

Getting to know you

Please write your name on a piece of paper and fold it up in front of you



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## Professional Practice

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Richard Leinfellner

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What is professional practice?

A business module

- Understanding the market
- Optimising chances of success
- Making money and keeping your (un)fair share
- Working for / with others
- Communicating / selling

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Why me?



- 25 years as a developer
- Teams of 2-150 people
- Budgets of £15k-£35m
- Shipped revenue of £250m+
- Still on speaking terms with my ex-coworkers
- You get to benefit from my mistakes

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What's your motivation?

**Fill me in please**

My Name is	
Favorite game	
I like it because	
I want my MSc/MA to help me	

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Term 1 Module summary

Lecture	Workshop	Assignment	
Introduction to games publishing Minimum Viable Product (MVP)	Create a team or start-up Create a project plan (group exercise)		
Production methods Business planning	Product design workshop Business plan workshop	CW1A 15%	Group based risk analysis / Mitigation report (500 words group, 2500 individual)
Finding a customer Dealing with... Pitching	Market research CV creation workshop	CM1B 15%	MVP Pitch (8 slides, 8 minutes) CV and letter of application (1 side A4 + 200 words)
Business models Hiring CEO, COO, CFO Applying for a job; starting a company, hiring, firing Contracts, keeping your (un)fair share	Pitch practice Contract review	CW1C 15%	A4 + 200 words
Guest lecture (TBC)	Copyright workshop, sources, rights	CW1D 55%	Funding proposal for start-up focused on MVP, including business plan 3000 words.

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## About yourself

- My Name is
- Favorite game
- I like it because
- I want my MSc/MA to help me

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## The Wild West



- Significant technical expertise needed to get to market
- Controlled distribution
- Few, yet loyal customers
- Price based on what it costs to make + profit

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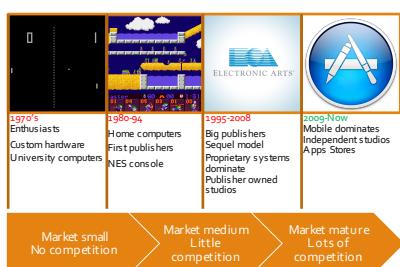
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## A brief history of the games business




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How about these days?

Challenge	Ranking 1(easy) -5(hard)	Why?
Building it		
Testing it		
Finding a customer		
Getting paid		
Improving it		
Doing it again		

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The Publisher Gatekeeper



Control the tollbooth leading to the customer to make £££

- Publishers
- Format owners (Sony, Nintendo, Microsoft)
- Facebook
- ISPs
- AppStore

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Route to market

Gatekeepers

- Physical distribution (pre-internet)
  - Discovery
    - Magazines, TV, Stores top 10, word of mouth
  - Purchased
    - Boots, Walmart, WHSmiths, Indie's, mail order
  - Success
    - <1000 games per year make it to market dozens succeed
    - Fire & forget
- Electronic distribution (post-internet)
  - Discovery
    - Social media
  - Sold
    - Specialist stores, Mail order, App Stores
  - Success
    - >200,000 games per year make it to market 100's succeed
    - Games as a service

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Gold rush  
Vision



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Gold rush  
Reality



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Getting rich  
is getting  
harder



Forbes

BILLIONAIRES

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## Business models

- Traditional publishing
  - Publishers advances £ against a royalty of 15-30%
  - Developer makes game taking 18-24 months
  - Costs £1-10m to make (big team)
  - Publisher markets the game
  - Game succeeds or fails in 1-2 months window
  - Publisher generally owns most rights
- Direct to consumer publishing
  - Developer makes MVP (Minimum Viable Product) in 3-12 months
  - Self, SEIS or EIS funded
  - Costs £100k-1m (small team)
  - Game is put in AppStore for a 30% distribution fee
  - Developer markets game via Ads and paid installs
  - Aims to monetise with game as a service
  - Game succeeds or fails ...., hard to tell really
  - Developer owns rights

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## Challenges

- Think of something great
- Build it before money runs out
- Get it noticed
- Keep it fresh

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## Games per month submitted to AppStore

**This Month (Apps):** 36,858 (1,229 / day)  
**This Month (Games):** 12,867 (429 / day)  
**This Month (Total):** 49,725 (1,658 / day)

Source PocketGamer.biz

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**Challenges of the mature market**

- Competition
  - Time
  - Product
  - Visibility
- Costs
- Expectations
- Commoditisation

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**Tools allow Rapid development**

- LEAN
- AGILE
- Excel
- PowerPoint

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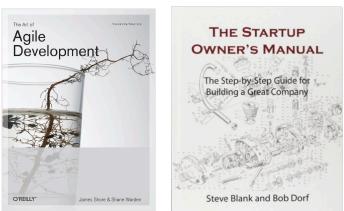


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**Books & Reference**



- <http://steveblank.com/2013/05/06/free-reprints-of-why-the-lean-startup-changes-everything/>

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## Questions?

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## Workshop

- Company research
  - Identify a **company** which would atemplate for your **startup**, or identify a company you'd like to **manage** a team in
  - Reflect on the type of **role** you would like to have
  - Plan an **approach**
    - Who would be in the **core team**?
    - How would you **estimate running costs**?
- Resources
  - [Creative Skillset](#)
  - [UKIE](#)
  - [Trade press](#)
  - [LinkedIn](#)
  - [MobyGames](#)

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## Worksheet

Company name	
Core Team	
Initial budget	
First deliverable	
Route to market	

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