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So You're Ready to Pitch to a Publisher? (You're Not)

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CEO, Finji

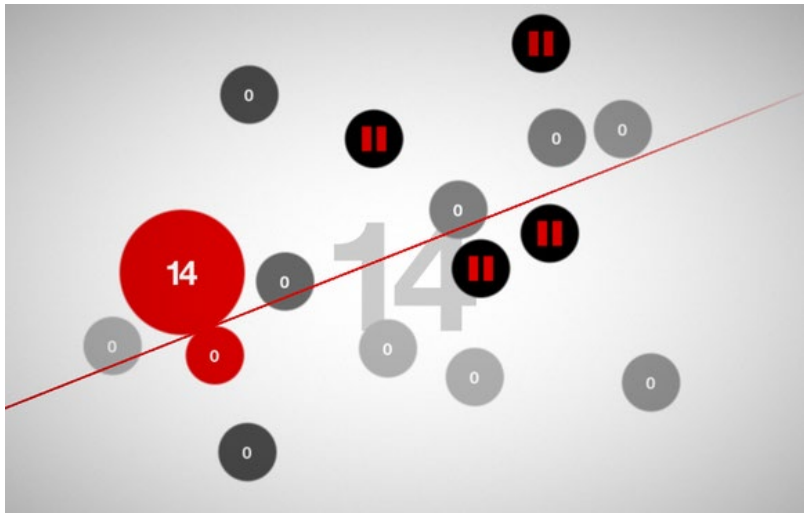
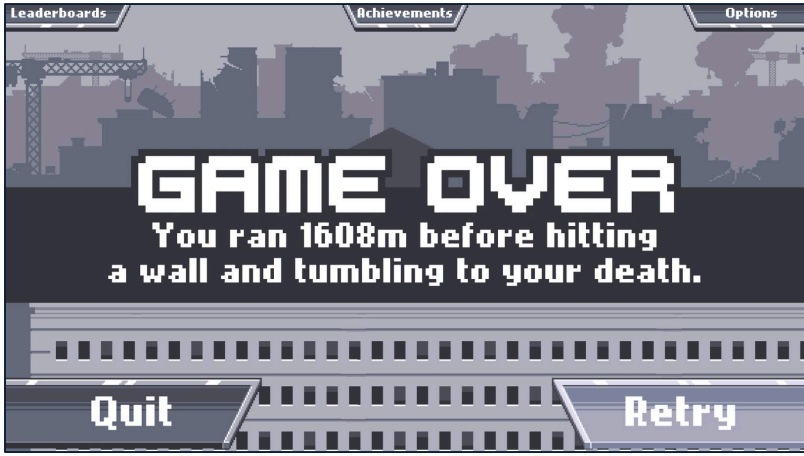
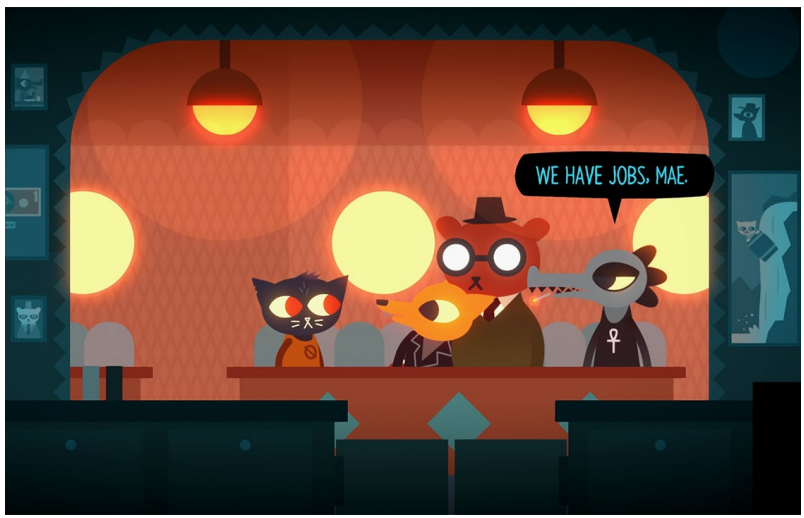
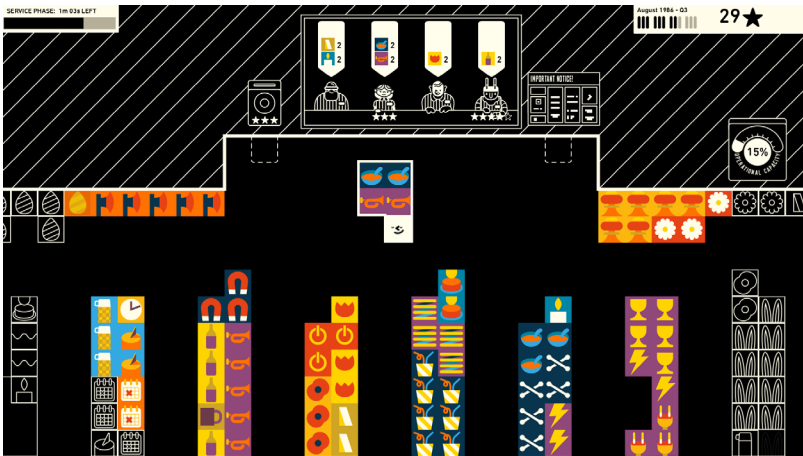
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FINJI



