

Playful Ventures

Technology Entrepreneurship & Peripheral Innovation
in the Peruvian Game Industry



Eduardo Marisca
@piscosour

Modernity

Learning

Culture

Risk

Politics

Modernity



Technological Sublime



(I)

Lack of agency

(II)

Risk aversion

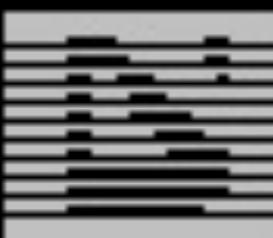
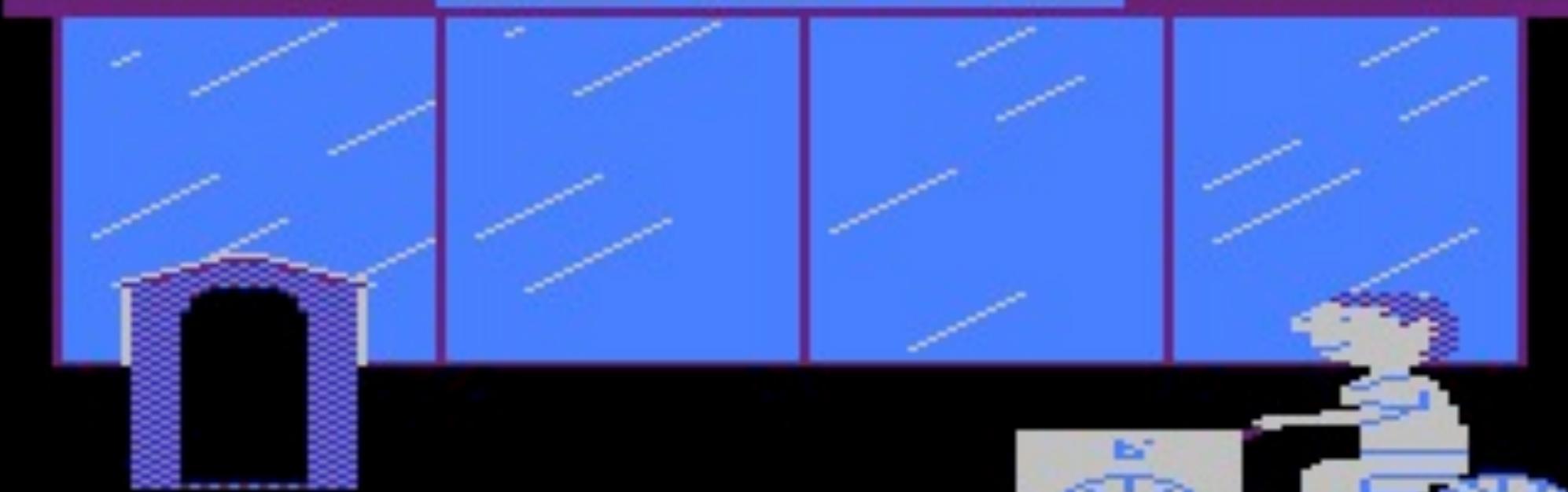
(III)

