Go-Go Gadget Business Development

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Who is this guy?

- Began career as an agent in 1998
- Business Development and Licensing for 16 years
- Ten years as an agent
- Three of those years doing acquisitions and distribution
- Bootstrapped a production company for three years
- Three years as a consultant
- Powell Group is "officially" two years old.
- Nine team members, fourteen clients at GDC 2014

Today's Agenda

- Basic business development skills
- Tools to help you execute
- High level overview of negotiation tactics
- Essential contract points for developers

What is Business Development

Business development is the creation of long-term value for an organization from customers, markets, and **relationships**.*

Scott Pollack, Forbes
http://www.forbes.
com/sites/scottpollack/2012/03/21/wha
t-exactly-is-business-development/
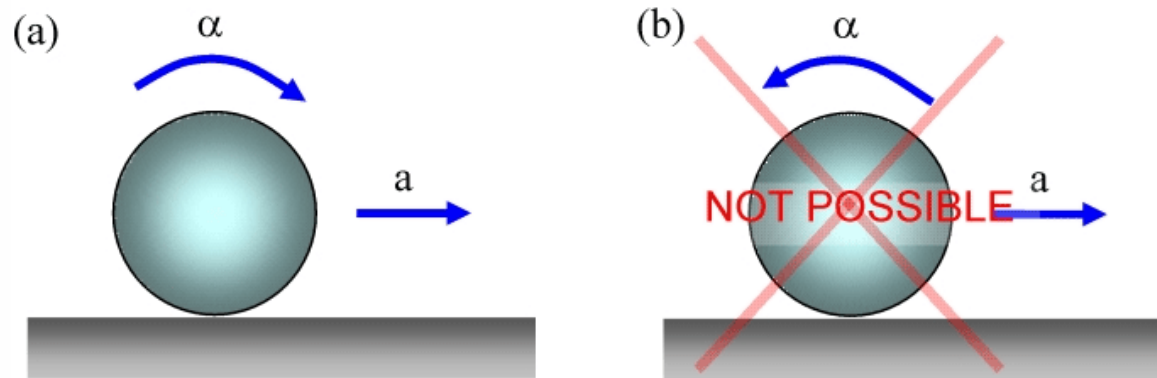
Why does business development matter?

Fig. 1: Acceleration of rolling objects.

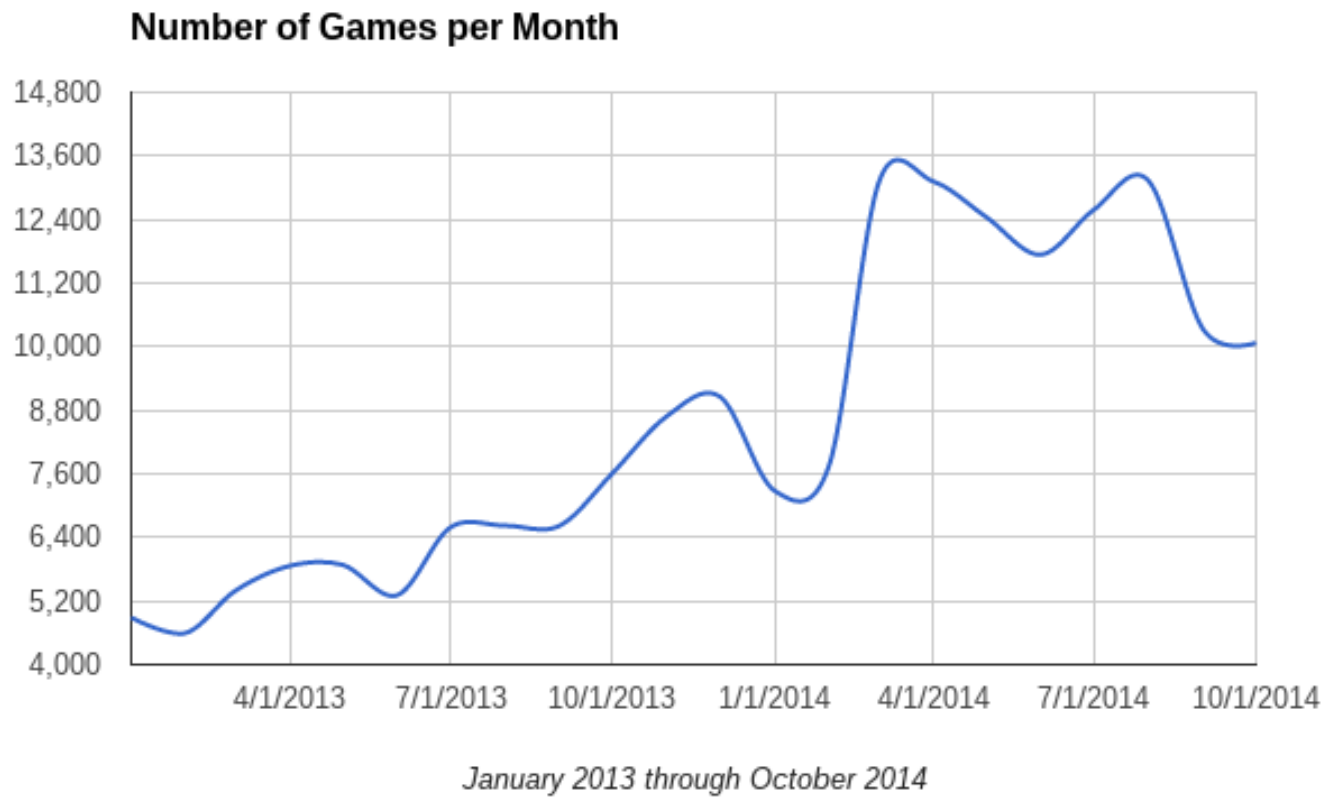You've just seen an English major reference physics...

