

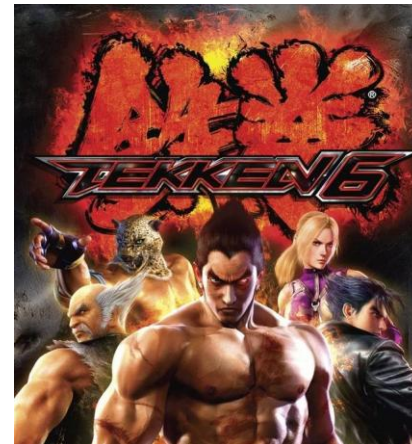


# THE BUSINESS OF MAKING GAMES PEOPLE ACTUALLY PLAY

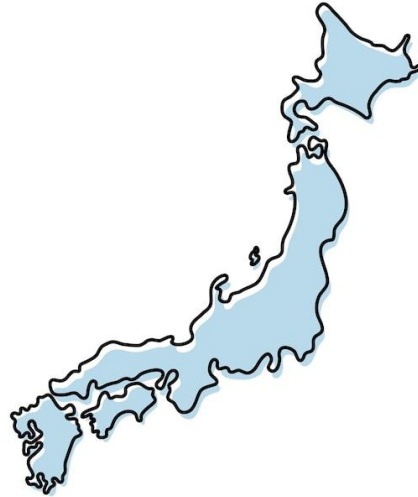
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USC Games



Every  
Journey  
Starts  
Somewhere  
1988





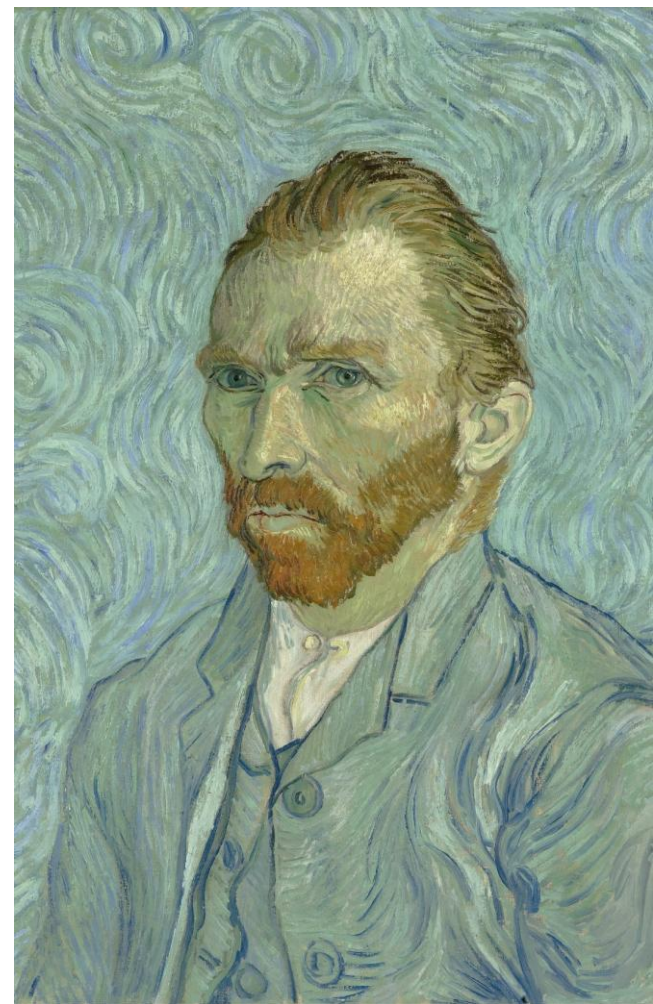
I've seen a few things in my time

SPORT GRE

**FUN FACT  
I DON'T CARE**

Part 1:

