

# CROWD SHARING: CROWD SOURCING + CROWD FUNDING

**STARR LONG**  
EXECUTIVE PRODUCER  
PORTALARIUM

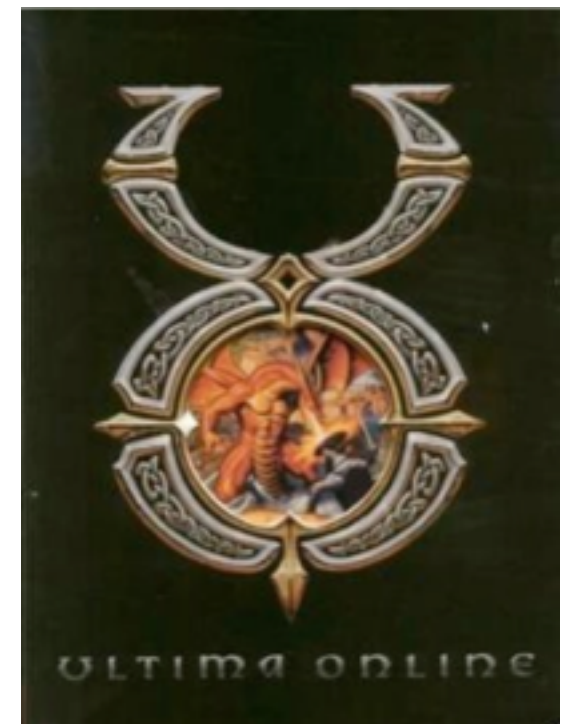


**GAME DEVELOPERS CONFERENCE<sup>®</sup> NEXT**  
FEATURING APP DEVELOPERS CONFERENCE<sup>™</sup>  
LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA  
NOVEMBER 3-4, 2014



# STARR LONG

- 20+ Year Game Industry Veteran
- Ultima Online: 1997
  - One of the very first MMORPG's
  - Coined the terms “MMORPG”, “rares”, “shards”
  - 1<sup>st</sup> MMO to have player housing
  - 1<sup>st</sup> Subscription based model
  - Longest running commercial MMO in history
- Tabula Rasa
- Disney Connected Learning





# A BRIEF HISTORY OF CROWD FUNDING

- 17th Century Publications
- Websites / Tools:
  - Artistshare 2003
  - ChipIn, Indiegogo, Equitynet, etc
  - Kickstarter 2009
- Model Evolution:
  - Single price Point
  - Tiers with Rewards
  - Stretch Goals
  - Fully Fund vs. Seed Money





# BUILDING A SELF SUSTAINING LOOP

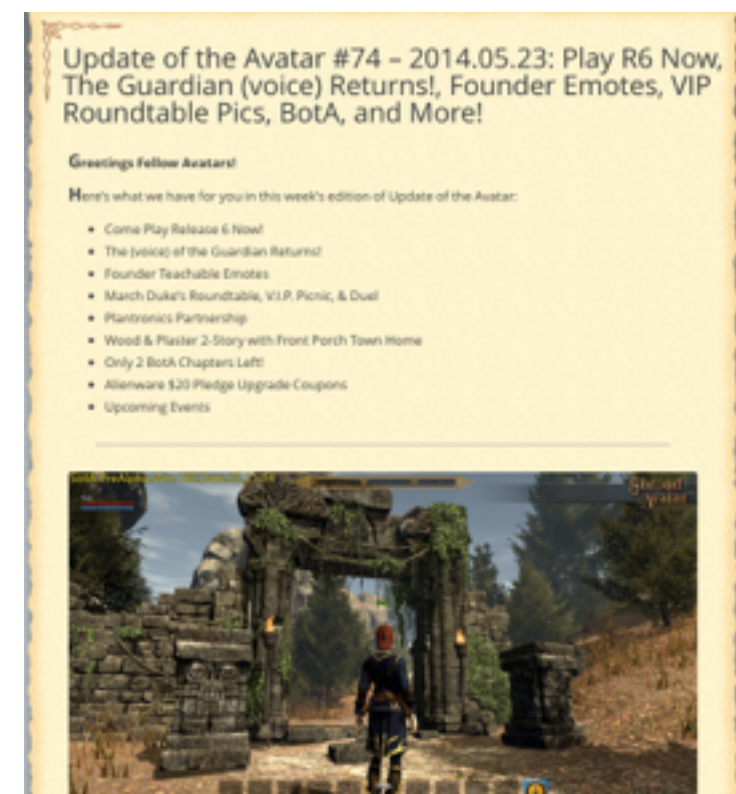
- Develop in the Open: Full transparency!
- Developer Plus Levels: Asset Sharing
- Crowd Sourcing: Multiple Compensation Options
- Improvement Cycle: Purchase, Improve, Return, Promote
- UGC Contests: Competition to Create
- Development Training for Backers: How To Videos
- Personal Touch: Real World Events
- Feedback Loop: Regular Evidence of Reaction





