

## = The Fine Young Capitalists =

The Fine Young Capitalists ( commonly abbreviated as TFYC ) is a self @-@ described radical feminist group founded by Matthew Rappard set up to organize production initiatives for underrepresented labor in the media industry . Their first project was to facilitate the development of a video game by throwing a women @-@ only game design contest , whereby five nominees would offer proposals and the winner would see their game developed and released through Steam . The winning entry , Afterlife Empire , was designed and written by Danielle Maiorino , and was released on August 21 , 2015 . The group has also pursued two other projects , including a character design contest named SNless , and a STEM scholarship with funding raised from a pornographic web cam show .

The group became associated with the Gamergate controversy after independent game developer Zoë Quinn criticised the group 's initial design contest . 4chan users began providing significant financial backing for the project and collaborated with TFYC to create promotional videos on female game developers . During the group 's fundraising efforts , TFYC 's Indiegogo account was hacked and the campaign briefly shut down . After 4chan users donated over US \$ 5 @,@ 000 to the Indiegogo campaign , they created Vivian James , a character designed to look like an ordinary female gamer .

## = = History = =

The Fine Young Capitalists is a radical feminist group founded by Matthew Rappard and based in Toronto . In an interview with APGNation , Rappard said that the mission of the group was to create media with underrepresented labor and demographics for funding non @-@ profit organizations . Rappard noted that the inspiration for the group was the prevalence of underused game ideas due to a lack of interest from business communities , and the financial cost of hiring experienced developers to develop an idea for a video game . The group was also skeptical of education @-@ only projects , opining that these projects could not result in finished video games . The group noted that the lack of interest of game development or programming by women mostly comes from socialization , saying that women were in no way less capable than men in computing fields . The group accepts donations from people of any background .

## = = Projects = =

The group 's first project was an initiative to increase the involvement of women in the video games industry , in which anyone who identified as a woman prior to the start of the contest was eligible to submit a proposal for a video game . Five nominees were selected and the nominee who received the most crowd @-@ funding would have their game produced and distributed . The winner would receive eight percent of the profits , with another eight percent going towards future contests , ten percent going to the production company , and the remainder donated to charity .

The winner of the contest was Afterlife Empire , designed and written by Danielle Maiorino , who worked with an all @-@ female team from Bogota , Colombia @-@ based developer Autobótika to create the game . The game was approved through the Greenlight system on the Steam video game service in late April 2015 , allowing it to be included on the Steam storefront . It was originally scheduled to be released on August 14 , 2015 , but was later delayed due to bug concerns . The game was finally released August 21 , 2015 .

Another project pursued by TFYC is SNless , which concerns the representation of minority groups in science fiction . SNless is a contest in which submitters who identify racially as black before August 12 , 2014 propose a black character design . The five winning entries will be reproduced in a graphic novel , which will be published under the Creative Commons Attribution @-@ NonCommercial @-@ ShareAlike 4 @.@ 0 International license .

In collaboration with a charity set up by pornographic actress Mercedes Carrera , TFYC administered a scholarship for people looking to work in the STEM fields . An Indiegogo campaign

was set up along with a porn stream dubbed " The View of Sex " to help fund the scholarship . Carrera chose to collaborate with TFYC after a planned charity porn stream with The AbleGamers Foundation failed to pan out . The campaign managed to raise over \$ 11 @, @ 000 on Indiegogo with an additional amount of over \$ 3 @, @ 000 from the adult web cam show hosted by Carrera , half of the latter being in tips and the other half in matching donations from Webcams.com. Applications for the scholarship ended on March 15 , 2015 , and the winner of the scholarship , Jordan Newton , was announced in April 2015 .

= = Involvement in Gamergate controversy = =

After independent game developer Zoë Quinn learned of the women 's game design contest , she spoke out against TFYC on Twitter , saying that she disliked their stance on transgender people , and thought that the women involved would be working without being paid . The game design contest was also accused of being exploitative towards women and transphobic , which resulted in TFYC receiving harassment and having some of its personal information posted publicly without consent . TFYC made a statement in response reiterating that while the winner would receive a portion of the profits , most would go to charity , and that all rights would remain with the women who submitted proposals . They also clarified that their transgender policy only required submitters to have identified as female prior to the contest as a means to prevent men from lying about their gender identity in order to participate .

Social media attention remained negative and TFYC found itself losing financial support and struggling to gain media coverage due to the criticism , with many major video gaming websites avoiding TFYC . One business partner , who was planning to contribute \$ 10 @, @ 000 dollars , left the project , because he did not want the rest of his work to be referred to as transphobic . After a delay to review the inclusiveness of their policies , TFYC decided not to change the wording and opened the project up to submissions on March 28 , 2014 .

After the Gamergate controversy began in August 2014 , the details of TFYC 's earlier dispute with Quinn over the women 's game design contest became one subject of discussion . Users of the site 4chan who were critical of Quinn began providing significant financial backing for the women in video games production project on Indiegogo . During the group 's fundraising efforts , TFYC 's Indiegogo account was hacked and the campaign was briefly shut down . Media suggested the hacking incident could have been retaliation from critics of TFYC for alleged hacking incidents targeting Quinn and her supporters .

After some 4chan users told TFYC that they wanted the group 's promotional videos to talk about female game developers , TFYC released a video on Roberta Williams and her influential role in the early gaming industry . Later , TFYC also released videos on Corrinne Yu and Anna Kipnis .

After 4chan users donated over US \$ 5 @, @ 000 to the Indiegogo campaign , they were allowed to create a character who would appear in the winning game . The character created by 4chan , named Vivian James ( meant to sound similar to " video games " ) was designed to appear like an ordinary female gamer . The donations did not stop after the creation of Vivian , amassing over US \$ 23 @, @ 000 total in funds for the group . Erik Kain of Forbes described Vivian as an " every @-@ girl of sorts , and maybe not what you 'd expect from 4chan " . Vivian James met some criticism , mainly for the character 's association with 4chan . Allegra Ringo of Vice called Vivian James " a character masquerading as a feminist icon for the express purpose of spiting feminists " . Allum Bokhari of TechCrunch , in turn , described her as " an entirely ordinary , non @-@ idealized female role model " . The 15 @-@ second opening cinematic of Afterlife Empire featured a still image of the Vivian James character and a shoutout to GamerGate .

TFYC later lowered the monetary requirement for donors to create a character to US \$ 2 @, @ 000 , and announced that Reddit was also eligible to create a character . The character inspired by Reddit is named Gilda Mars , but some Reddit users have disputed whether the character is actually what they wanted .

The group 's decision to work with 4chan prompted criticism due to the alleged involvement of 4chan users in harassment of Quinn and feminist video game critic Anita Sarkeesian . TFYC

responded to this criticism by stating social justice movements that would not let people take part in a project because they participated at 4chan were , by definition , oppressing them . Users saw a show of support for a feminist cause against Quinn and her supporters as something that could benefit their public image . David Auerbach said " It ? s a good cause , and doing the right thing for the wrong reason is still doing the right thing . " TFYC responded to criticism of its association with Gamergate and alleged harassment of Quinn by offering to sell Vivian James T @-@ shirts with profits going to iFred , a charity Quinn was supporting . Later , the group was reported to have resolved its disagreement with Quinn , though founder Matthew Rappard later told an interviewer at APGNation that their agreement never went through .