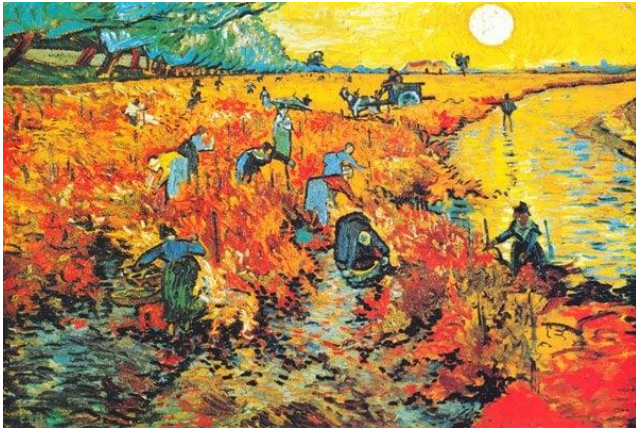
Why Should I  
Care?



I Don't Care About Business  
I AM AN ARTIST!

# When Art Meets Business

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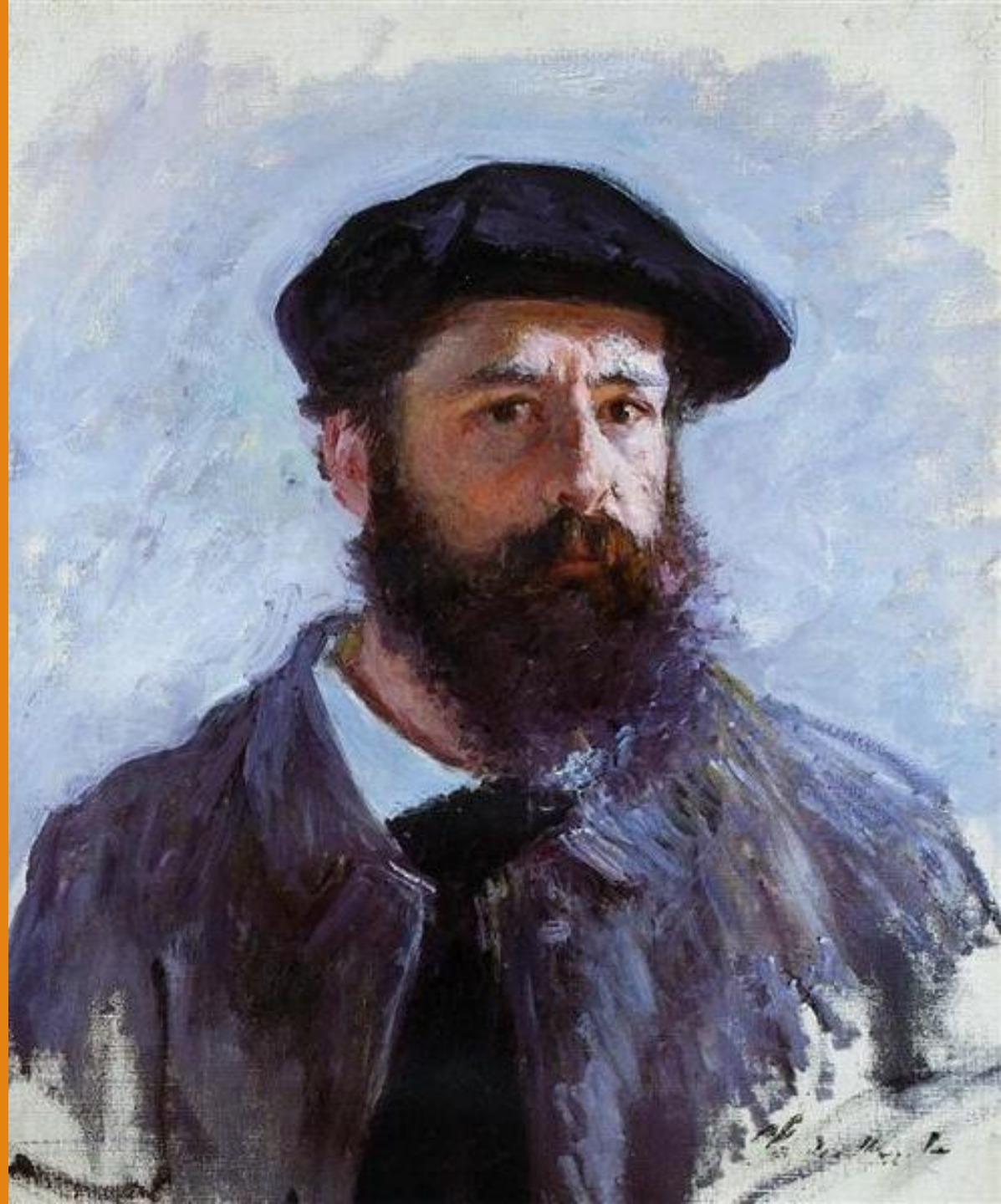
Van Gough sold only one painting in his lifetime