# OPEN DEVELOPMENT: TRANSPARENCY!

- Hosting Public & Private Forums & IRC
- Posting our daily standup notes to the forums
- Posting public schedules by quarter
- Posting details about funding, hiring, and finances
- Weekly Q&A with backers
- Monthly video hangouts with backers
- Weekly Email / Website Updates on progress



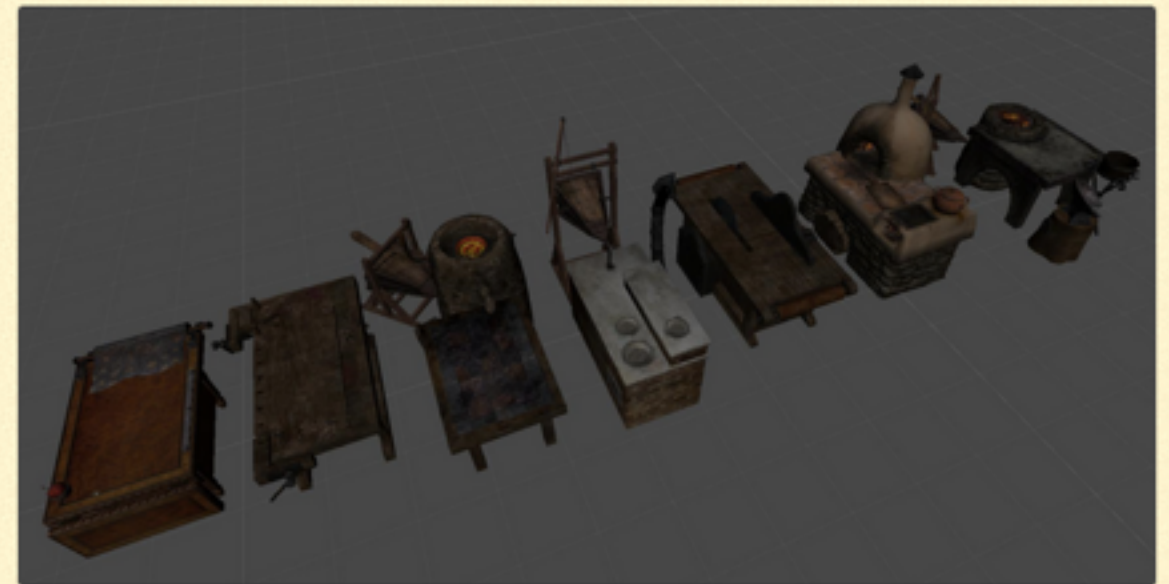




# DEVELOPER LEVELS: ASSET SHARING

- Developer Pledge Tier
- Includes regular delivery of game assets
- For building their own games
  - Or for building content for Shroud of the Avatar
- Includes buildings, props, vfx, avatars, creatures, etc.

