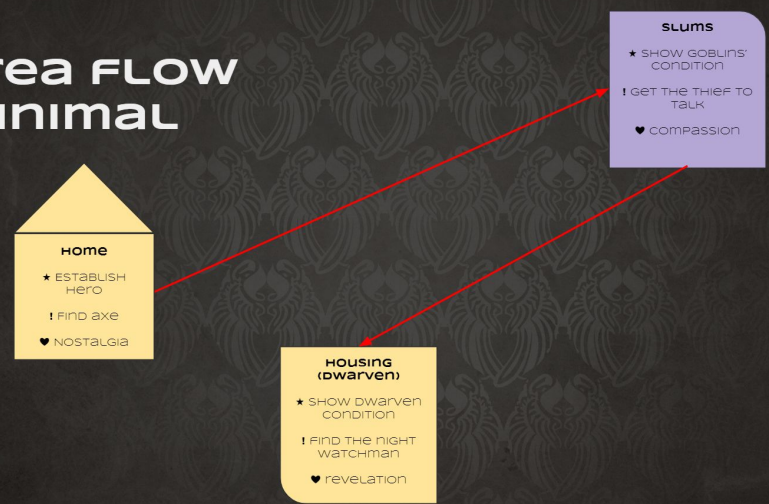




Area FLOW MID



Area FLOW minimal





core features

- WITHOUT THESE, THERE IS NO GAME
- NO POLISH, NO NICE-TO-HAVES



EXAMPLES

- In an FPS, TO SHOOT
- In an RPG, a DIALOG SYSTEM
- In a PUZZLE GAME, a SOLVABLE PUZZLE

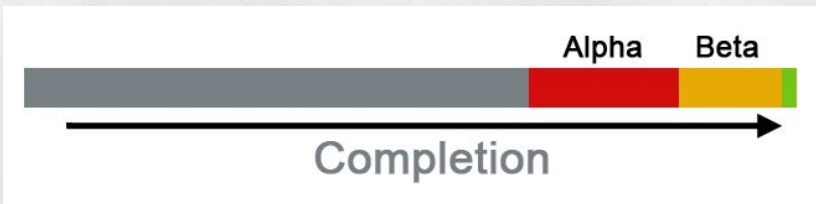


QUESTIONS?



PHASES OF DEVELOPMENT

- Pre-PRODUCTION
- (VERTICAL SLICE)
- PRODUCTION
- ALPHA (FEATURE COMPLETE)
- BETA (CONTENT COMPLETE)
- GOLD MASTER/RELEASE CANDIDATE
- POST-LAUNCH





VERTICAL SLICE

- NOT a MINIMAL VIABLE PRODUCT
- ALL PARTS = PRODUCTION STANDARD
- FOR PITCHING IDEA
 - WITHIN COMPANY
 - TO INVESTORS
 - TO PUBLISHERS

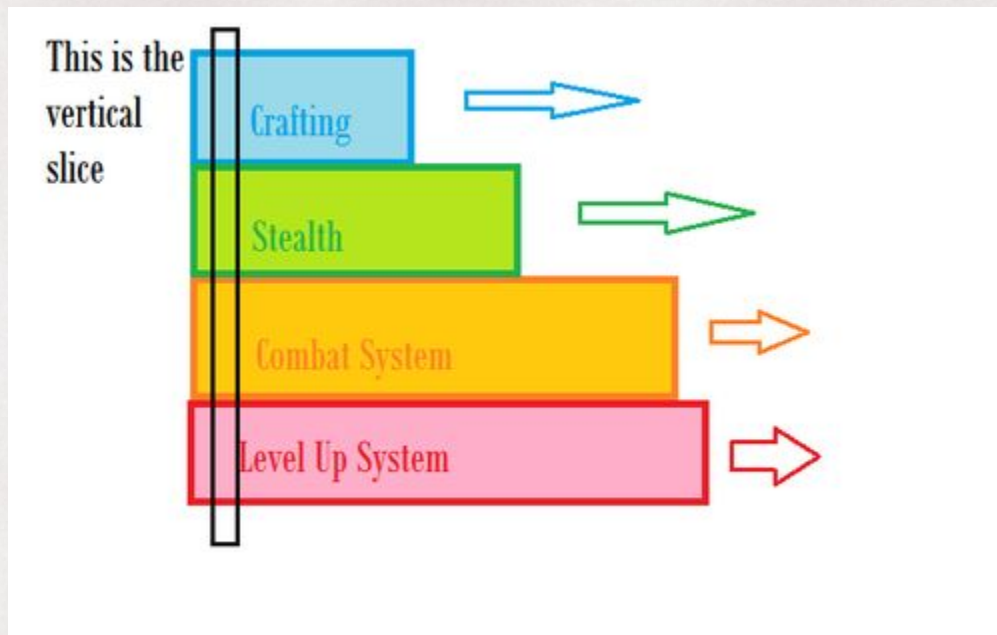


VERTICAL SLICE





VERTICAL SLICE



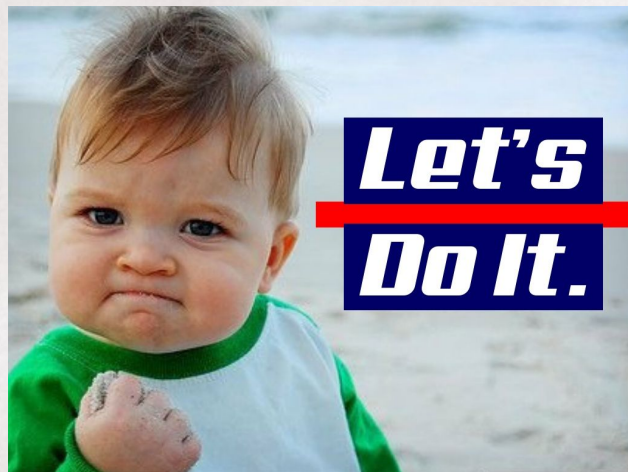


EXERCISE TIME!



LOOK AT EXISTING Game

- PICK a Game you know well and like
- PICK a mechanic you enjoy
- HOW WOULD you improve it?





MORE TIPS & TRICKS





Make Games

```
function Start () {  
    // Initialization code  
}  
  
function Update () {  
    rayCastTrigger();  
    createGeo();  
}  
  
function rayCastTrigger(){  
    var hit : RaycastHit;  
    var ray : Ray = cam.ScreenPointToRay(Input.mousePosition);  
    if (Input.GetMouseButton(0)) {  
        if (Physics.Raycast(ray, hit, 100)) {  
            if (hit.transform.name == "cube") {  
                // Add object to array  
                selectedCubes.Push(hit.transform.nameObject);  
                if (behToCall == "Destroy") {  
                    // Destroy (hit.transform.gameObject);  
                }  
                if (behToCall == "Move") {  
                    // hit.transform.position.x += 2;  
                    // hit.transform.gameObject.SendMessage("Move");  
                }  
                if (behToCall == "Rotate") {  
                    // hit.transform.Rotate(0, 0, 45);  
                }  
            }  
        }  
    }  
}
```

@jomasan

plethora-project.com

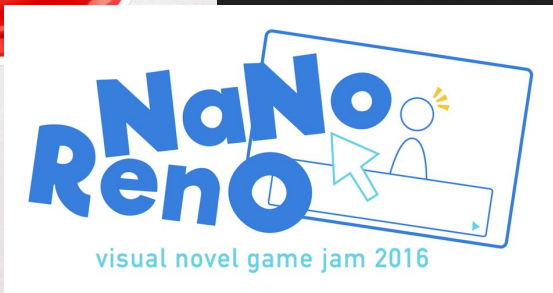


I'M NOT KIDDING

- Make Games
- DON'T START WITH your magnum OPUS
- Make Games
- JUST make THEM
- ALL THE TIME
- AND THEN make more Games



Game Jams!





