

Cultural Policy

2.A. Core Values

Game development combines artistic creativity and technical prowess. Our company seeks to connect with the talented, imaginative, and ambitious minds that dominate this field; rather than appearing as a floating corporate entity, we want to use our ethical business plan to ensure our conduct and image resonates closely with this community. Our actions should proactively identify and address the interests of game developers, especially those who may not otherwise be given the spotlight to express them. That's why welcoming a diverse consumer base and prioritizing widespread accessibility of our product are core parts of our vision statement.

By creating a user-friendly and high quality engine with a wide range of assets, we provide an easy way to foster hands-on skills and overcome the challenges that discourage new developers. Also, by encouraging diversity within the assets we create, plus using game creation events to show off the work and stories of marginalized groups, we empower game developers and players who may struggle for representation.

2.B. Motivation

Our company loves gaming (obviously), but more than that, our company loves what games can do for their audience. Stories can be just as much of an escape as a learning experience, connecting lessons from the real world with creativity from any one person or team. We seek to make game creation more accessible, so that anyone with a story to share has the tools and support to share it. It's no secret that gaming can be a powerful safe space, but there are prevalent issues that have festered into our community. We face issues of exclusion and intolerance in our space. We seek to minimize that, by creating a culture that promotes connection, growth, inclusivity, and originality. All skill levels should be empowered, from first-time developers who would like easy first game tutorials, to seasoned creators who want to create larger, world and story driven games.

Our culture will be one that invites people from all walks of life. We love the sense of accomplishment that comes with creating your own story, the sense of pride in getting to share those stories with a like-minded audience. We love the comfort that games can provide to those in need. We love the experience that multi-player games can bring, bridging friendships across couches, or across state lines. We fear the side of our community that rejects new content when it doesn't fit their bias. We fear that our dedication to diversity will attract the wrong kind of attention. However, that fear is not one that makes us want to slow down. It lets us know that this service is important to provide, and this community is important to maintain.

2.C. Summary

Macroblock's company culture emphasizes:

1. **Community** - connecting our audience
2. **Acceptance** - welcoming all people
3. **Transparency** - openly presenting our intentions
4. **Innovation** - utilizing new ideas
5. **Progress** - listening and improving
6. **Diversity** - in our approach and practices