Rembrandt's *The Night Watch* was a commercial failure that almost bankrupted him.

# Be Like Monet!

WHEN CLAUDE MONET DIED  
IN 1926, HIS ESTATE WAS  
VALUED AT JUST OVER 5  
MILLION FRANCS.



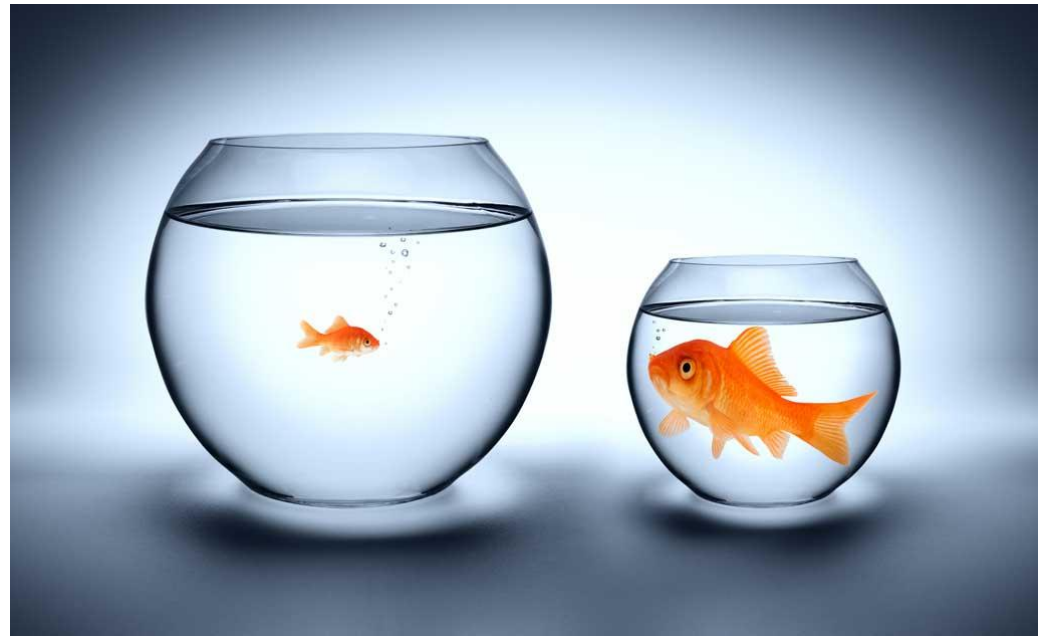
# Because the World is Not Fair

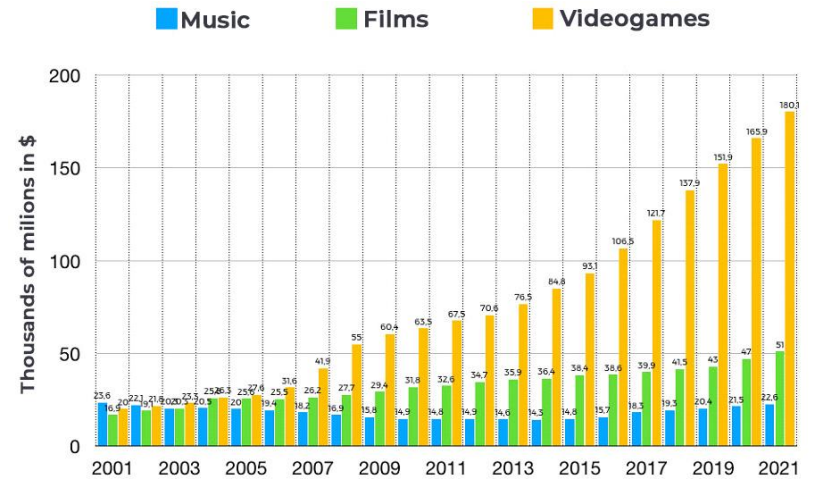
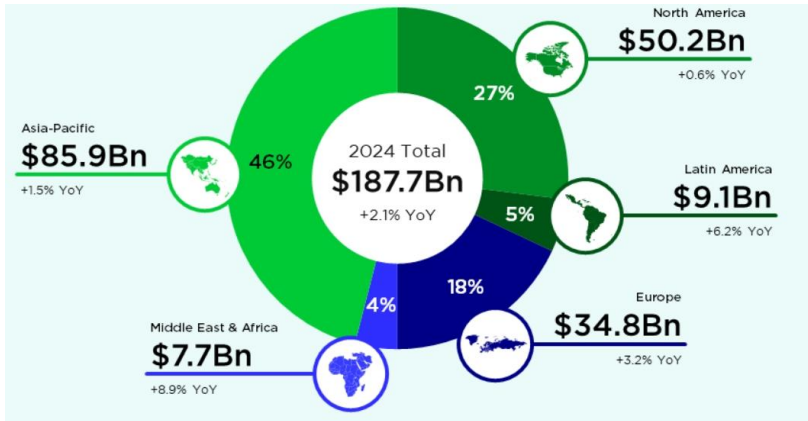