Friend: Hey, so, I've been working on this thing...

And I was asked for this...

Do you and/or Adam have time to...

- Before you pitch- Understand what you are making
- Before you pitch- Understand the audience
- Before you pitch- Understand the pitch
- Before you pitch- Understand the deliverables



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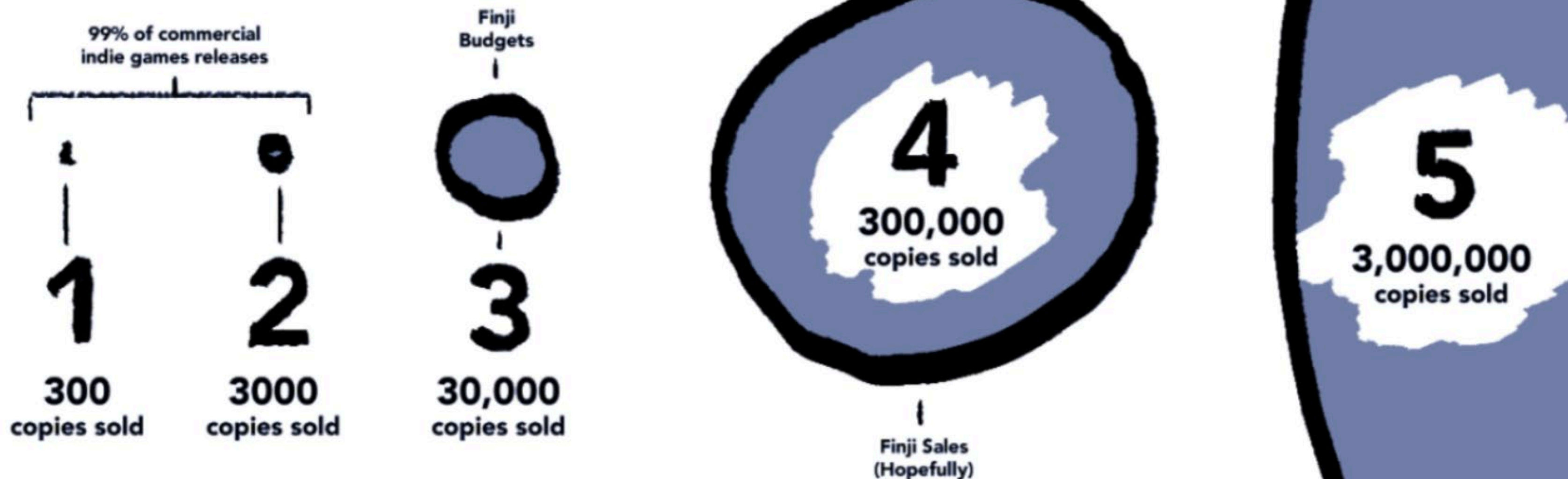


