

Personal Strategy: Turn Strategy Into Action

What is your passion? What led you to your innovation project for this course? How would you inform others about your background and insights?

Student Name: Jake O'Connor

Business Name: Sad Pumpkin Games

Innovation Name: Pumpkin Seed Framework

To be frank, I have absolutely no passion for or interest in entrepreneurship of any kind. My passion is and has always been game development. The ability to create something new and unique that's filled with creativity and excitement has always been my true passion. Pure entrepreneurship, especially on a large scale, is far too distant from the real creation process to be of any interest to me.

Being pressed to define what type of entrepreneur and/or innovator I am, the only answer can be small business entrepreneur. Indeed defines a small business entrepreneur as one which focuses on the small scale, hiring locally and avoiding venture capital, making enough profit to be sustainable but not being driven solely by the bottom line (Indeed Editorial Team, 2021). These are all values which I can say that I hold, especially when compared to the much more profit-driven entrepreneurial styles. If I can manage to sustain the business of game development without undue suffering from myself or my employees, I would take that any day over being exceptionally profitable while putting my employees through hell. There are already more than enough morally corrupt game development studio heads out there.

What led to the creation of the Pumpkin Seed Framework was an identification of the inefficiencies in the early development stages of many of the games I've worked on in my career as a game developer. Often the first chunk of a game's development is spent creating core systems based off assumptions and then spent iteratively recreating those systems to fit within new assumptions, both of which take valuable time away from the process of creating a fun, engaging experience for players. The Pumpkin Seed Framework is designed to abstract away the basics of game interaction along the lines of James Paul Gee's Unified Discourse Theory, so that developers can spend less time rewriting core features and more time building off a unified system of interaction. There are many

similar frameworks in the market but nearly all of them are focused on one specific type of game or genre, unlike the Pumpkin Seed Framework which is intentionally abstract and indiscriminate between different game types.

Sad Pumpkin Games as a business, and the use of the Pumpkin Seed Framework innovation, will likely never extend outside of my personal game development as a side business while being employed as an industry game developer, but that is fine with me. Not all businesses need to focus on rapid growth and appeal to investors. Like the vast majority of businesses Sad Pumpkin Games aims to stay small and sustainable, focusing on delivering quality products without relying on loans, investments, or other external funding methods.

References

Indeed Editorial Team. (2021, February 22). *The 9 different types of entrepreneurship*. Indeed Career Guide.

Retrieved September 19, 2021, from <https://www.indeed.com/career-advice/career-development/types-of-entrepreneurship>.