Skills to Pay the Bills

- Marketing, Messaging and PR
- Prospecting
- Follow-up
- Proposals
- Negotiation
- Project & Team Management
- Getting Paid
- Endorsements

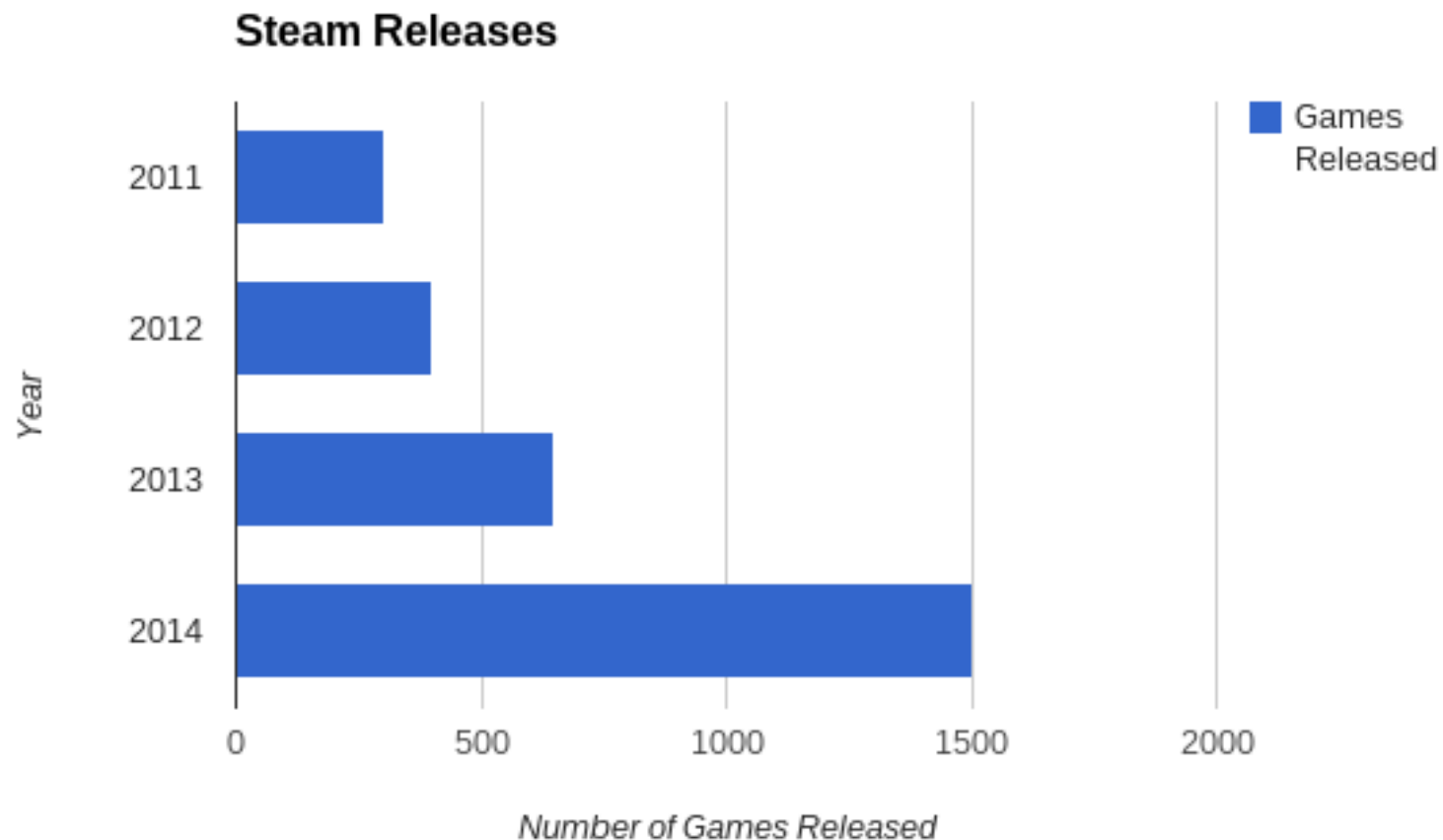# Marketing, PR, and Discoverability

There are over 279,000 active games on the Apple App Store

Number of Games per Month

January 2013 through October 2014

http://www.pocketgamer.biz/metrics/app-store/submissions/