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SALES



(we don't talk about tier 5)

Understand what you are making

Step 1: A Prototype

Prototypes that work are simply proof that mechanically you are onto something.



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OH GOD I LOVE THIS ONE.







Understand what you are making

Step 2: A Vertical Slice





OMG. A Vertical Slice Exists!

But who are you talking to?

Who are you pitching to?

- Your team.
- People who play games in your title's genre.
- People who don't play games in the genre or don't play games
 - Journalists
 - Platform Dev Relations
 - Investors
 - Publishers



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Please watch out for acronyms.

Are you so far in game development culture that your language cannot be parsed by a regular person?

Meet your audience halfway



- Can you talk to experts and also to those who know nothing about video games?
- Can you quickly identify common ground in a conversation and explain complex terms in shared experience?
- Do you know how your work might fit into the broader culture of media? Have you ever thought about it?

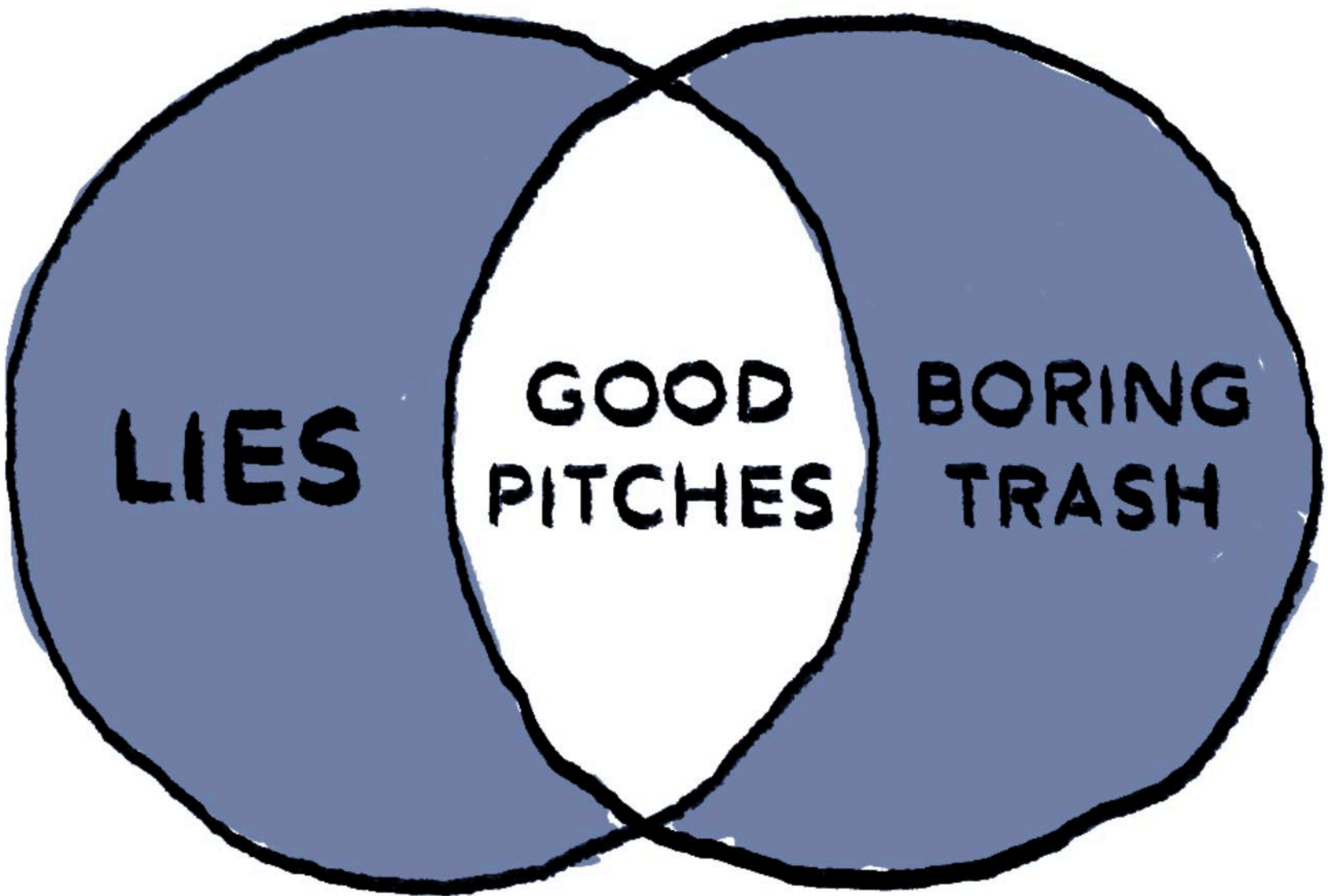
- We identified what we are making AND we have a vertical slice to show.
- We identified the person we are speaking with.
- Now what?

