

# INDEPENDENT GAMES SUMMIT



# GDC<sup>10</sup>

[www.GDConf.com](http://www.GDConf.com)

# IGS 2010

## CREATING + NURTURING YOUR INDIE GAME COMMUNITY

**Jeff Lindsay**  
@progrium



**SuperHappyDevHouse**  
Event



**Hacker Dojo**  
Place



**TIGSource / TIGJam**  
Online Event







Friday, February 26, 2010





Friday, February 26, 2010





Friday, February 26, 2010





Friday, February 26, 2010





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Friday, February 26, 2010





# 10 (SORT-OF-CHRONOLOGICAL) TIPS

FOR GROWING A  
COMMUNITY

1

# Hold events





2

**Make purpose**

3

**Start small**



# 400 people



3

Friday, February 26, 2010

# 20 people



3

Friday, February 26, 2010



# 3

**"A complex system that works is invariably found to have evolved from a simple system that works."**



4

**Repeat often**

# SHDH 1



# SHDH 1





# SHDH 1



# SHDH 7 8 months later





# SHDH 7

## 8 months later





# SHDH 7

## 8 months later



# 4

**"Release early, release often."**

5

**Stay learning**





# 5

**"Fail early, fail often."**

# 5

**"Release early, release often,  
and listen to your customers."**



6

**Be inclusive**

# 6

## Quality control?

# 7

## Identify values



# 8

# Think experience









9

# Teach promotion



# 10

## Help duplicate



- ▶ **Hold events**
- ▶ **Make purpose**
- ▶ **Start small**
- ▶ **Repeat often**
- ▶ **Stay learning**
- ▶ **Be inclusive**
- ▶ **Identify culture**
- ▶ **Think experience**
- ▶ **Teach promotion**
- ▶ **Help duplicate**





# SuperHappyDevHouse 37

April 10, Palo Alto



# Hacker Dojo

24/7, Mountain View

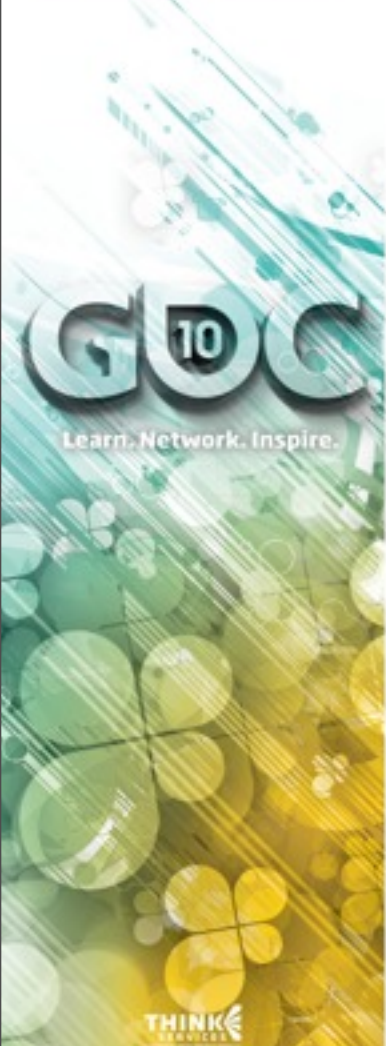


# TIGJam 3

Fall, Hacker Dojo



INDEPENDENT  
GAMES SUMMIT



THANK YOU.

YOU ARE ALL  
**RAD.**

STAY INDIE.

**@progrium**





# 0

# Validate online