Make mistakes

(AND OWN THEM)





START WITH HACKS

```
336         audioscript.playsfx ("use");
337     }
338 } else if (item == "Key") {
339     if (inventoryscript.hasbag == true) {
340         audioscript.playsfx ("metallrattle");
341         inventoryscript.pickupdrop ("Key", true);
342     } else {
343         talkscript.talk (0023);
344         audioscript.playsfx ("use");
345     }
346     //SEED BARN
347 } else if (item == "Vättar") {
348     if (adialogscript.hastalkedtoskogsrå != true){
349         talkscript.talk (0287);
350         audioscript.playsfx ("use");
351     } else if (adialogscript.hastalkedtovättar1 != true) {
352         adialogscript.vattetalkfirst ();
353     } else {
354         adialogscript.vattetalksecond ();
355     }
356 } else if (item == "Pitchfork") {
357     talkscript.talk (0088);
358     audioscript.playsfx ("use");
359 } else if (item == "Ladder") {
360     talkscript.talk (0101);
361     audioscript.playsfx ("use");
362 } else if (item == "Hay") {
363     talkscript.talk (0098);
364     audioscript.playsfx ("use");
365 } else if (item == "Cat") {
366     audioscript.playsfx ("purr");
367     Debug.Log ("Catclick: " + catclick);
368     catclick++;
369     if (catclick == 5) {
370         audioscript.playsfx ("use");
371         talkscript.talk (0305);
372     } else if (catclick == 10) {
373         audioscript.playsfx ("use");
374         talkscript.talk (0306);
375         savescript.saveachievement (4);
376     } else {
377         talkscript.talk (0279);
378         audioscript.playsfx ("use");
379     }
380 } else if (item == "Mushrooms & Potatoes") {
381     talkscript.talk (0281);
382     audioscript.playsfx ("use");
```



SCOPE

SCOPE

SCOPE

SCOPE

SCOPE

SCOPE

SCOPE

SCOPE



LOOK AT WHAT YOU **can** DO

RATHER THAN WHAT YOU WANT TO DO





ASK FOR HELP

...AND PAY IT FORWARD!



Amanda Palmer: The art of asking



SHARE EARLY!

- BUILD HYPE
- GET INPUT
- YOU CANNOT AFFORD TO KEEP SECRETS



TEST SUPER early!





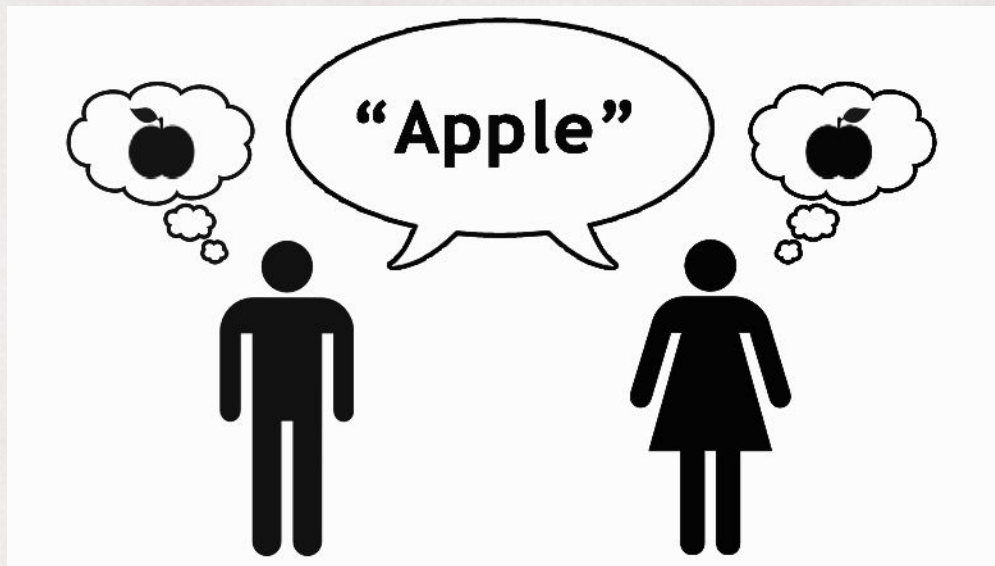
...AND CONTINUE TESTING

- QA
- Playtests





sync IDEA IN THE TEAM





DON'T JUST DO - PLAN!





GET INSPIRED

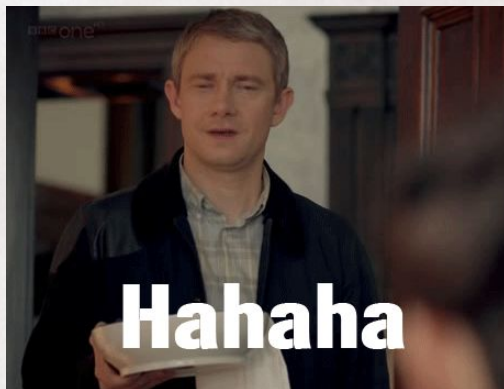




MARKETING



"A GOOD GAME SELLS ITSELF"





NO "I CAN'T DO X"...



Mattias Dittrich (Ditto) - Make It Wiggle (or How to Make Cool Art with No Talent)

I am a tiny potato

And I believe in you



YOU CAN DO THE THING



STAY ON THE ROLLERCOASTER

“By the time I was fourteen the nail in my wall would no longer support the weight of the rejection slips impaled upon it. I replaced the nail with a spike and went on writing.” – Stephen King



Take care of yourselves

THIS IS a marATHon,

NOT a SPrint





QUESTIONS?



END OF DAY 1



INDIE Games!

Anna JENELIUS

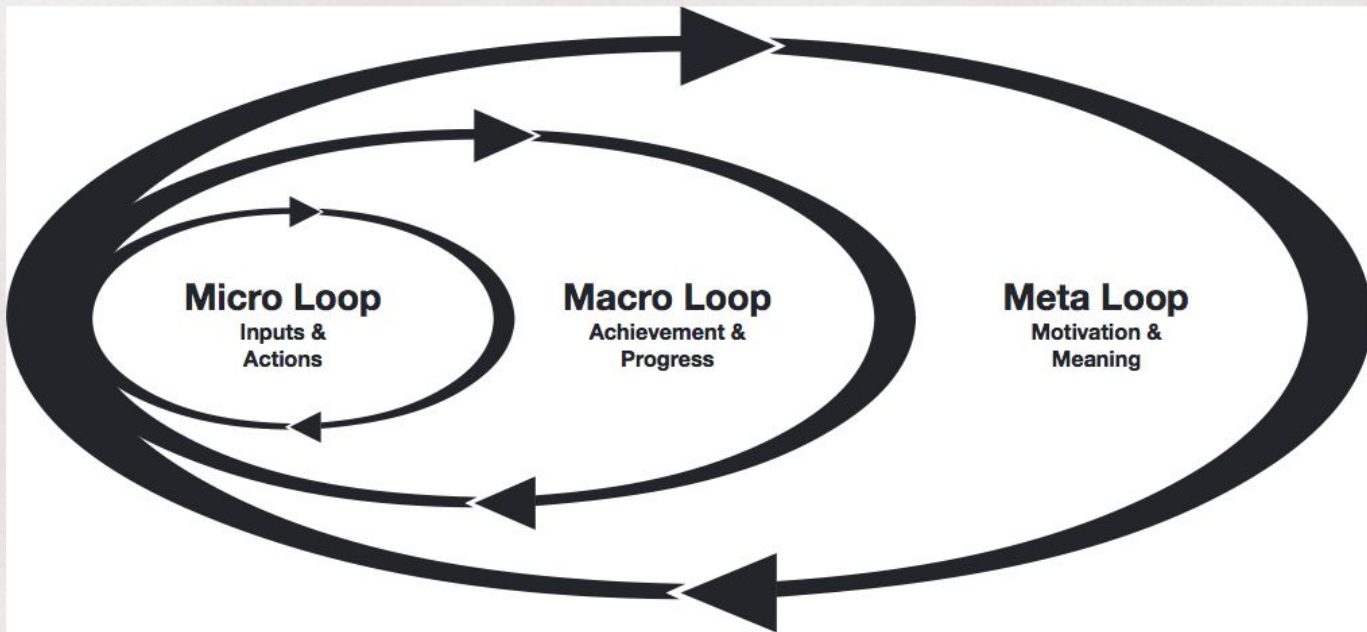
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anna@talecore.com | www.talecore.com



