

Preparing for the Pitch

Strategic Suggestions

Gather Intelligence

- Know Yourself
- Know the Marketplace
- Know the Publishers

Understand your Role

Accidental Salesperson:

- Prospecting
- Presenting
- Following Up

Know What You Are selling

- **Innovation**
 - **Product**
 - **Process**

Preparing the Pitch

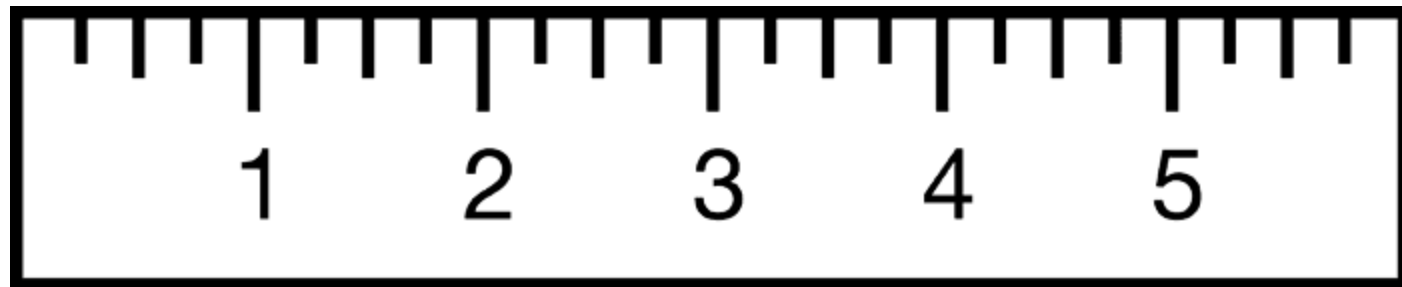
3 Tactical Rules

Describe What you are Selling

- Hook and Twist
- Game Vision
(The X?, the Unique Hook? X-Factor?)
- Game Pillars

K.I.S.S.

Keep It Short & Simple



Bring the Big Guns

- Passion



- Assets





Giving the Pitch

Getting out richer

Before You Get to the Meeting

- First - you need to get the meeting
- Where to have the meeting? How good is pitching at trade shows?
- Know the purpose of the meeting
- Who to bring to the meeting – mix disciplines
- Who gives the pitch? Passion trumps seniority.
- Know who is going to be at the meeting from the other player
- Appearance does matter

Arriving at the Meeting

- Arrive early - but let them know you will
- Bring your own equipment
- Turn off your cellphone!
- Seating matters – developers closest to the screen!

Delivering the Pitch

- Keep the company pitch brief
- Get to the good stuff as fast as possible
- Don't pitch and play
 - Gameplay footage is a great back-up
- Be passionate, be humble
- Talk to the people, not your slides
- Make sure that there is time left for discussions

Discussion Following the Pitch

- Be prepared for hard questions – accept responsibility
- Embrace negative feedback – it means they might be interested
- Be open-minded, but don't change the pitch on the spot
- Don't make things up
- Listen in order to learn
- Avoid physical leave behinds (business cards are fine)

After the Pitch



Ways Publishers
Evaluate Your Team

What am I supposed to do now?????

- Should I call?
- Should I wait for him to call?
- He did not call...
- Maybe I should call?
- Or I should write an email?
- Or send him a letter
- He hasn't called....
- Should I call?
- Why hasn't he called yet?

Will he call back?

- How long will it take to get my deal signed?
- Did he like my game?
- Did he like me?
- Did he like my presentation and my nice Excel budget?
- Will his family like me too?

What is Evaluated

- Competitive Advantage
- Market potential and Consumer Base
- Developer Background
- Financial Potential
- Strategic Vision

The question then is – **WHO grants POVs on the above?**

Market Potential and Consumer Base

Marketing Guy	Quant Jockey*
Who is the competition?	Who is the competition?
	How did the competition perform?
	What do we expect from the project, given changes in industry scenarios (cycle, tie ratios, etc)?
Is the Quant Jockey's recommended number believable and Why?	

*AKA Marketing Research, Business Intelligence, Forecasting Department.

Competitive Advantage

Product Development Guy	Marketing Guy
Is the game vision compelling?	Is there a unique hook?
Are the features up to snuff with competitive games?	Who are the competitors and what edge does the project have over them?
Are the features “above and beyond” what competitive games have?	If a licensed IP, does that license carry serious weight and brand recognition?

Developer Background

Product Development Guy

What is the developer's expertise?

- On time/on budget?
- High GR?
- A specific genre?

Why do we think they can make the proposed game?

If the game targets a goal above previous goals achieved by developer, why do we think we can get there? (e.g. a developer who never got a 90% rating, being pushed for a target 90% GR project).

Does the developer have a particular expertise I am interested in now, or in acquiring long term?

Financial Potential

Finance Guy	Quant Jockey
Will the game make money?	What is the forecast?
<i>"Why are you asking about upside? Will believe only when I see."</i>	Is there upside potential?
Is the PnL protected even in case of worst case scenario?	What is the worst case scenario
Does the marketing/sales guy need all that money to sell the game?	
Does the PD guy need all that money to make the game?	
Will the developer deliver on time so that my financial outlook isn't messed up?	

Financial Potential

Executive Committee or Resident Dictator

Does the project make sense with our portfolio?

Is the project within our risk profile?

Do we/I like it, like the developer?

Can we visualize a long term profitable plan behind the project?

Okay, now half the company had a say

- So what 's happening now?

Fact: a AAA game can take up to 9 months to get signed

Fact: most original IPS are not signed but can give ideas to publishers based on their own IPS

Fact: it is a patience game

Fact: the perception of time at a publisher is vastly different from a developer's

No answer is binary:

- you will maybe not get a deal today but you may get one tomorrow
- like in life everything's about timing but the level of professionalism, understanding, creativity and reactivity that you will provide can profoundly increase your chances
- The best case scenario: you are greenlit and now the contract negotiations can begin
- the 2nd best case scenario: they do not like the IP but maybe you could work on this other IP?
- the 3rd best scenario: not now but hey we would really like to ome back to you in a couple months