Nation through modernity

Dinero: 1500



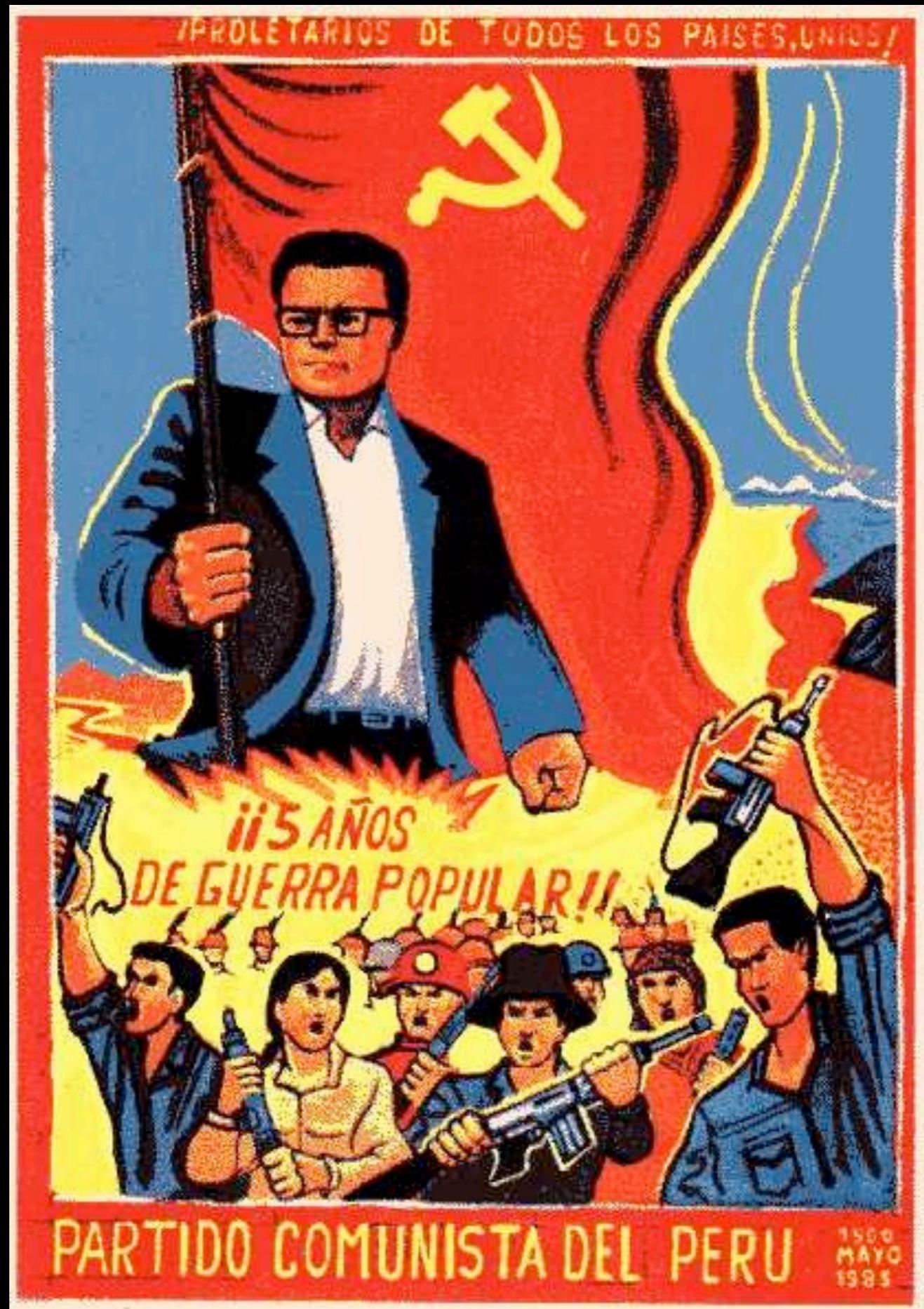
MONTAFRÍA

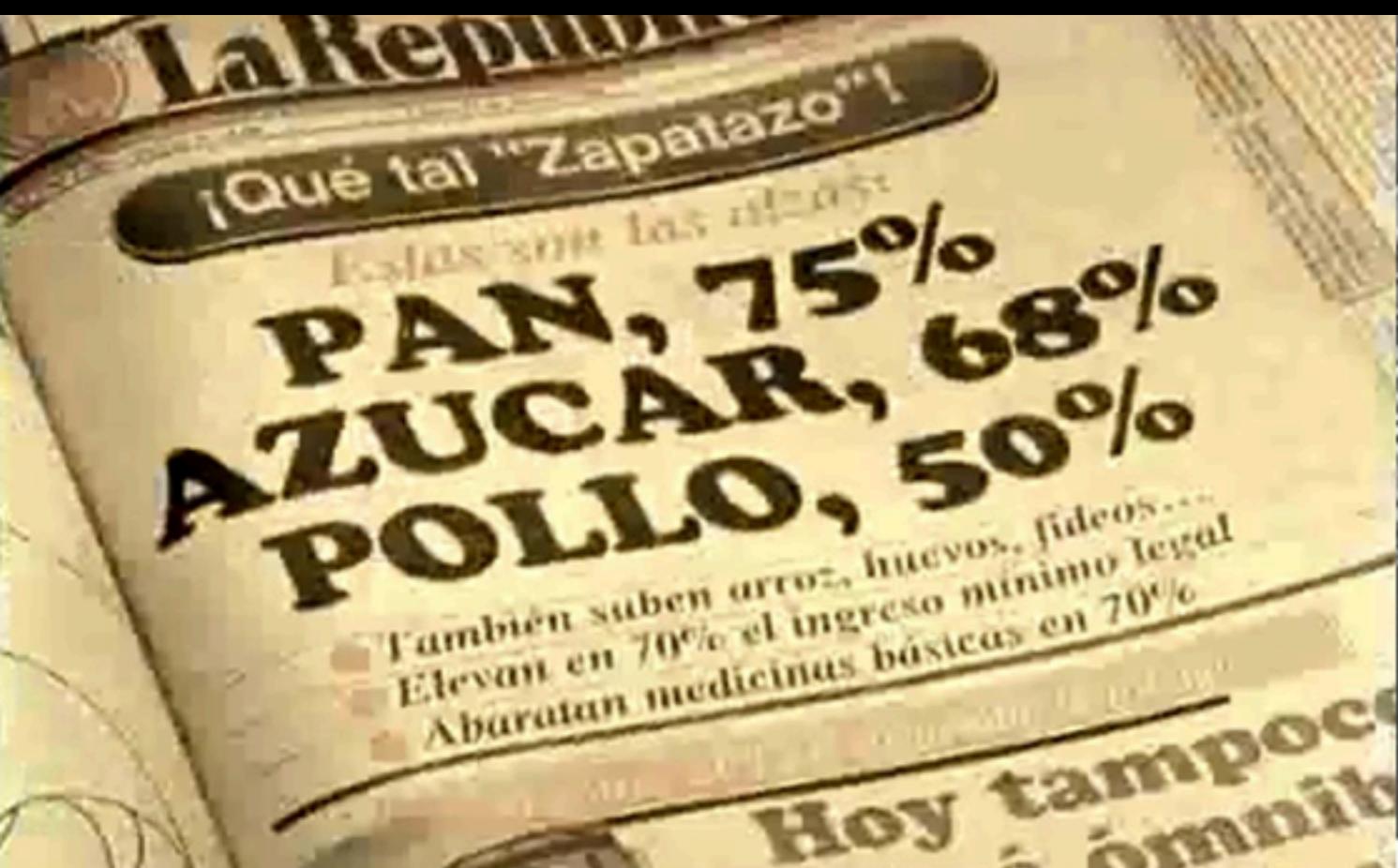


Escribe tu nombre

Presiona <RETURNA> o botón para continuar

SISTAP







CIENCIARNO

0-0



CRISTAL

54:14



Modernity

Learning

Culture

Risk

Politics

Learning









Peer Learning

Siguiente paso

Game Devs Perú

IGDA Perú

Captítulo de Videojuegos de APESOFT

GDC

IGF

Low-Risk Experimentation

Alternative Infrastructures



R&D

SUSHI
WASABI
DOTS
0 POINTS
— LINES
△ TRIANGLE
□ SQUARE
SUSHI
(CAT)

AVENUE

CARTEL





Mecânicos

• Mecânica
• Física
• Química
• Biologia
• Matemática
• Geografia
• História
• Língua Portuguesa
• Língua Inglesa
• Artes
• Ciências Sociais