Game LOOPS, FEEDBACK LOOPS



Game LOOPS

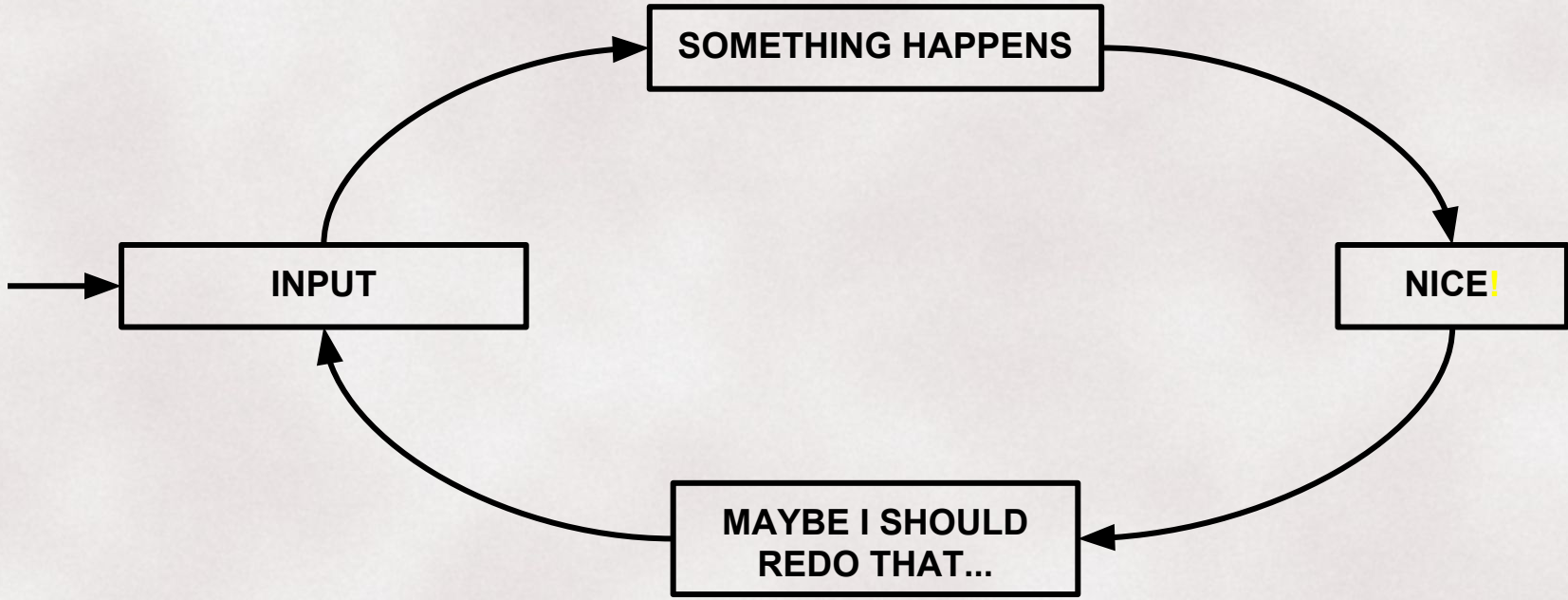


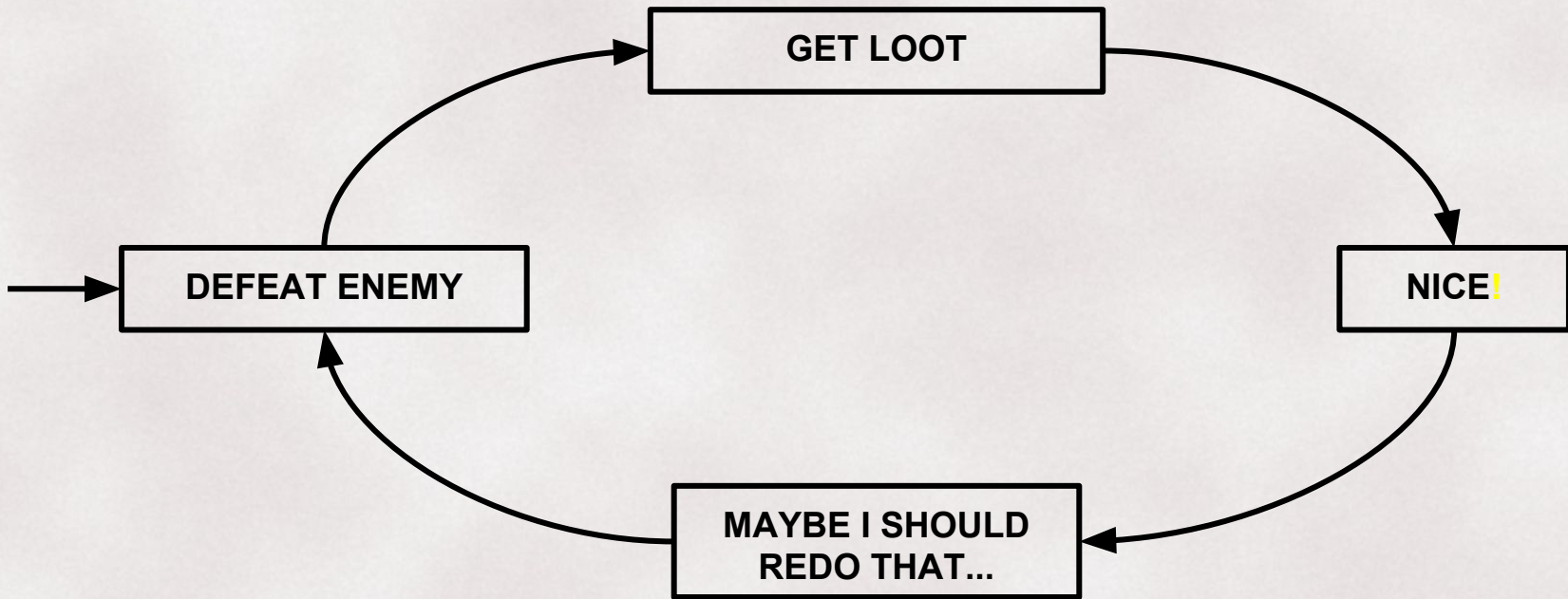


MICRO LOOPS

- ACTIONS
- REACTIONS

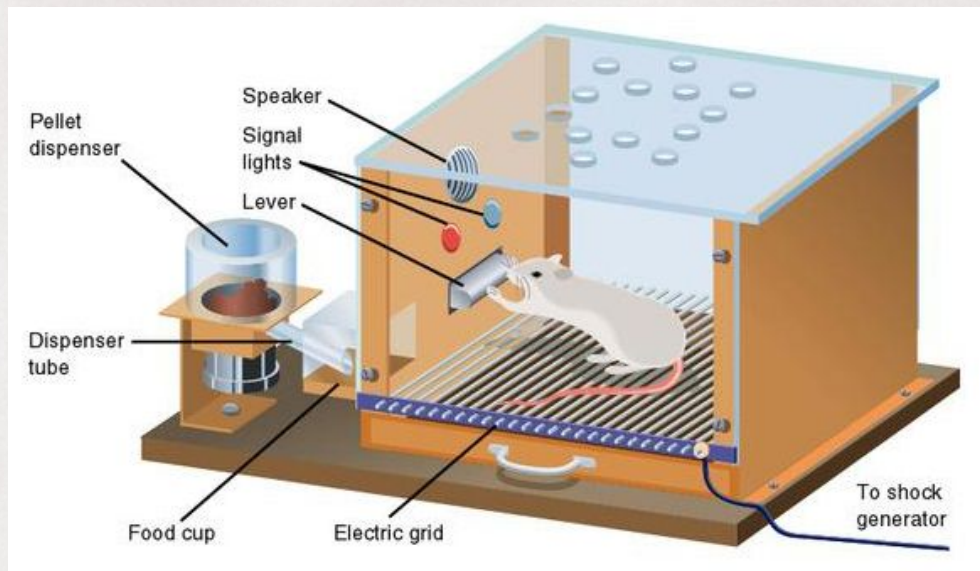








SKINNER BOX



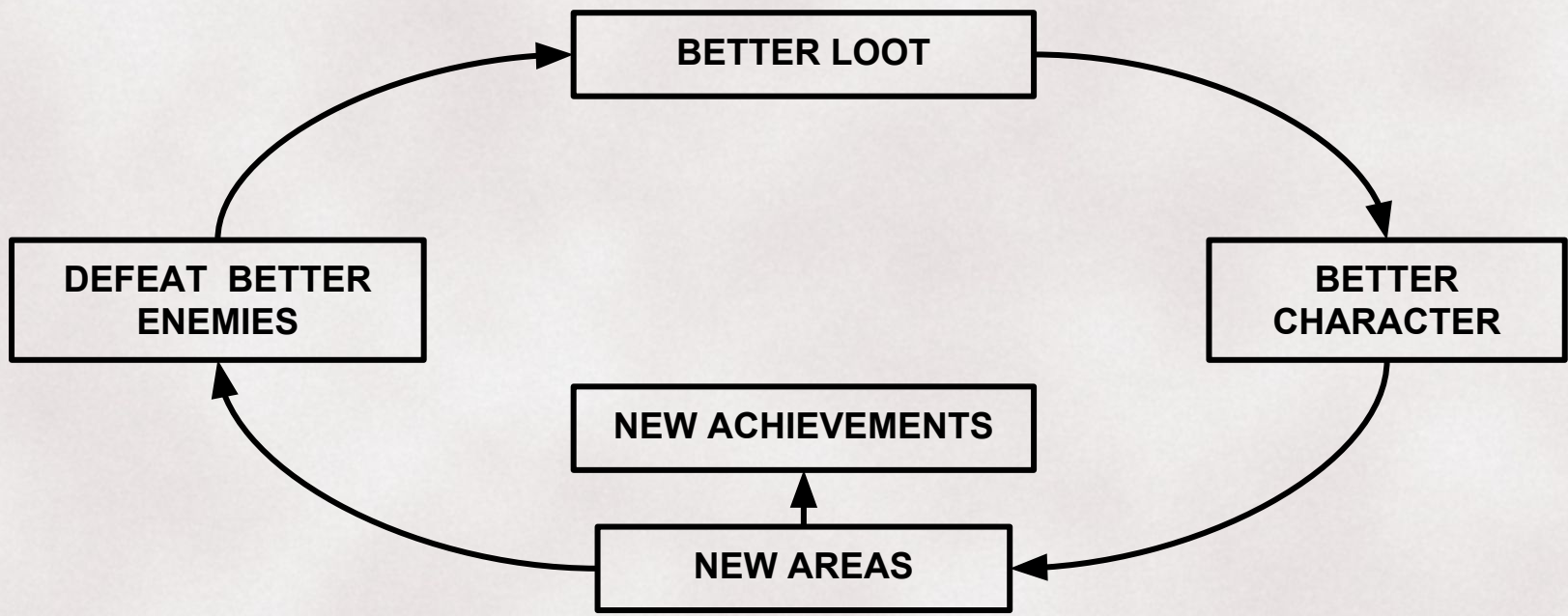




Macro LOOPS

- Progress
- Learning curve
- achievements







META LOOP

- MOTIVATION
- MEANING
- NARRATIVE





**WHY
ARE WE
HERE?**







More micro, Less meta





EXERCISE TIME!



LOOK AT "remoop"

- I made a game FOR a GameJam, "#resistJam"
- THE GOAL: MAKE a GAME TO FIGHT THE POWER
- DOWNLOAD IT:
[HTTPS://ITCH.IO/JAM/RESISTJAM/RATE/124945](https://itch.io/jam/resistjam/rate/124945)
- ANALYZE THE GAME LOOPS
- FOR HOW LONG IS IT FUN?
- WHAT WOULD YOU HAVE DONE DIFFERENTLY?