Marketing, PR, and Discoverability

Marketing, PR, and Discoverability

Steam Greenlight

- Total Games on Steam: 4024
- In Greenlight Now: 2235
- Greenlit: 1245
- Released: 456

50.6%
28.1%
15.6%
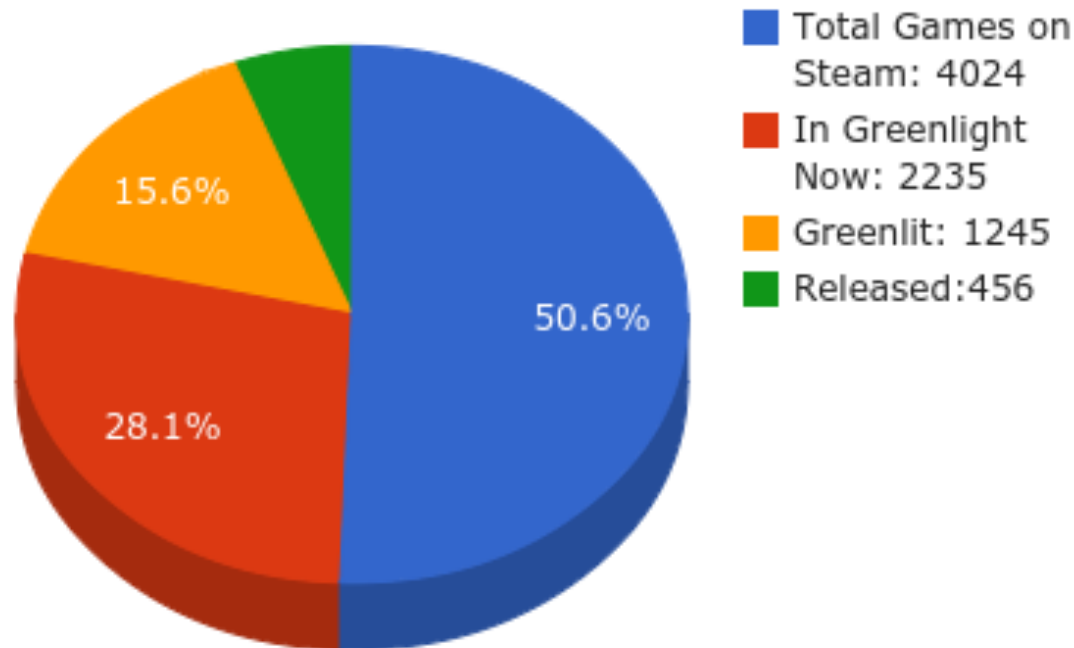
Getting the Word Out - Option 1

Press release services will blast your news out to over 2,000 email addresses. How many read it?

A well targeted press campaign will go to 200 to 300 contacts.