## Dev+ Crafting Table Unity Asset Pack



James Cousar (aka "Thud" in the forums) posted the availability of Crafting Table Pack on the forums (included in the Developer pledge rewards, and above):

*Hey folks. We've put up a decent selection of places to live, but how do you plan to pay rent? Why don't you get a job with our crafting table pack? From smelting and smithing to cooking and tailoring there's something for everyone. If you've ever wanted to work from home or upgrade your place of business you should pick up the crafting table asset pack today!*

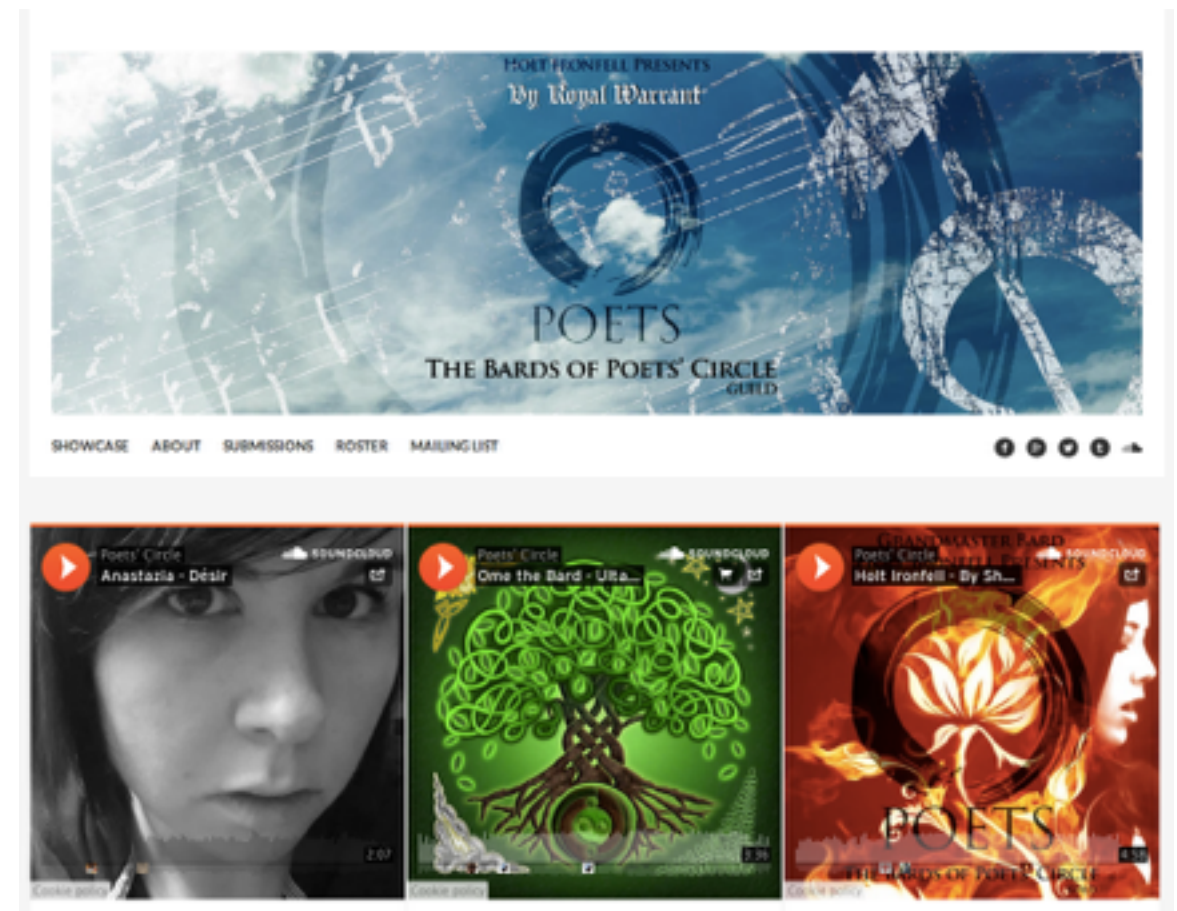
If you missed the previous Asset Packs, Dev+ members can download them here:

- Unity Asset House Pack #1
- Unity Asset House Pack #2



# CROWD SOURCING: COMPENSATION

- Bounty lists of needed assets
- Art, music, sfx, etc.
- Dollar values for each
- Payment Options:
  - Real dollars
  - Double that amount in pledge dollars to increase pledge level





# CROWD SOURCING: SUCCESS STORIES

- 99% of Music from crowd (fully self curated)
- Wireless Device + Avatars Radio
- College of Arms



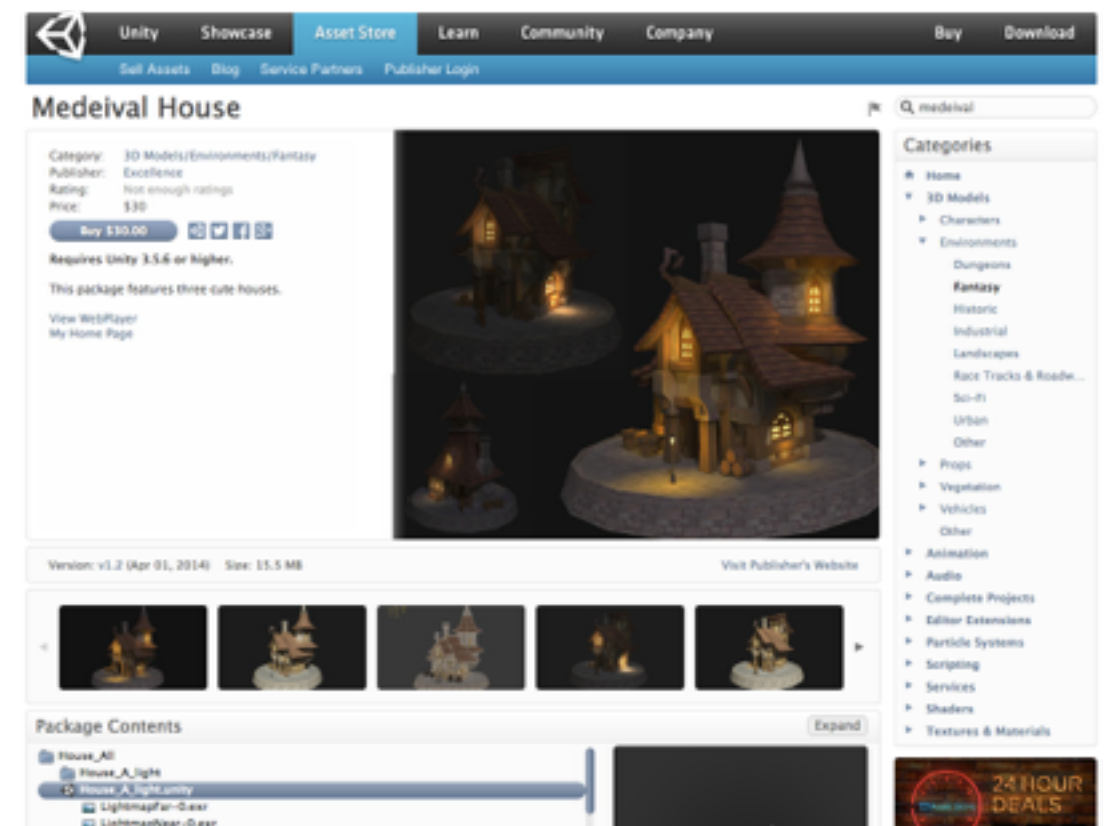
Shroud  
Avatar





# IMPROVEMENT CYCLE: CATCH & RELEASE

- Purchase, Improve, Return, Promote
- Buy assets from Unity Asset Store, Turbosquid, etc.
- Improve the assets for our purposes (re-skin, re-rig, increase resolution on texture, etc.)
- Give the improved assets back to the original creators to sell for free
- Request to mention “as seen in...”