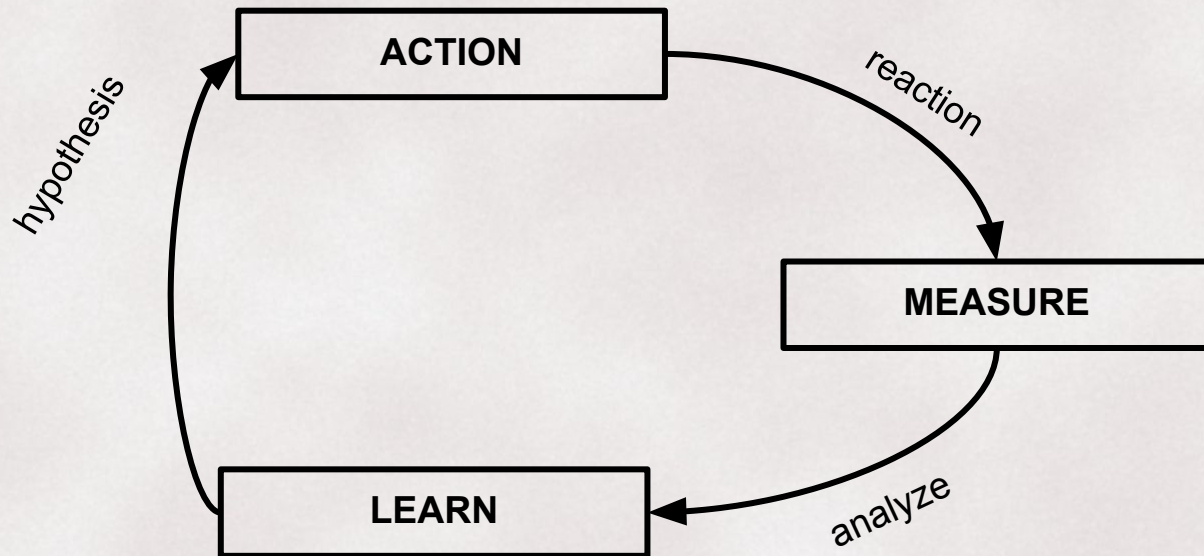


FEEDBACK LOOPS

- LOOPS THAT PROVIDE FEEDBACK
- LOOPS THAT FEED BACK INTO THE SYSTEM

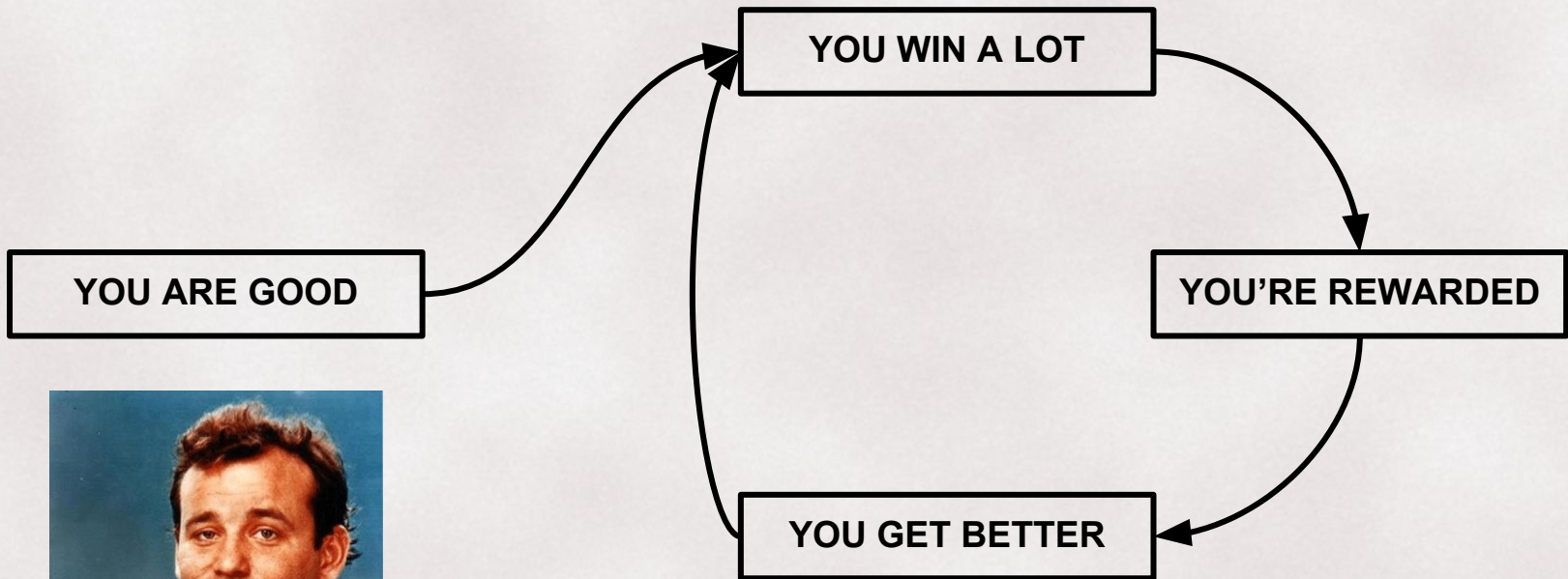


TYPE #1





TYPE #2.1





TYPE #2.2

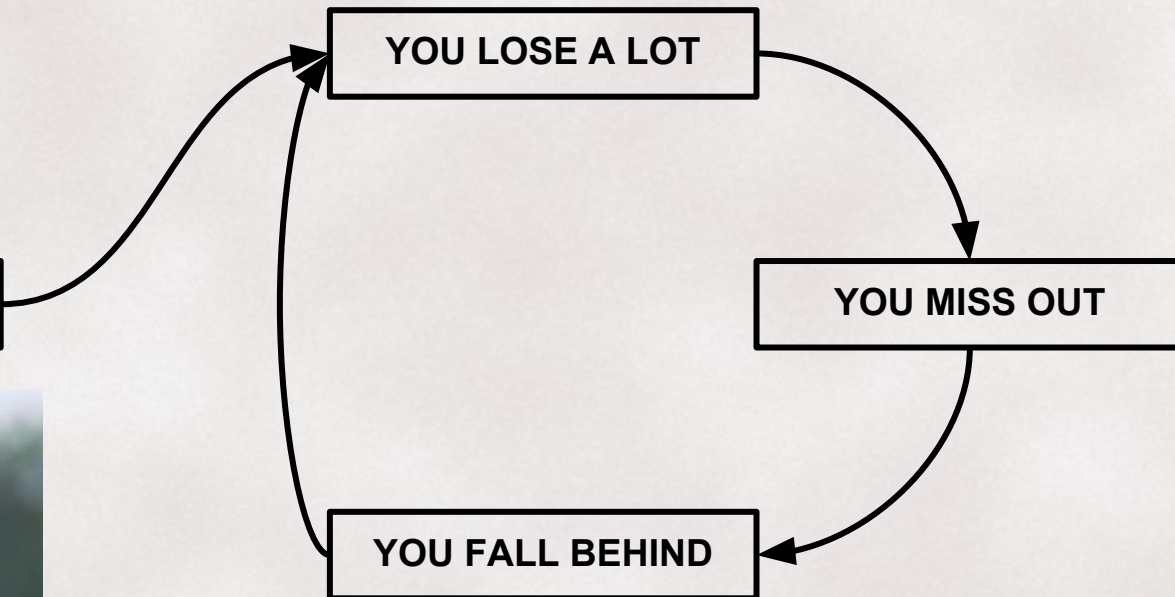
YOU ARE BAD



YOU LOSE A LOT

YOU MISS OUT

YOU FALL BEHIND





COUNTERING





REVERSING



“...the last shall be first, and the first, last...”

Matthew 20:16



BETTER FOR...



...Games WITH
LONG-TERM GOALS



...Party Games



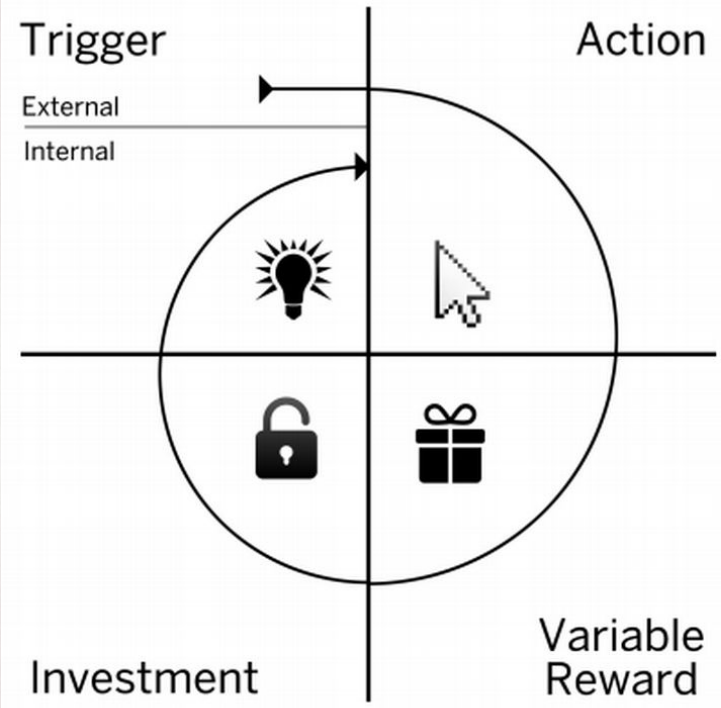
HOOK MODEL

we want PEOPLE TO...

- PLAY our Games
- CONTINUE TO PLAY our Games



The Hook Model



BY: NIR EYAL,
"HOOKED"



EXTERNAL TRIGGER

19:27

Candy Crush Soda • 8m ^

Candy Crush Soda
Sodalicious levels ✓ Juicy Boosters ✓
Tasty Challenges ✓

Duolingo • 3h

Practice Time
Learning a language requires a little practice every d..

- Paranoid parents should no longer worry about potential plots against dead children.
- You can no longer arrange a ball in the dungeons.
- Handsome and lustful men now also populate the cabins in the wild for the pleasures of people who find them attractive.