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Modernity

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“Peruvian game”







“Can’t tell where
the developer comes from”

85



6/18

Enemies Waves

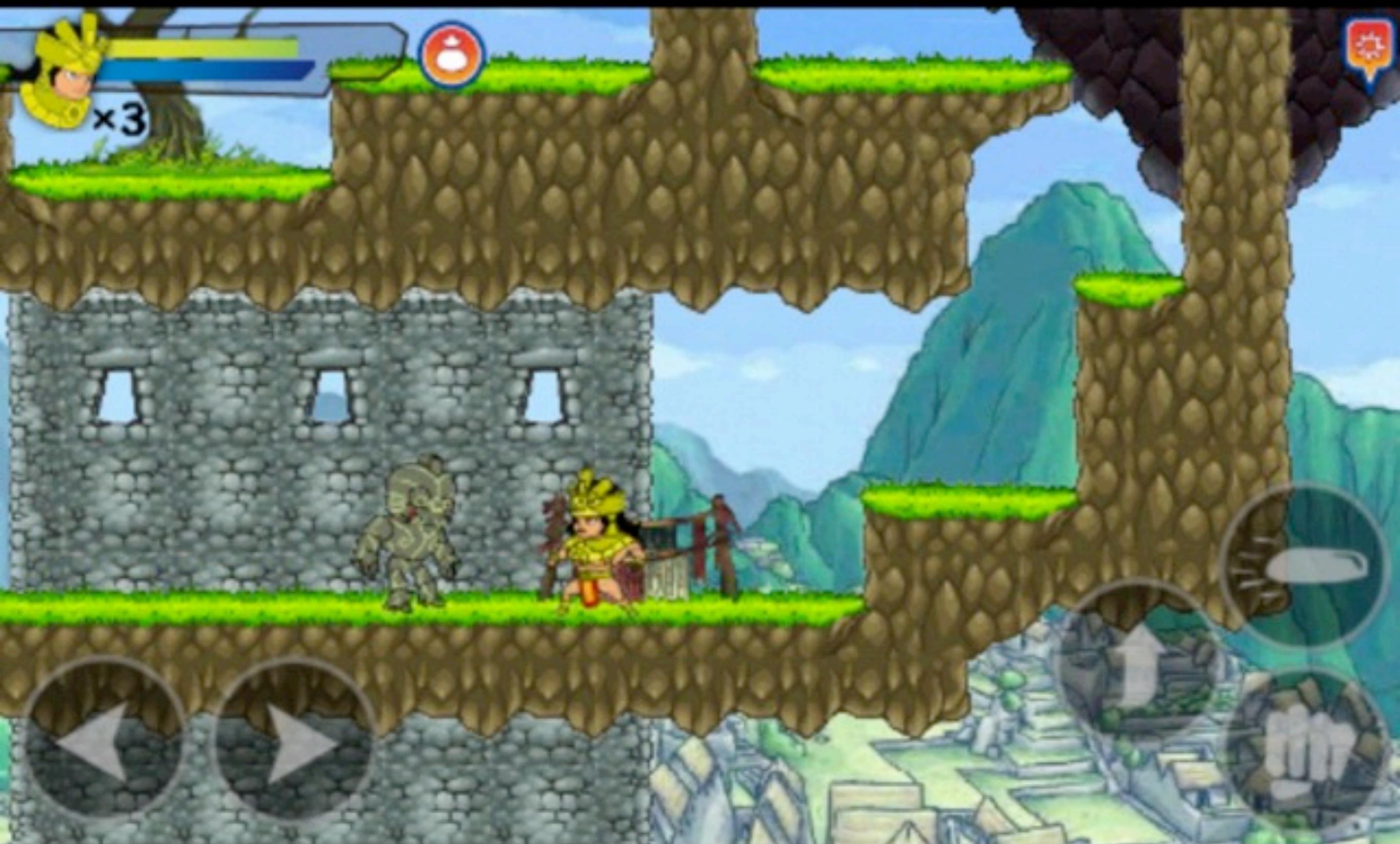
2/5

006300



MONKEY
GAMES WORLD





ROUND

2-1





BIENVENIDOS AL PERU
WELCOME TO PERU

Borderland Games

CITY

TOS





Market Opportunity

Cultural Opportunity



A photograph of a large audience in a lecture hall, viewed from the back of the room. The audience is seated in rows of chairs, facing a stage at the front. On the stage, a person in a red hoodie stands next to a large projection screen displaying a red Angry Bird character. The room has white walls and fluorescent lighting.

**“If Finland can do it,
so can we”**

Not All Peripheries
Are Created Equal

Modernity