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Not every good game is successful.

No one wants to help you until you don't need help.

You need to protect your rights and your rewards.





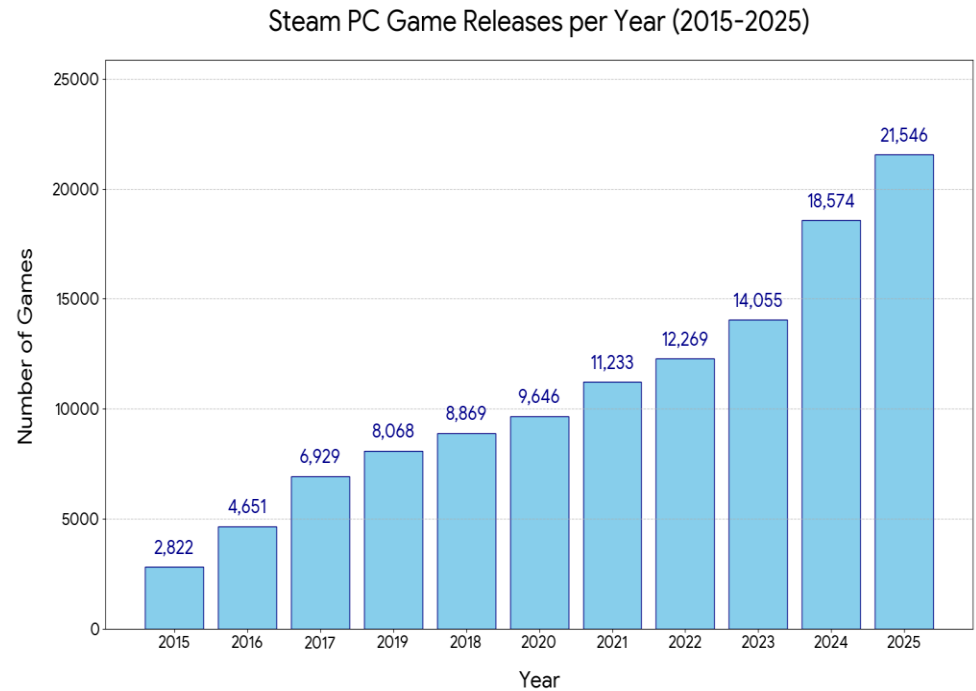
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- <https://www.orendevs.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