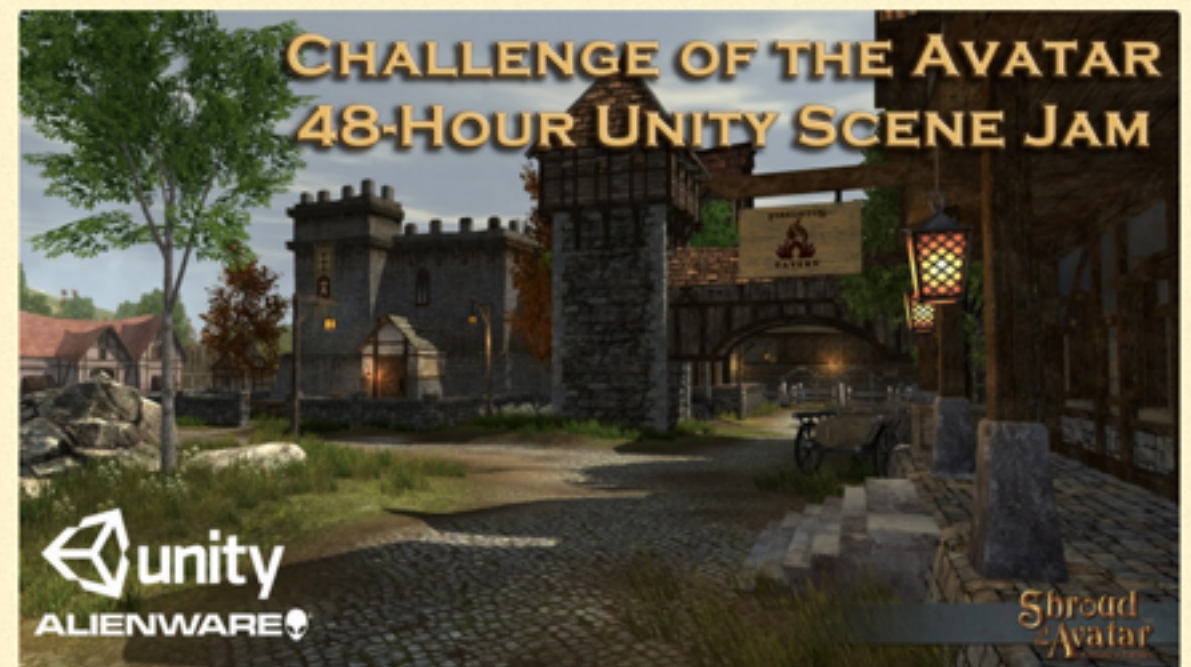


# UGC CONTESTS + DEV TRAINING

- Regular contest to build levels, write stories, etc.
- How to videos where we teach the players how to build content in Unity, 3DS Max, etc.

## 48-Hour Shroud of the Avatar Unity Scene Jam

The Shroud of the Avatar has been involving fans in the creation of the game since the start of the project. Now we're giving you a chance to contribute in a whole different way! On September 20th at 6PM CST (UTC-6), we are kicking off the first in a series of Shroud of the Avatar Unity Scene Jams!



Before we dive into the details of what it is, let me tell you why you should keep reading. The overall winner receives:

- Unity Pro License – \$1500 value
- Oculus Rift – \$300 value
- Alienware Grab Bag (Backpack, mouse, keyboard, headset)