- You no longer feel like you're partying on your own when inviting people that are not your vassals.
- You no longer feel bad for having a romantic relationship with your spouse.

You have a group invitation.

Money Tree
Sell for: 100000 Coins
Harvest in: 8 Days
Yours Free
Claim

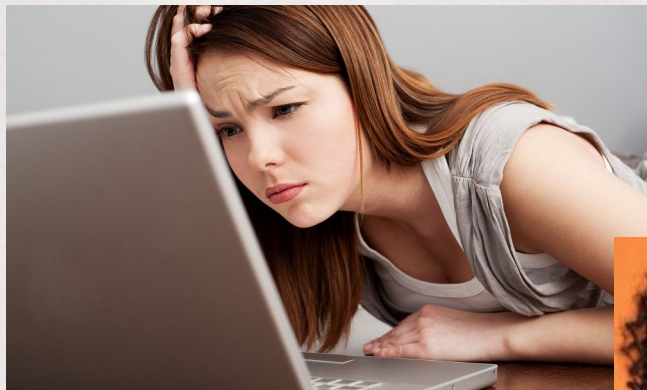
Farmville Money Tree Claim Yours Today!
Internet & Technology - Gaming

You have been invited by '
Would you like to join this group?

Confirm **Ignore**



INTERNAL TRIGGER





ACTION



PRESS START

Invite your friends to Gandy Crush Saga!

Select all

| | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

Invite

Today's Quests

| | | |
|---------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------|
| Shaman or Warlock Victory | Priest or Warlock Dominance 60 Win 5 games with Priest or Warlock. 0/5 | Mage Victory 50 Win 3 games with Mage. 0/3 |
|---------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------|

...ly be completed in Play mode. The Arena or Tavern Brawl.