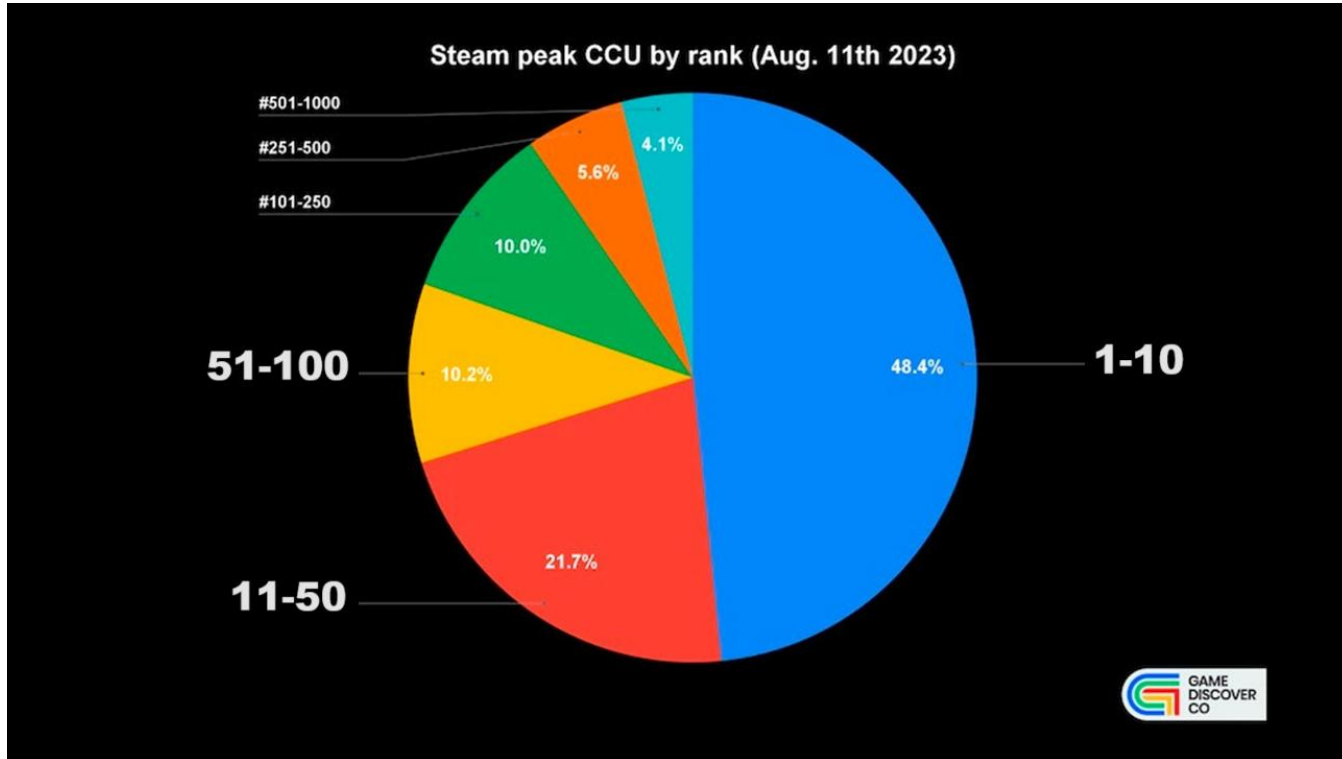


# The Numbers People Tell You

- 475,000+ games on Apple and Google App Stores
- 100,000+ games on Steam
- 12,000+ games for Switch



The Numbers People Don't Tell You



The Numbers People Don't Tell You



# The Discovery Problem



Part 2:

Who are you?