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Culture

Risk

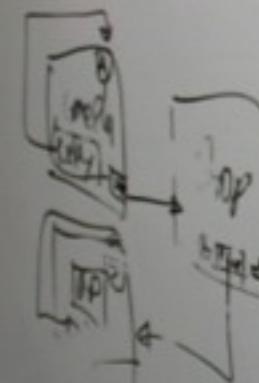
Politics

Risk

the boose e
to neless 15

Palomilla Hunter

- * Poner Branding
- * Subir a Nuestra Web
- * Hacer Link a Sponsor
- * PSH Link Sponsor
- * Averiguar tema Servidor ✓
- * Subir Link de Dedo
- * Mandarle el correo a Jose.
- * Cronograma



Web Proye

Bonales Web

charactér

Pros

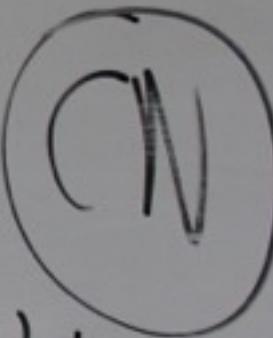
- dería que hablar (no)
- no hay más charla
- el ^{cosas} pece se pude ir a la maza
- el control de información
- contur. ón posible

Miaga

- * Doc. Diseño Actualizado
- * Pagar Cuenta de Desarrollador

Administracion

- * Tema Joan ✓
- * Pedir a Alfredo el contacto
- * Hacer Plan de Negocios
- * Buscar Contactos "Inversionistas"
- * Escibirle a Eduardo Man'sca.
- * Stark Up Week End 21, 22, 23
- * Plan de