# PERSONAL TOUCH & PHYSICAL GOODS

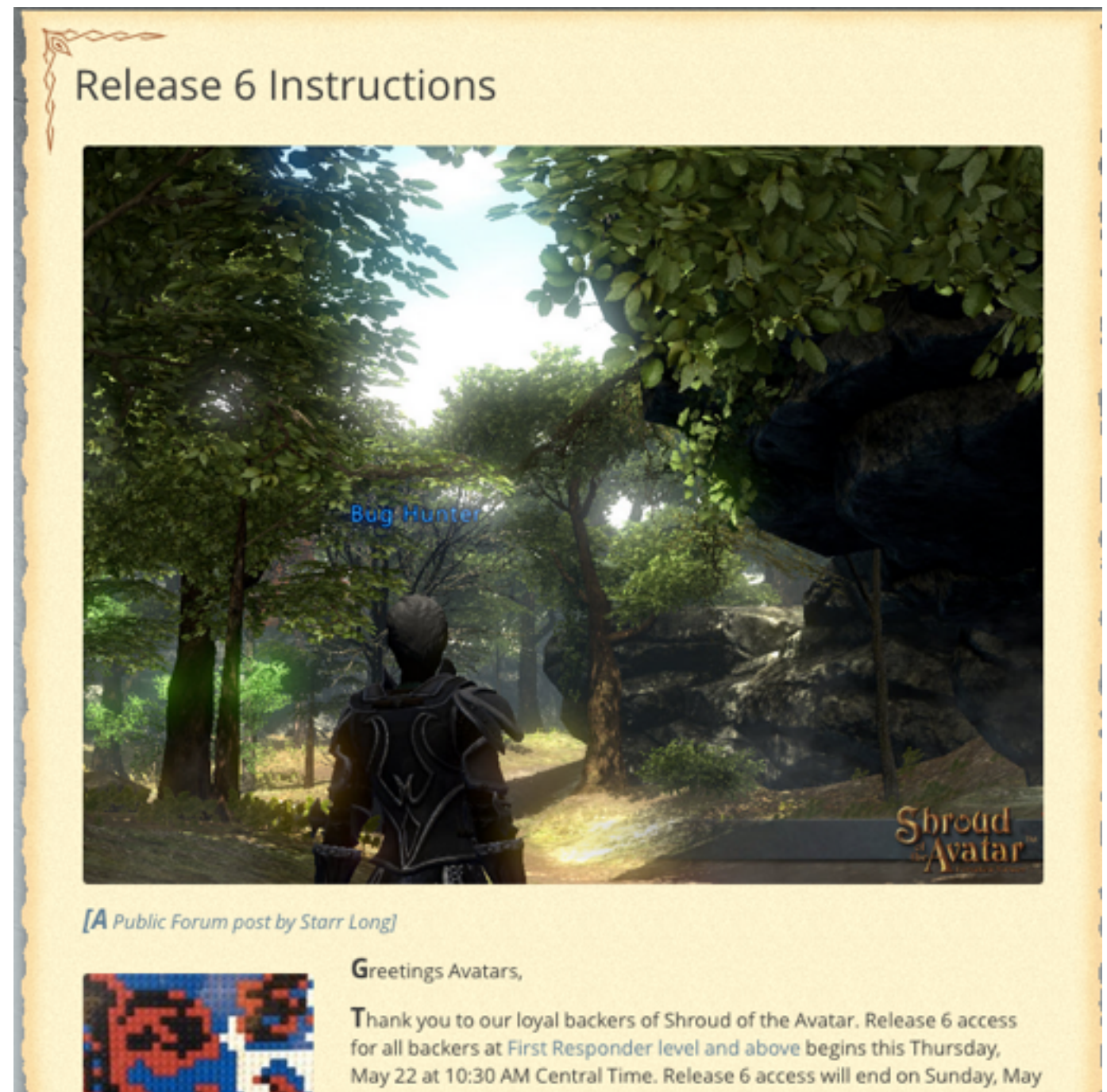
- Rewards for high level backers
- Studio tours, design roundtables, etc.
- Make them feel a part of the team
- Challenge Coin, ONBE & Royal Warrant