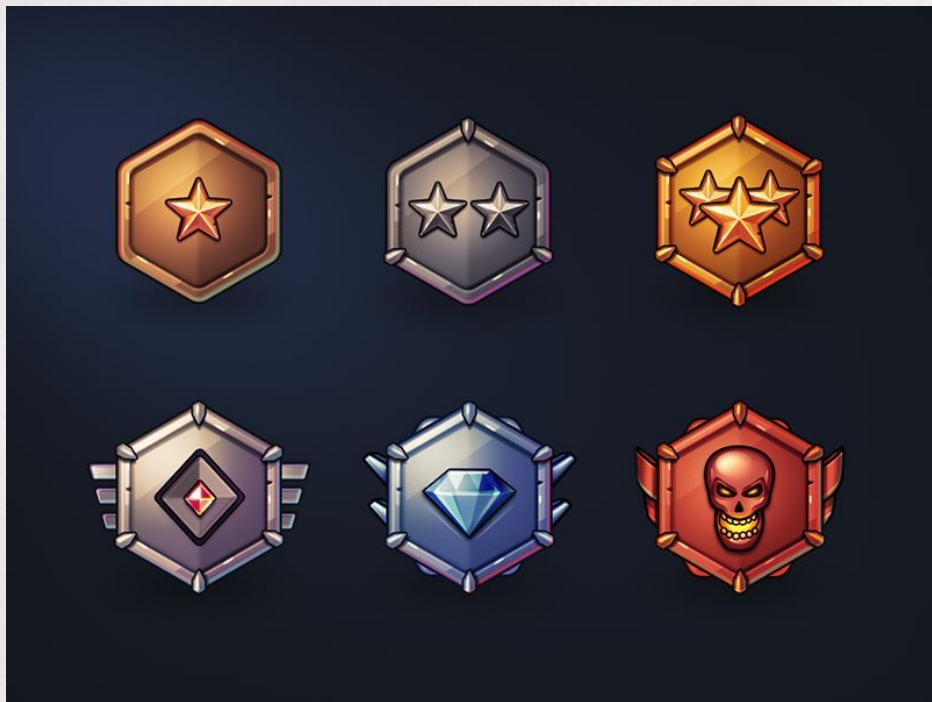
variable reward





Reward

- THE SELF
- THE HUNT
- THE TRIBE





REWARDS: THE SELF

- SATISFACTION FOR **you**
- REACH **your** GOALS















REWARDS: THE HUNT

- ENGAGING THE HUNTER-GATHERER FEELINGS



| | | |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------------------|
|  | Unbound Complete "Unbound" | Unlocked: Nov 11, 2011 9:13am |
|  | Bleak Falls Barrow Complete "Bleak Falls Barrow" | Unlocked: Nov 11, 2011 10:46pm |
|  | The Way of the Voice Complete "The Way of the Voice" | Unlocked: May 3, 2012 3:34pm |
|  | Diplomatic Immunity Complete "Diplomatic Immunity" | Unlocked: May 3, 2012 3:34pm |
|  | Alduin's Wall Complete "Alduin's Wall" | Unlocked: May 3, 2012 3:34pm |
|  | Elder Knowledge Complete "Elder Knowledge" | Unlocked: May 3, 2012 3:34pm |
|  | The Fallen Complete "The Fallen" | Unlocked: May 3, 2012 3:34pm |
|  | Dragonslayer Complete "Dragonslayer" | Unlocked: May 3, 2012 3:34pm |
|  | Take Up Arms Join the Companions | Unlocked: May 3, 2012 3:34pm |
|  | Blood Oath Become a member of the Circle | Unlocked: May 3, 2012 3:34pm |



REWARDS: THE TRIBE

- SHOWING OUR WORTH AND STATUS TO THE SOCIAL GROUP





investment



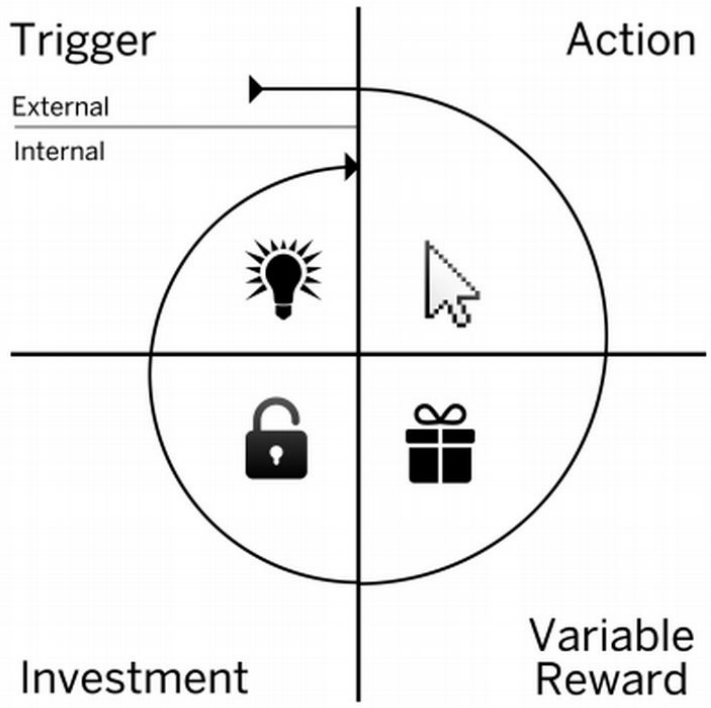


investment





The Hook Model





THE masters?

King



QUESTIONS?



MONETIZATION





we Love making Games

we must make money

TO CONTINUE making Games



DON'T JUST BUILD GAMES

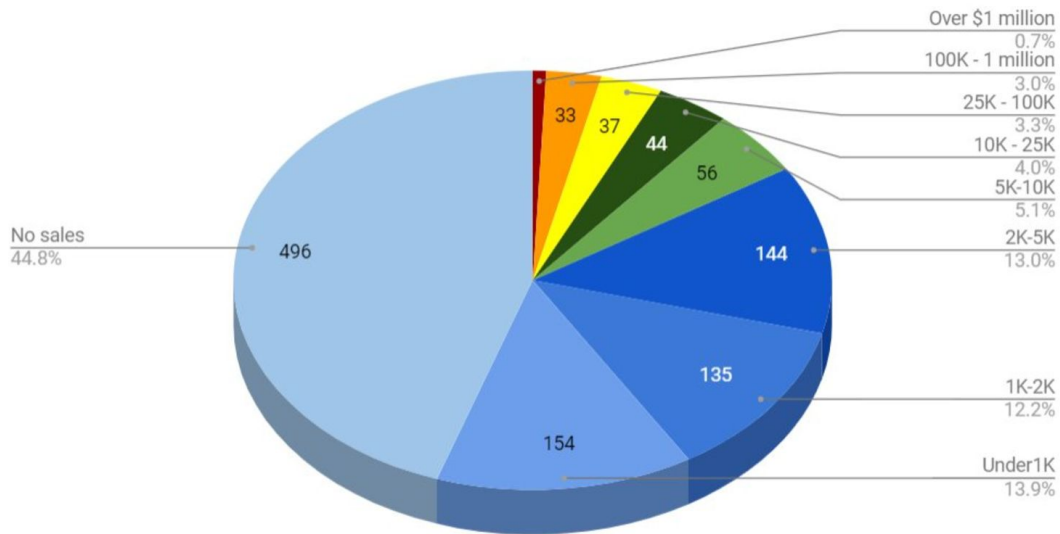
BUILD A **COMPANY** THAT **MAKES GAMES**



THE market

Titles released - 1 Month Naive Revenue

titles released written on slice





DIFFERENT MODELS

- Premium
 - DLC
 - EPISODES
 - Early access
 - Season Pass
- Free TO PLAY
 - Micro transactions
 - ADS
- ETC



Premium

- common
- MUST HAVE CLEAR USP



GIVE THE GAME A TAIL

- PATCHES
- DLC



EPISODES





Early access/open Beta





season Pass





FREE TO PLAY

- IRONICALLY, a POPULAR way TO make money
- SOCIAL, MOBILE
- REQUIRE PLAYER VOLUME





Free TO PLAY

- some may SCOFF at IT
- IMPORTANT TO KNOW
- can Be extremely Lucrative



King revenue Q4 2016:

\$436 MILLION

King makes up nearly 25% of Activision Blizzard's \$6.6 billion in sales for 2016

February 10th, 2017 - 11:15am

By [Ric Cowley](#), News Editor

Activision Blizzard ([NASDAQ:ATVI](#)) has released its financials for its Q4 FY16 for the three months ending December 31st 2016.

It posted sales of \$2 billion for the quarter, up 49% year-on-year. Sales for the overall year were \$6.6 billion, up 42% year-on-year.

It broke out King's numbers separately, which saw sales of \$436 million for the quarter. Its overall sales for 2016 were \$1.59 billion, accounting for nearly a quarter of all Activision Blizzard sales.





