



Pitching Workshop for Developers

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DISCLAIMER

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SCHEDULE

Part 1 – 9:00-9:50

Pitching Information

Part 2 – 10:10-11:20

Meet the Publishers

Mock Pitch

What publishers want/need

Part 3 – 11:30-12:00

Breakout session



GOALS OF THE SESSIONS

- Introduce developers to the pitch process and some best practices
- Provide useful new ideas and perspective for for developers experienced at pitching
- Introduce some key decision makers that are currently seeking projects
- Allow time with the panelists so individual questions can be expressed



PART 1. - WHAT IS PITCHING

- Pitch objectives and goals
- Pre-pitch process
- Essential pitch materials
- Stuff to bring
- Preparations – Things that need to be answered
- Pitch location and timing



PITCH OBJECTIVE AND GOALS

- Become recognized as a work-for-hire candidate
- Publishing of a completed project
- Presenting an RFP (they've already made it clear – not really a subject for pitching)
- Pitching an original IP concept



PRE-PITCH PROCESS

- Do your research – ask questions before the pitch
- Define your goals
- What is your target partner's business focus?
- Do you actually have something worth pitching?
- Can you show something running?
- Have you made a game before in the genre and for the platform for which you are targeting?



PRE-PITCH PROCESS (CONT.)

- Determine the right publisher and then contact
- Look to build relationships, not just sales targets
- Look for opportunities to meet at events and in social settings surrounding conferences (D.I.C.E. Summit, GDC Europe)
- Prepare your materials
- Know the answers to likely questions
- Practice & Polish!



ESSENTIAL PITCH MATERIALS

- Company Info
 - Platform experience
 - # of developers
 - Gameography
 - Key staff bios



ESSENTIAL PITCH MATERIALS (CONT.)

- Game treatment ~2 pages (to show design vision), & visual concept:
 - Demo, or Animated Storyboard, or Rip-o-matic/Video, Storyboard, or concept art
 - Include feature list, synopsis of story, character descriptions
- End date - given specific start date



ESSENTIAL PITCH MATERIALS (CONT.)

- For many publishers, playable code/demo is ideal – storyboards can be an acceptable substitute
- Target renders in-engine for “what does done look like” – helps particularly with marketing groups
- Demos – Multiplayer demo (2 people can play and it won’t break) → best
- Self driven single player
- Pass and play single player



STUFF TO BRING

- Storyboard illustrating gameplay (more info about gameplay)
- Rip-o-matic – rip reel showing the kind of visuals, sound and style to show the emotions we want to evoke
- Video - mock-up (looks like, feel like)
- Best – demo!



WHAT IS THE...

- Studio's/Team's background?
- Game?
 - Genre?
 - Platform(s)?
 - USP?
- Proposed budget & development time?
- Technology being used
 - (internal/external)? – middleware? Must be factored.
- Man month rate?
- Company's financial status?



BE PREPARED...

- To answer: Why is your game going to make money?
- For feedback on your game - it is a collaborative process – there WILL be changes
- For due diligence
 - Development
 - Financial
 - Technology and pipeline assessment
 - Security audit
- To deliver the game on schedule, on budget
- Don't pitch something that is beyond your team's capabilities



PITCH LOCATION & TIMING

- At Headquarters:
 - Time management
 - Attendees – need marketing, production, tech, finance, biz dev
- Other places:
 - Tradeshows
 - Elevators
- Best Practice:
 - Whether it's an hour or 30 minutes, you really have 10-15 minutes
 - Elevator pitch and then expanded from there, but focused
 - Noisy, late, interruptions at Game Connection



PART 2. - MEET THE PUBLISHERS PANEL

- Views on pitching from the publisher perspective
- Mock-pitch (What not to do)



WHAT PUBLISHERS LOOK FOR IN A STUDIO

- Reliability
- Available capacity
- Cost effectiveness
- Efficient pipeline (fast)
- Honest and transparent communication
- Expertise with particular genres, styles, and/or tools = Quality!
- Ability to quickly adapt to new platforms



Focus

- Highly specialized teams achieve higher quality
- Expand capability through growth, not dilution
- “Jack of all trades, Master of none” - not ideal candidate for any project
- Clients will choose **best** partner for each project



PROPOSALS MUST BE REFINED

- Elevator pitch
 - 10-15 second description, genre, platforms, cost and completion timing
- Concept proposal
 - 5-25 page description, including team strengths and risks
- Design framework
 - Further details, plus proof of concept prototype



INCREMENTAL SUCCESS

- Compelling elevator pitch increases interest in full proposal...
- Successful execution of any project, improves chances for future projects...



LAST BUT NOT LEAST

- Minimize repetitive communication
- Keep portfolio on website up to date as projects are completed
- Regularly provide updates on improvements to capability and capacity to your contacts
- Selectively use advertising and meetings at conference events to share major updates