Understanding Your Pitch Materials

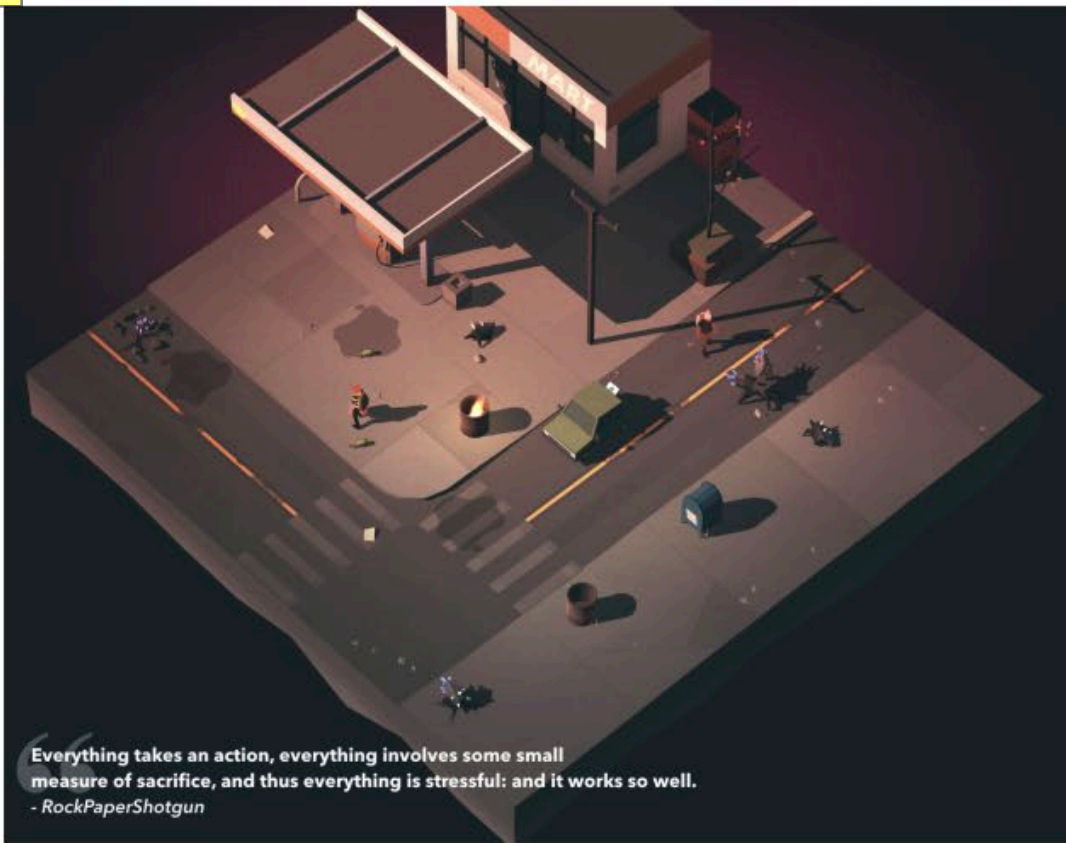
Oh nooooo.....