Player volume

- MOST WILL SPEND LITTLE or NOTHING
- "WHALES"



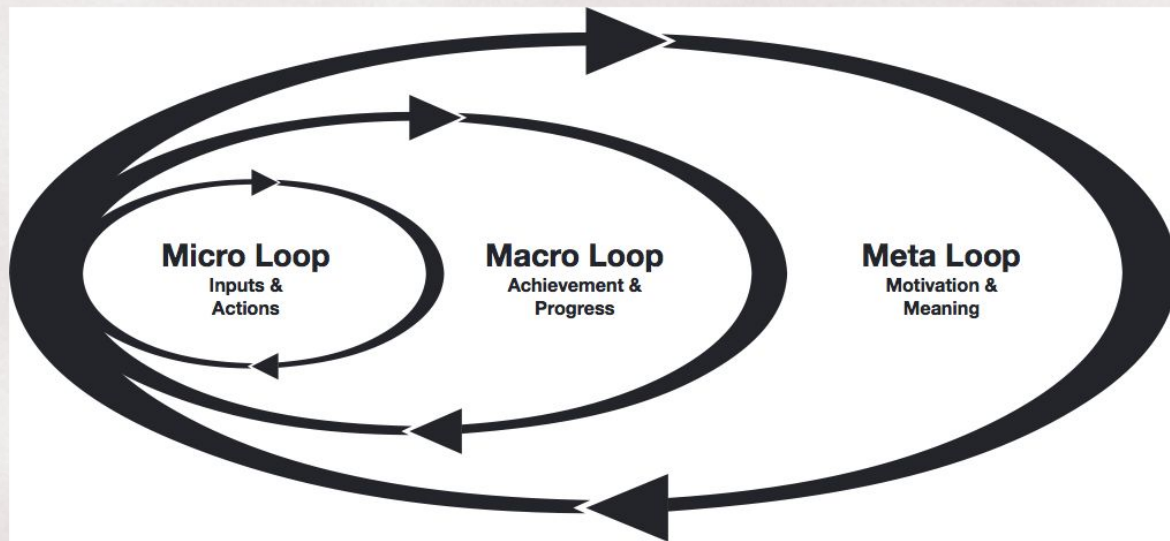
F2P + MULTIPLAYER

- GOOD: EASIER TO GET CRITICAL MASS
- BAD: LESS INVESTMENT



WHEN TO monetize

- Frustration
- "KEEP GOING"
- HAPPY, SATISFIED





WHAT TO monetize

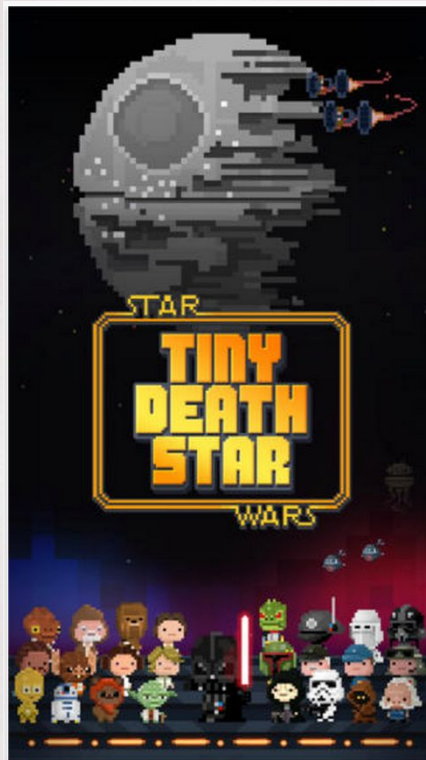
- Lives
- Moves
- Time (Get Done Instantly)
- Skins
- Levels
- ETC





HOW TO monetize

TWO KINDS OF money:
one easy to get,
one very hard to get.





case STUDY: candy CRUSH



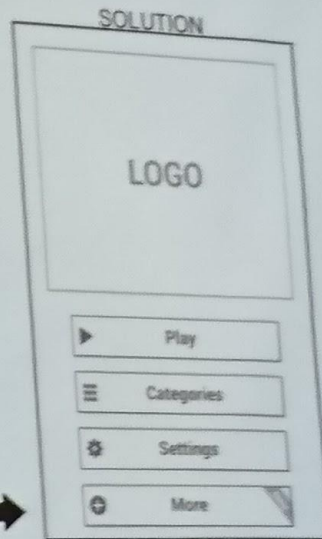
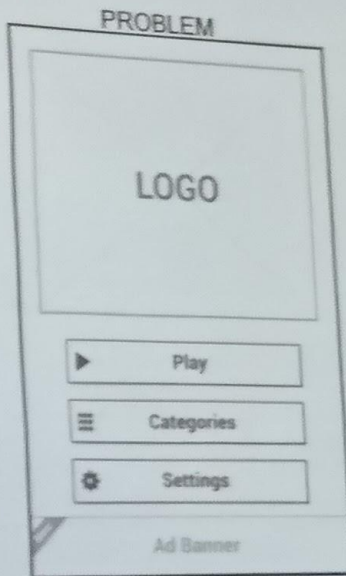


ADDS

- NOT as easy as “JUST add a POPUP”
- Need CLICKS, INSTALLS
- Bake INTO experience

Trivia Game:

**Active user base of
400,000 plus daily
users we got around
2000 clicks with
meager app
downloads.**







Merchandise







QUESTIONS?



INVESTORS, PUBLISHERS, ETC



THE DIFFERENCE





investors

- FUNDS
- VENTURE CAPITALISTS (VCS)
- BUSINESS ANGELS



EXAMPLES



Foto: TT / Breaker

Paradox-grundaren Fredrik Wester investerar i Barnebys – som tar in 30 miljoner kronor

Rutinerad spelprofil investerar i nya spelstudio Hatrabbitt

Pressmeddelande • Aug 28, 2017 07:30 CEST



Hatrabbitts grundare Andreas Chrysovalanos och Joakim Svarling med den nya delägaren Karl Magnus Troedsson i mitten. Foto: Jesper Frisk





WHAT DO INVESTORS WANT?





WHEN TO GET INVESTMENT

...and WHEN NOT TO!

WHAT ARE THE RISKS?



PUBLISHERS!

- ONLY PUBLISHERS
- DEVELOPER-TURNED-PUBLISHER



EXAMPLES





WHAT DO PUBLISHERS WANT?





HOW TO CHOOSE?





WHEN TO WORK WITH

...AND WHEN TO AVOID!





DISTRIBUTORS

can HELP BRINGING game TO certain markets

SOEDESCO®



INCUBATORS



Sting



Grants



Creative
Europe

MEDIA



OTHER NETWORKS

SWEDEN
GAME | ARENA

DATASPELSBRANSCHEN |
SWEDISH GAMES INDUSTRY ■



GAME LAB





EXERCISE TIME!



DESIGN a Game!

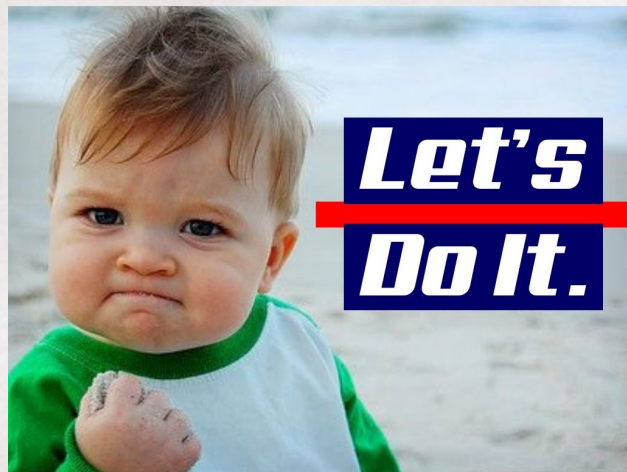
- COME UP WITH a CONCEPT FOR a **SINGLE-PLAYER PC Game**
- DECIDE ITS **3 core mechanics**
- DECIDE HOW YOU WOULD **make money** FROM IT
- YOU HAVE **10 minutes**





DESIGN ANOTHER GAME!

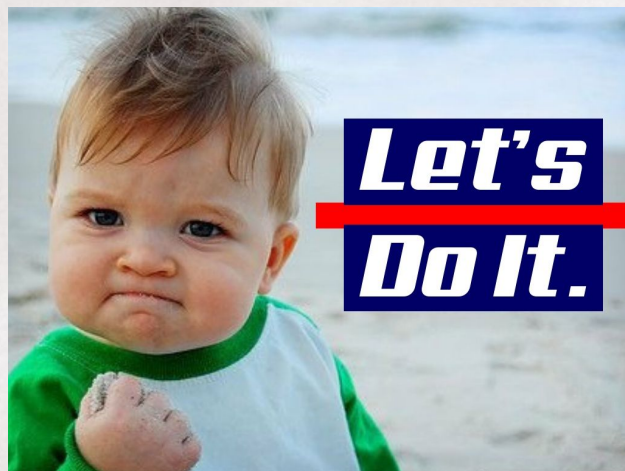
- COME UP WITH A CONCEPT FOR A **MOBILE GAME**
- DECIDE ITS **3 CORE MECHANICS**
- DECIDE HOW YOU WOULD **MAKE MONEY** FROM IT
- YOU HAVE **10 MINUTES**





DESIGN one more game!