# FEEDBACK LOOP: LISTEN & REACT

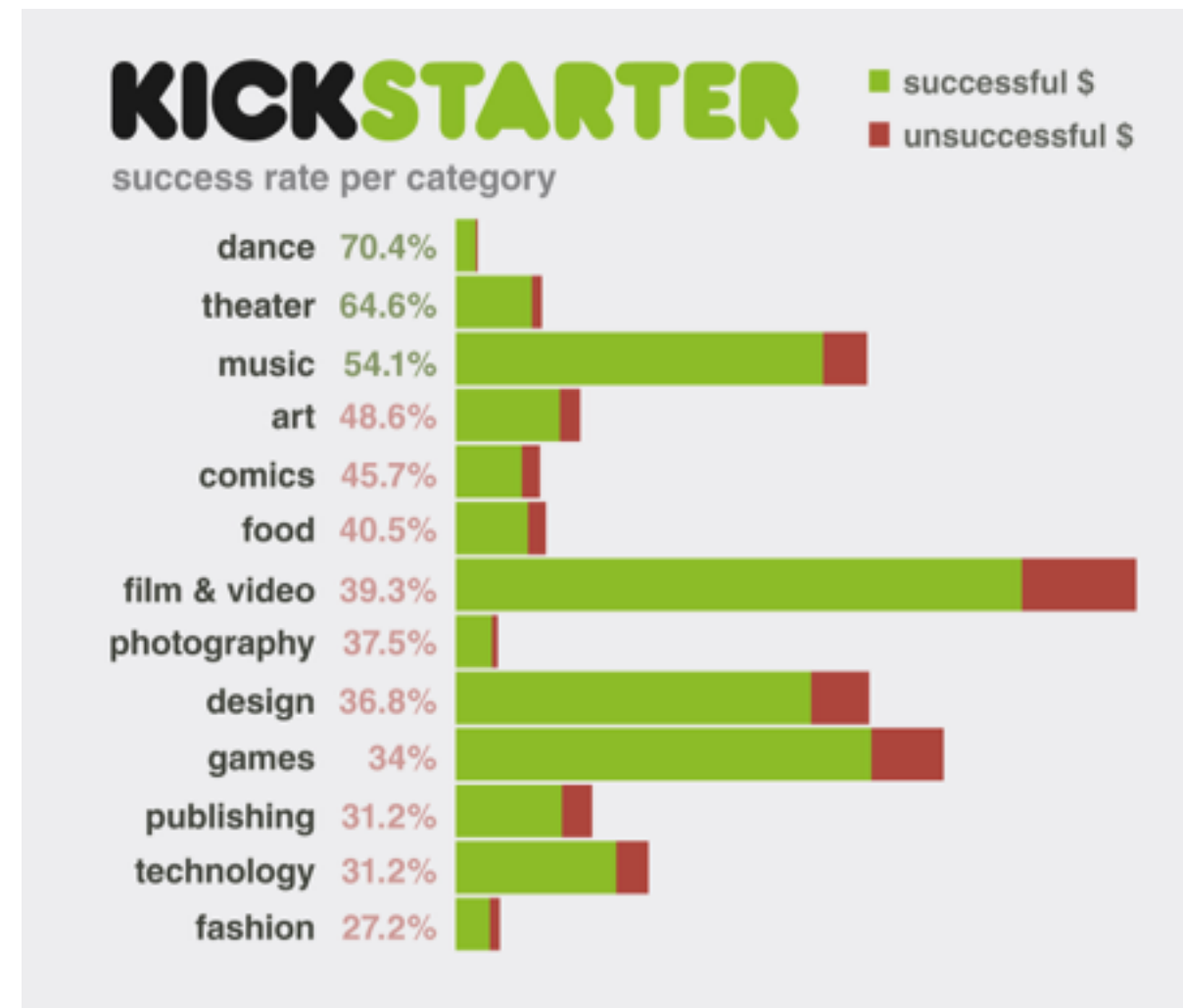
- Constantly visible feedback loop
- Regular Evidence of Reaction
- Monthly release showing direct response to community





# FAILURES

- Actually Rare
- Failures hurt us all
- Failure to Fund
  - Bad Ideas vs. Bad Campaigns
- Failure to Deliver
  - Buyer Beware vs. Honest Devs: “From the Makers Of” BS
  - Onus is on Developers to educate consumer
  - Stretch Goal Madness
  - Ever funding pitfall







# FILL OUT SURVEY!!!!

## Q & A





# CONTACT INFO

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