INTERESTING



TRUE THINGS



Everything takes an action, everything involves some small measure of sacrifice, and thus everything is stressful: and it works so well.
- RockPaperShotgun

Overland is a turn-based survival game where players take care of a group of travelers on a post-apocalyptic road-trip across the United States. In between scavenging for fuel, medical supplies, and weapons, players decide where to go next: should they rescue a stranded dog, or upgrade their wrecked hatchback? How will they prepare for what lies ahead?

Featuring randomly generated levels and party members, an unbelievable soundscape, and an entire new genre's worth of story features and interactions, Overland is the newest game from Finji (*Canabalt*, *Night in the Woods*, *TUNIC*), and brings all the tough decisions and emotional investment of the squad-based tactics genre to a wider audience for the first time.

Overland is about close calls, dramatic escapes, hard choices, arguing with your friends about whether you can leave that dog behind, and the end of the world.

- Award-winning art direction
- Award-winning gameplay
- 100+ hours of replay
- Super-slick visuals

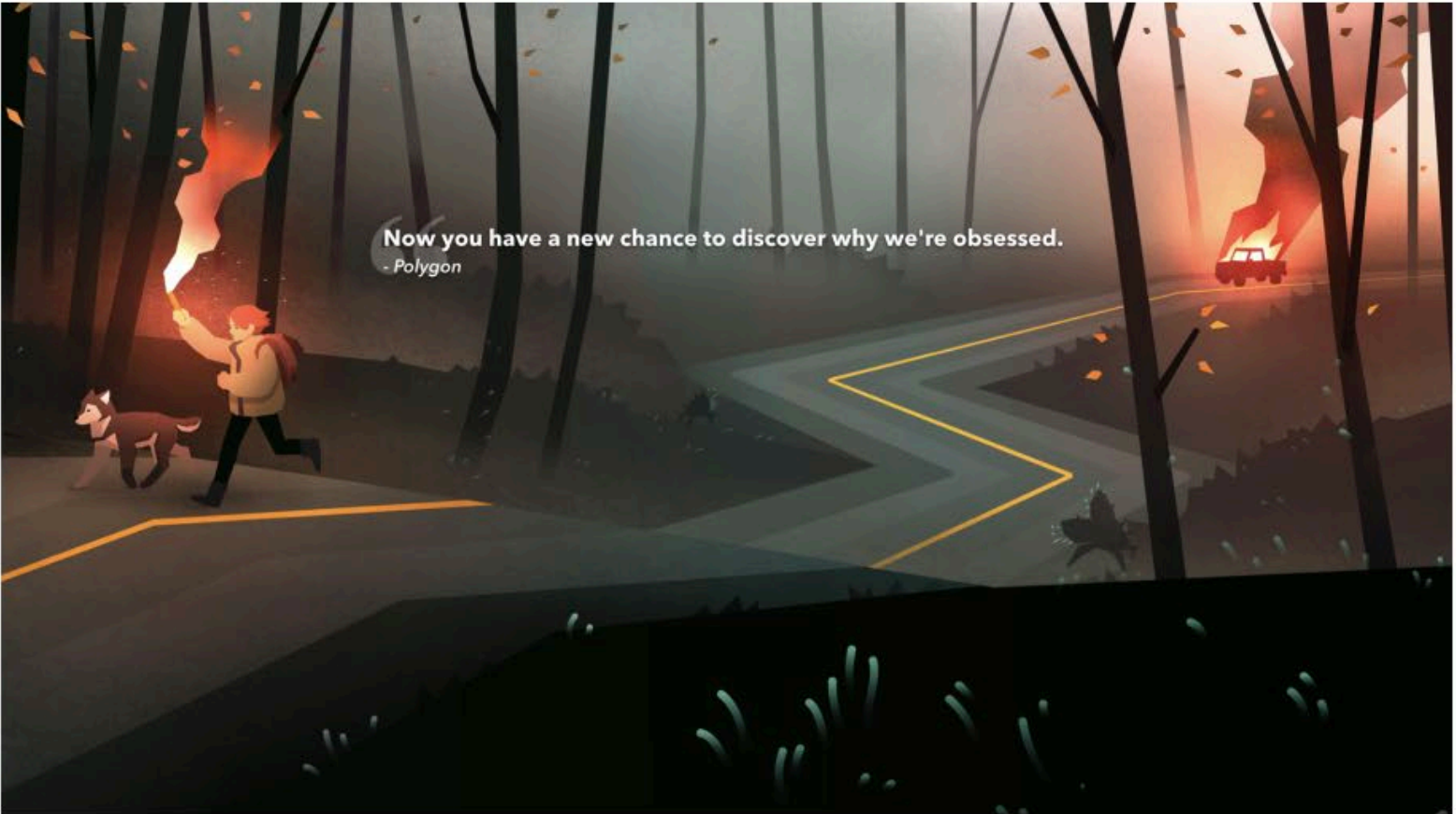
Get ambushed by teammates you abandoned. Invite strangers and even dogs to join your party. Travel through coastal cities, forests, plains, mountains, and the wastelands.