Playful Ventures





Homebrew

Work-For-Profit

Advergaming

Indie Development

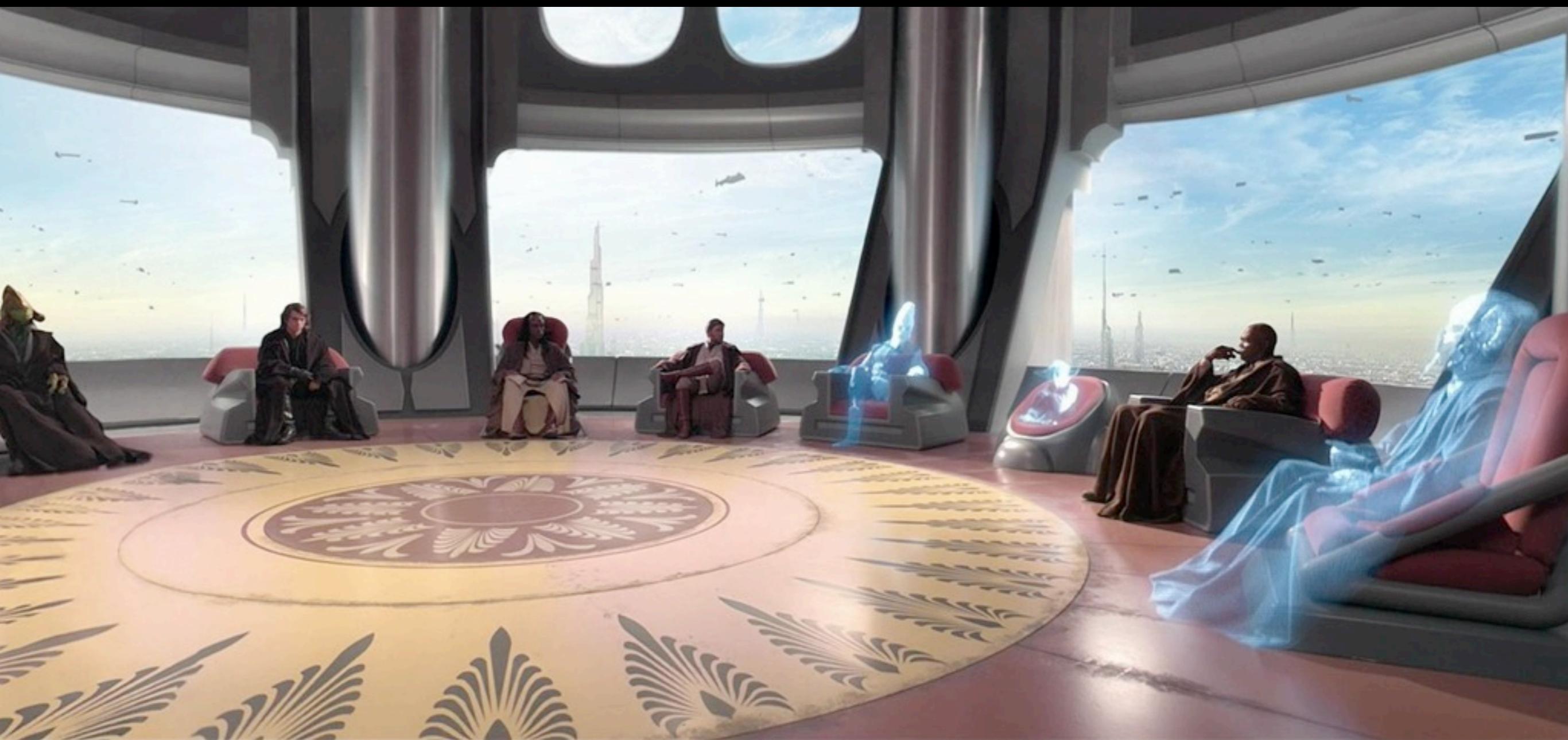
Peripheral Services

Internal Incubation



<title>code ninja</title>





Institutions



igdaPerú

Desarrollando Mundos

+ desarrollo tecnológico e innovación en Perú



Mitigating Risk



Modernity

Learning

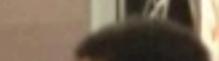
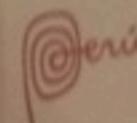
Culture

Risk

Politics

Politics

IGF pavilion

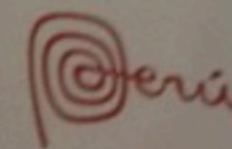


Protect
over 100
games

Select your Game
Automatically Moderate

avicut.

protecting USA



SOFT

LAW

cris

protecting USA



A creative country

Peruvian exports for the world



WILL YOU BE MY
"IT'S COMPLICATED"
ON FACEBOOK?



A close-up photograph of a bunch of green asparagus spears. A purple plastic band is wrapped around the stems, featuring white printed text. The text includes 'PLU' repeated twice, the number '4080' twice, and the words 'Produce of Peru' repeated twice. The background is blurred, showing more asparagus spears.