---

# What Potato Chip Are You?



Riot  
Games,  
Advice



**Make Black Licorice**

# Mike's Advice



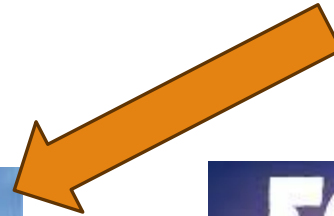
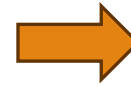
Don't be "ni-ban senji" 二番煎じ

# Mike's Advice



It's okay to mix and match ideas

# Mike's Advice



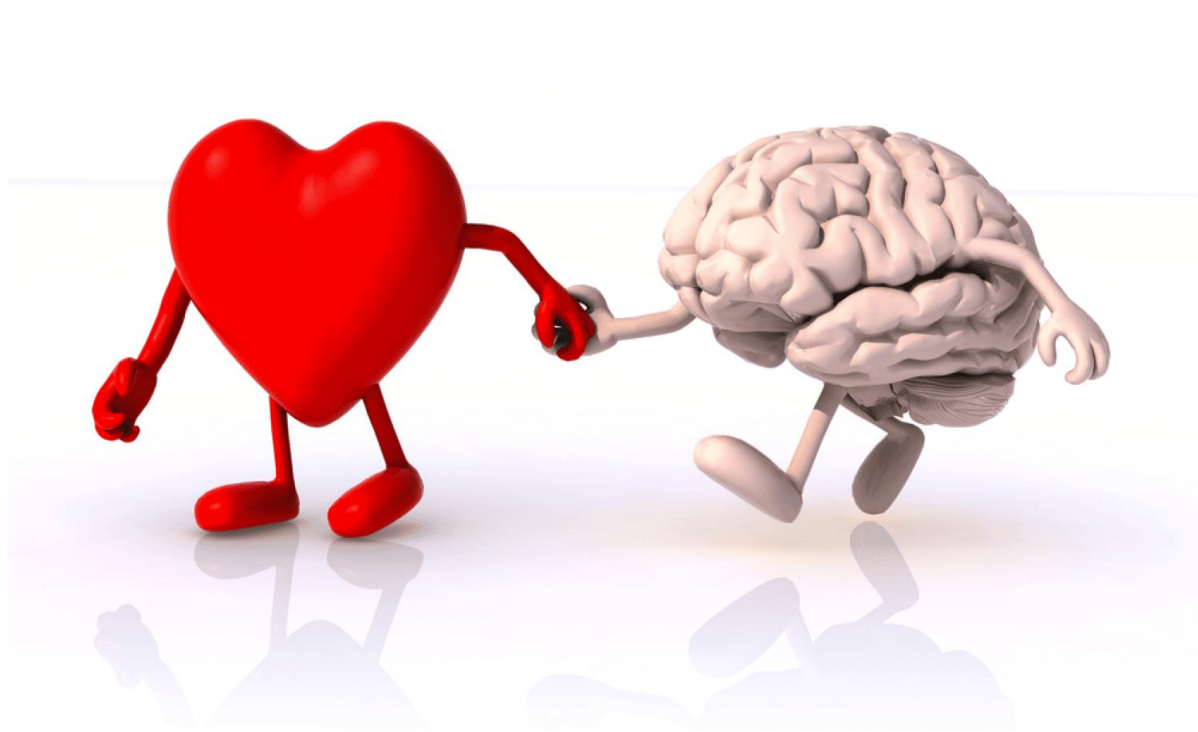
Evolution can be good



Part 3:

# Communicate Your Vision

---



You have to win heart and mind

# A great pitch in three points



Our game will  
be fun

**Product**



Our studio will  
achieve our goals

**Business Model**



You can trust  
and rely on us

**Team**

Pitch an  
experience

Not a  
process



Tell A Story to Remember

# A Tale of Two Meatballs

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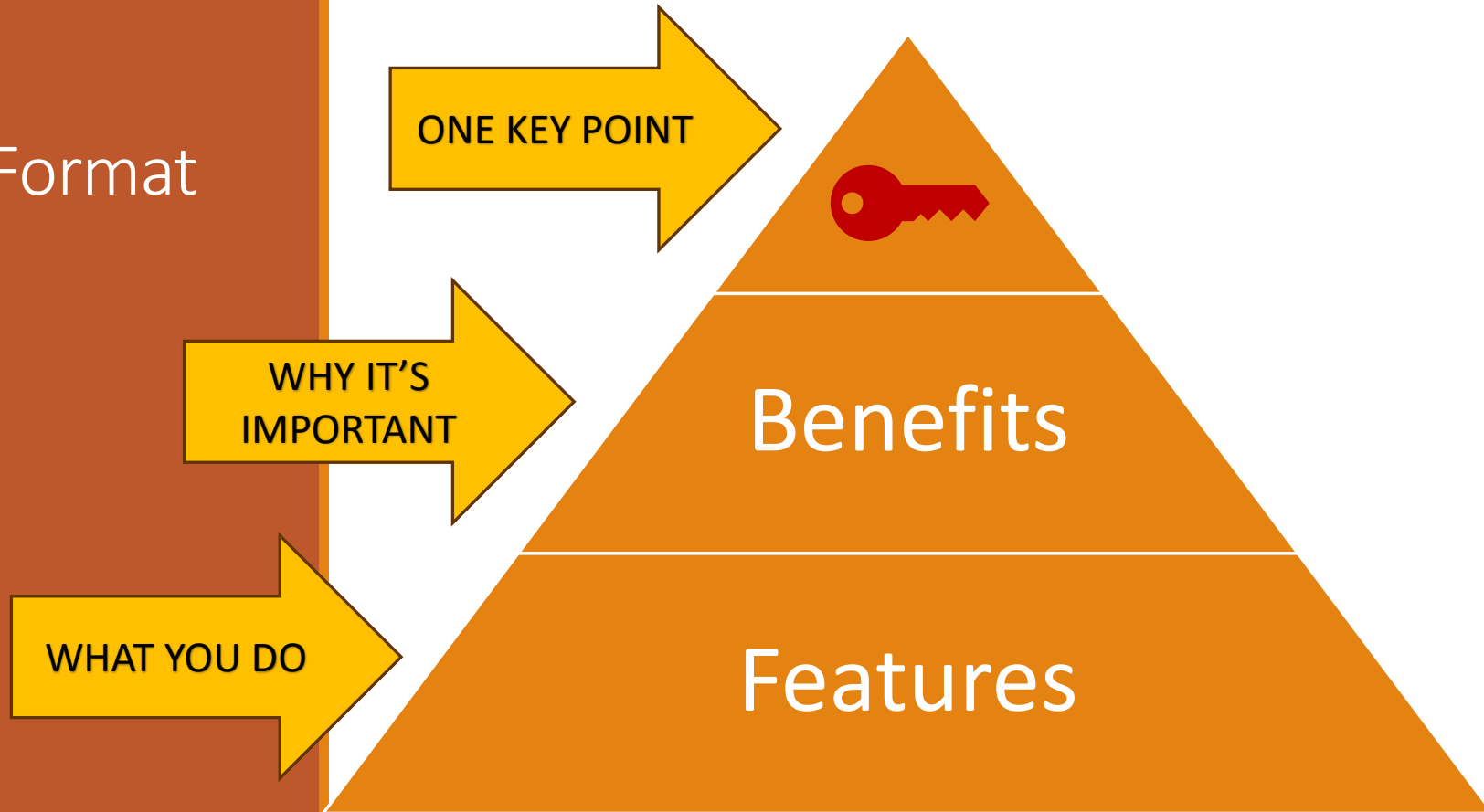


The  
**process**  
meatball



The  
**experience**  
meatball

# Pitch Format



# Bad Point

---



Good  Point





# Two-Word Key Point!

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MUSICAL UNO



Part 4:

## Taking Care of Business

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# Why Do Game Studios Fail?