Tools and Best Practices

- Find content via Feedly
- Create a knowledge base with Pocket
- Establish yourself as an expert with blogs or articles on Gamasutra, GamesBeat Unfiltered, Reddit, Quora, Quibb, or Tumblr
- Use Buffer/Hootsuite to disseminate your content to Twitter, Facebook, LinkedIN

Create your voice and make it personal. Just just relay links and sites. Tell your readers why it matters

Networking and Shows
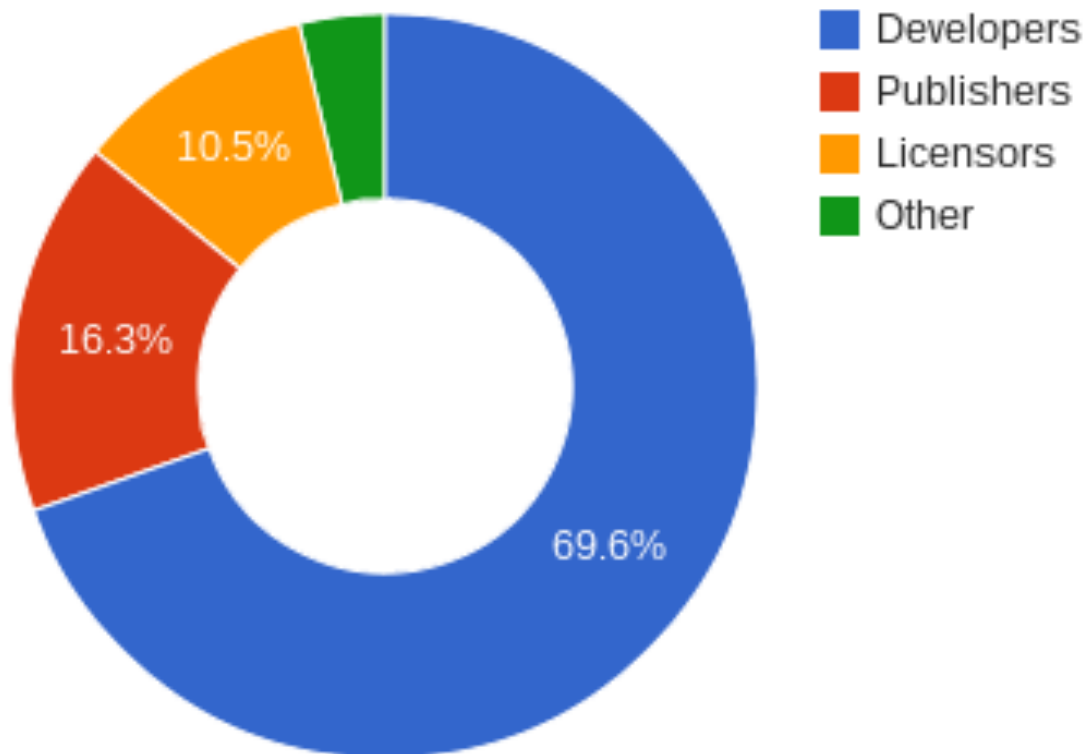
Google Calendar, Youcanbook.me, LinkedIN

- Hand out cards!
- Prioritize your meetings and start early
- Be clear on your meeting location and confirm
- Take good notes, in meetings and on cards
- Follow up immediately after the show

Every connection is possible business

Prospecting

Analysis of Over 2,000 Game Companies

Following Up

- Show you are serious about working together
- Stay top of mind
- Answer questions before they are asked
- Move the deal forward
- Build the relationship

Tools and Best Practices

- **CRM** - Sugar, Salesforce, Zoho, Nutshell
- **Resources** - Gamasutra, LinkedIN, Trade show directories, data mining
- **Tools** - Connect6, Rapportive, Vibe
- **Secret** - Mailtester
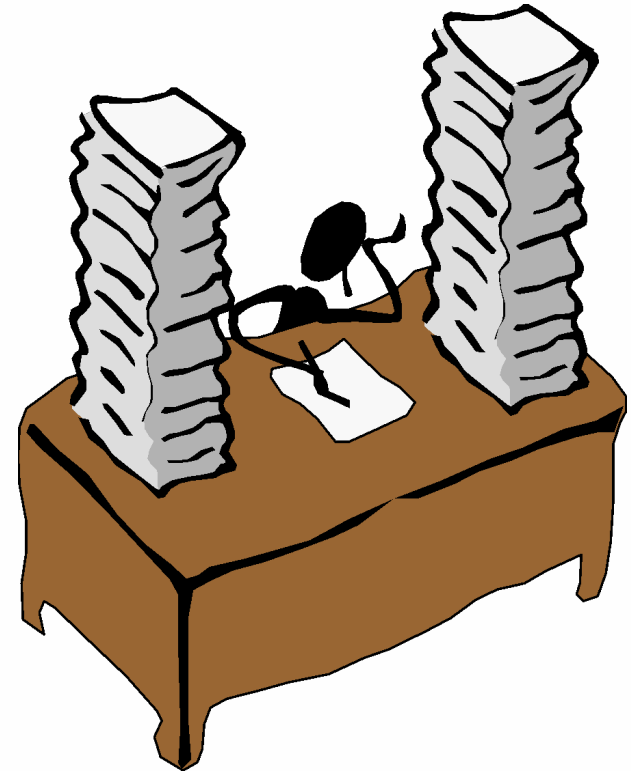
ALWAYS follow up.