PLU
PLU 4080 Produce of Peru
PLU 4080 Produce of Peru

Modernity

Learning

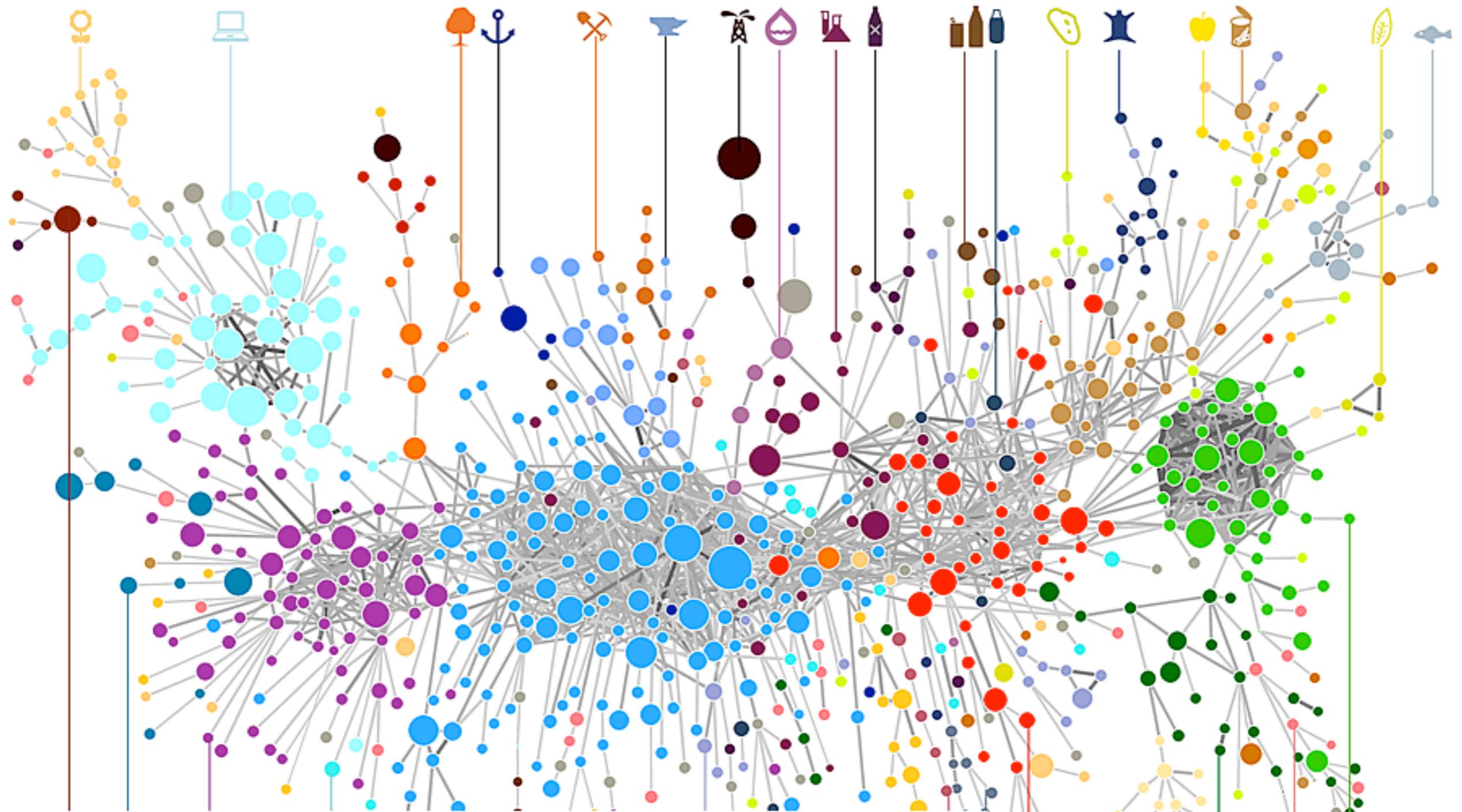
Culture

Risk

Politics

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THE ATLAS OF

ECONOMIC COMPLEXITY

MAPPING PATHS TO PROSPERITY



A New Socio-Technical Contract



Thanks!

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@piscosour
<http://marisca.pe>