- COME UP WITH a CONCEPT FOR a **CO-OP** game
- DECIDE ITS **3 core mechanics**
- DECIDE HOW YOU WOULD **make money** FROM IT
- YOU HAVE **10 minutes**





YOUR IDEA

- JUST IN THIS room, THERE ARE HUNDREDS OF GOOD IDEAS
- NO-ONE WILL STEAL YOURS
- VERY, VERY FEW CAN BE "THE IDEA GUY"
- SHARE YOUR IDEAS



ideas are cheap
and abundant

execution is everything.



PITCHING



STORY TIME!



"DO YOU WANT TO PITCH?"

ANTON ALBIIN, DATASPELSBRANSCHEN





PITCH COACHING

- BIRD & BIRD (Lawyer Firm)
- STING (INCUBATOR) X 2



content

- DID NOT HAVE a company
- SHOWED THE IDEA AND GOAL

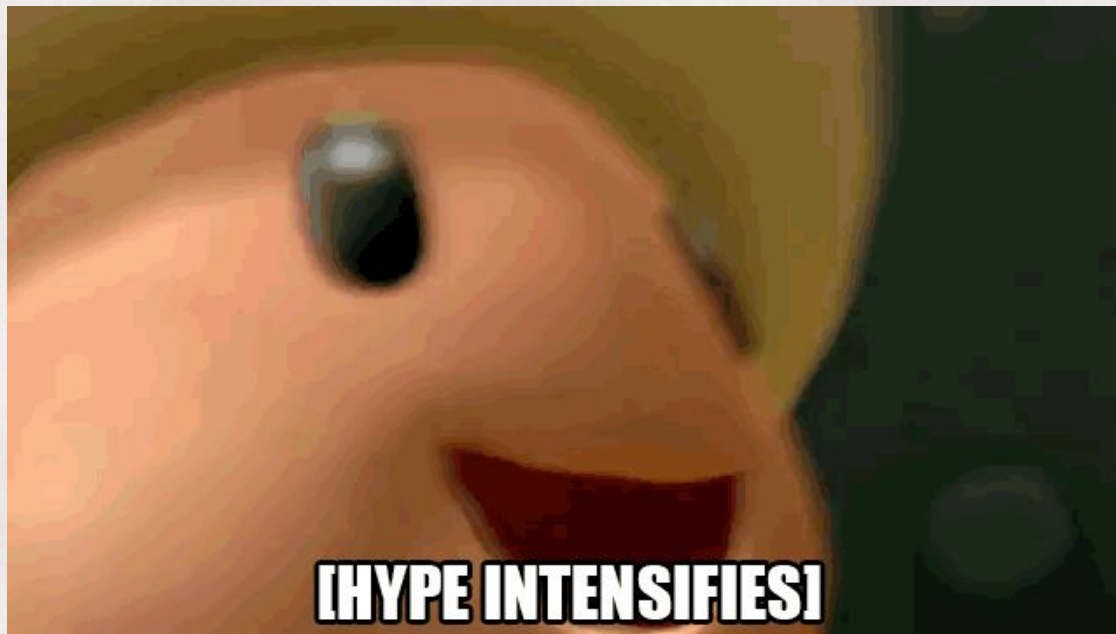




A DRAGON'S DEN



THE KICK





THE PITCH





THE FEEDBACK





THE winner





AFTERMATH



Sting



HOW & WHY TO PITCH



**“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

[HTTP://WWW.FORBES.COM/SITES/JMAUREENHENDERSON/2011/08/26/HOW-TO-PITCH-ANYTHING-TO-ANYONE/#40597FC9255C](http://www.forbes.com/sites/jmaureenhenderson/2011/08/26/how-to-pitch-anything-to-anyone/#40597fc9255c)



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/PEOPLE
 - IF THEY DON'T TRUST YOU, THEY WON'T ENGAGE

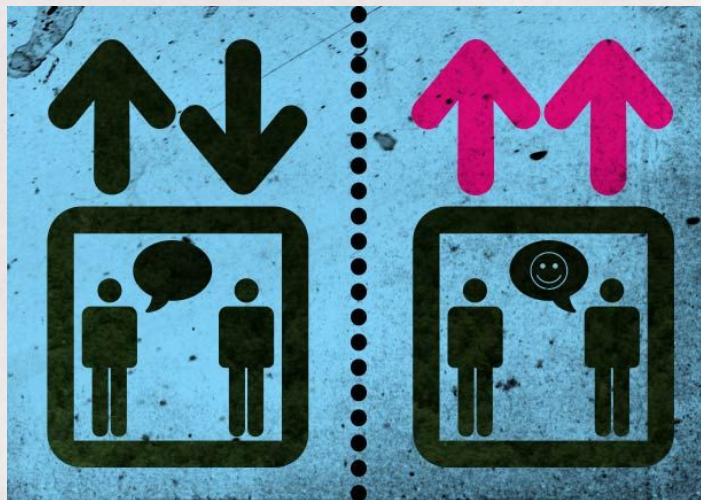


Make THEM see
WHY THIS BENEFITS **THEM**.



REPETITION: ELEVATOR PITCH

- A FEW SHORT SENTENCES
- CATCH THE ATTENTION OF THE LISTENER
- MAKE THEM WANT MORE
- KNOW THIS INSIDE OUT





THE NEXT LEVEL!

- QUICK ELEVATOR PITCHES are Great!
 - PARTIES
 - ELEVATORS
 - EXPOS
- ...BUT SOMETIMES you need more.





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!



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
 - SHOW THAT YOU HAVE DONE YOUR RESEARCH
- 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

Landing Pages

Trailers

EXPOS

...etc



Present yourself

- Somewhere in THE PITCH:
 - your name
 - company
 - Previous releases
 - THE name OF THE PRODUCT
 - repeat several times



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
- IF you Lose track, stay silent
- AVOID "umm"s
- Use your STOMACH
- PAUSE FOR EMPHASIS

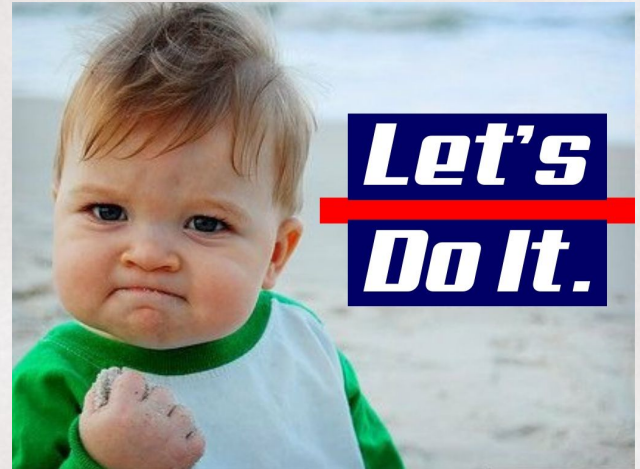


EXERCISE TIME!



PITCH your Game!

- JOIN IN GROUPS OF 4
- TAKE ONE OF YOUR GAME IDEAS FROM BEFORE
- PREPARE A PITCH OF THE GAME (20-60 SECONDS)
- PICK A SPEAKER
- PITCH IN FRONT OF THE CLASS
- THE CLASS IS A ROOM OF PUBLISHERS & INVESTORS
 - MAKE THEM WANT TO GIVE YOU THEIR MONEY





Q&A TIME!



VIDEOS TO WATCH:

- MIKE BITHELL - "MAKING GAMES SMALL AND BIG IN UNITY":
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=H136FHC1HIA](https://www.youtube.com/watch?v=H136FHC1HIA)
- "JUICE IT OR LOSE IT":
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=Fy0acdmGnXG](https://www.youtube.com/watch?v=Fy0acdmGnXG)
- EXTRA CREDITS - "SO YOU WANT TO BE AN INDIE":
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=7WX6W3K2WLQ](https://www.youtube.com/watch?v=7WX6W3K2WLQ)
- MATTIAS DITTRICH (DITTO) - "MAKE IT WIGGLE":
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=7-FUVFKPnGI](https://www.youtube.com/watch?v=7-FUVFKPnGI)
- AMANDA PALMER - "THE ART OF ASKING":
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=XMJ_P_6H69G](https://www.youtube.com/watch?v=XMJ_P_6H69G)

ANAKA.SE



END OF DAY 2