Set reminders

Keep notes on responses

Constantly update your systems

Proposals

1. Show you understand the problem.
2. How will you solve it?
3. What will you deliver?
4. What will you charge?
5. Tell them why you are awesome.
6. Save it and use it as a template.

Work Smarter

Tools and Best Practices

- Office, Google Docs
- Dropbox, Google Drive, OneDrive, Evernote

Never delete a proposal

If you can justify the time to respond to an RFP - DO IT!

Project & Team Management

Because no one comes back for crappy service..

- Have the right people on the right job
- Understand at a glance what is going on
- Preemptive strikes on future problems
- Make sure nothing falls through the cracks
- Get the job done like you said you would

Tools and Best Practices

Asana, Basecamp, Evernote, Jira, Spreadsheet

- Enter everything that needs to be done
- Use dates to set goals
- Prioritize what is important today
- Check it... then check it again

Negotiation: What is your objective?

Early-stage deal?

Work-for-hire opportunities?

Completion funding?

Co-Publishing?

Early Stage Development Deals

• Developer pitches a publisher on a game
• Publisher provides funding to make game

Pros

- Funded
- More support
- High Profile

Cons

- Need experience
- Eggs meet basket
- Post release revenue

Work for Hire Deals

- Publisher provides concept, property or franchise

Pros

- Fully Funded
- More support
- High Profile?
- Possibility of more work

Cons

- Need experience
- Publisher shortlists
- HIGHLY competitive
- Treadmill
- Post release revenue

Completion funding / Co-Publishing

- Publisher only funds some or none of development
- Publisher handles marketing and distribution

Pros

- Autonomy
- More input
- Higher backend
- Knowledge

Cons

- Little development funding
- Risk of less exposure

Crafting the Elevator Pitch

Sell yourself and your experience

"I've worked with global licenses for over fifteen years."

What's the goal?

"We want to put great IPs and brands in the hands of great teams."

Identify a pain point and back it up with data

"Because with 20,000 new apps launching each month discoverability is a huge issue and licensing can be intimidating."

Fix it

"So we work with brands to find them great development partners, help developers and publishers gain access to these licenses while building win-win co-marketing strategies, and show consumers that licensed games can be original and don't have to suck."

Adapt the Pitch

"I've spent the last eight years of my career hunting down and landing work-for-hire jobs around the world. We want to help you grow and stabilize by putting those opportunities in your hand. We know it is time consuming to find the right people and build the relationships needed to receive these RFPs; we can put over 100 years of experience, relationships, and guidance to work for you for less than the cost of a junior biz dev professional."

Negotiation Tools and Best Practice

CRM, Documentation, Spreadsheets, Cloud Storage

- Keep meticulous notes.
- Track sales you have won and loss
- Understand your costs - ALL of them
- Don't get greedy

Let's Make a Deal!

- Game(s)
- Platforms
- Languages
- Price (Guarantee, Back-end, Maintenance)
- Stores or Territories
- IP Ownership
- Milestones or Payment Triggers
- Net Receipts or Revenue Share Trigger

Tips and Pointers

- Know your client
- Don't hand over rights that won't be used
- Know your margins
- Identify important and unimportant points
- Don't be a dick
- Be responsive
- Explain why certain points are important to you.

Getting Paid

- Tie payments to milestones or dates
- Have contract verbiage for change orders and delays
- Give the client the info they need to pay you
- Forecast your revenue
- Track your payment status
- Understand your expenses
- Pay your contractors

Tools - Freshbooks, Quickbooks, Office

Don't forget about endorsements!

- Did you deliver what you promised?
- Did the client see the value in what you did?
- You may have to show your work.
- Ask, "What's the worst that can happen?"
- Get the endorsement out there.
- Ask for referrals!

Thank You

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The Powell Group