Most games don't  
get finished

Most finished  
games don't get  
publishing deals

Most published  
games don't break  
even





# Let's Not Fail (1/6)

---

## **Know the Basics of Fundraising**

VCs: minimum 10x return,  
but 100x possible

VCs want an exit, not a  
happy, stable studio

Publishers like almost-  
finished games

95%+ of pitches are  
rejected

# Let's Not Fail (2/6)

---

## Avoid Common Organization Pitfalls

We're all best  
friends

We don't need  
lawyers

All equals. No  
leader.





# Let's Not Fail (3/6)

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THINK ABOUT YOUR BUSINESS MODEL NOW!

# History of Business Model Innovation



Coin-Op  
1972



All-in-one  
1972



Cartridges  
1977



3<sup>rd</sup>  
Party  
1983



Shareware  
1983



Disc Media  
1993



Free/  
Microtransaction  
1999



Steam  
2003



App Store  
2008



Subscription  
2017

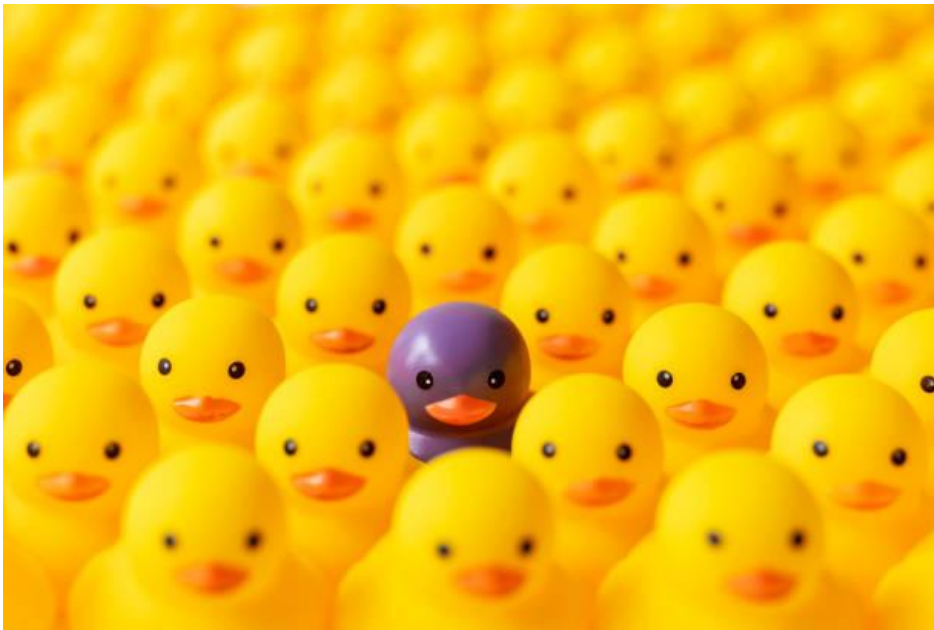


Web 3/P2E  
2018

# Let's Not Fail (4/6)

## Understand the basics of Marketing

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## Case study: Liquid Death

# Let's Not Fail (5/6)

## Protect Your IP!

- Protect Your IP = Keep It Clean (don't copy)
- Copyright and Trademarks are Easy
- Patents are Expensive and Usually Unnecessary
- Don't accidentally lose your rights
- Don't sell your rights



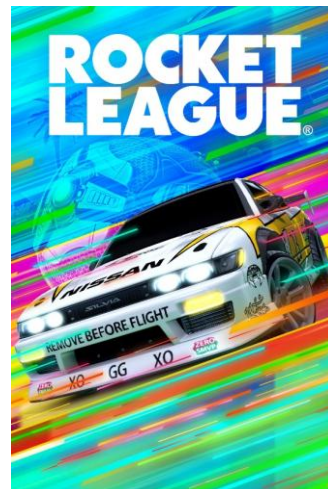
# Let's Not Fail (6/6)

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Some very successful games were born from failure



Titan



Supersonic Acrobatic  
Rocket-Powered  
Battle-Cars



Save the World

# Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



Gamegoglobal.com

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