- Turn-based strategy & roguelike elements
- Emergent and highly replayable
- Comparables: *Armello*, *Darkest Dungeon*

- Over 5000 First Access players
- Hundreds of hours of streams and videos
- Players already logging 50 hours or more



It's these choices, and the consequences you carry with you to the West Coast, that fuel Overland's intense momentum.
- Gamespot



Now you have a new chance to discover why we're obsessed.
- Polygon

What kind of deliverable art go into a pitch deck?

Assets. METADATA ASSETS



OVERLAND





OVERLAND

PC / MAC 2016



Screenshot Theory

- What is your games main attraction- aka the fantasy?
 - Does your screenshot showcase that main attraction?
 - Does your screenshot show directionality?
 - Does the screenshot show the main gameplay loop?
-
- For the full post read here:
<https://blog.adamatomic.com/post/172749451585/gdc-wrap-up-part-2-screenshot-theory-spring>

Questions to ask yourself (1)

- Where does your game spend all its time?
- What is the player's identity and available actions?
- What sorts of objects and items are there?
- Before, during, and after: can you tell what just happened and what WILL happen?
- Can you read the directionality and lines of action in the game?
- What changes in your game as you move through it?

Questions to ask yourself (2)

- Are the environments or backdrops quite different from screenshot to screenshot?
- Does the player identity change or shift?
- Do the actions available to them change from screenshot to screenshot?
- Does a stranger need to have played this actual game in order to tell what's up in the screenshot?
- Do they only need to have played other games in your genre?
- Do they only need to be vaguely aware of the notion of what a videogame is?



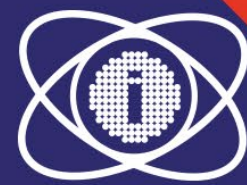
Dear, DOUBLE FINJI



- Duration of Project
- Staff working on Project
- Cost per month per staff
- Overhead: Building, Equipment, Services
- Legal/Accounting
- Insurances

Don't send a budget unless you
are asked for a budget.

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- Before you pitch- Understand the deliverables



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Good luck.

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