

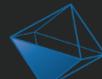


Thirty Things I Hate About Your Game Pitch

Brian Upton

Game Designer

Game On The Rails



- Is this game worth making?
- Can this team make it?





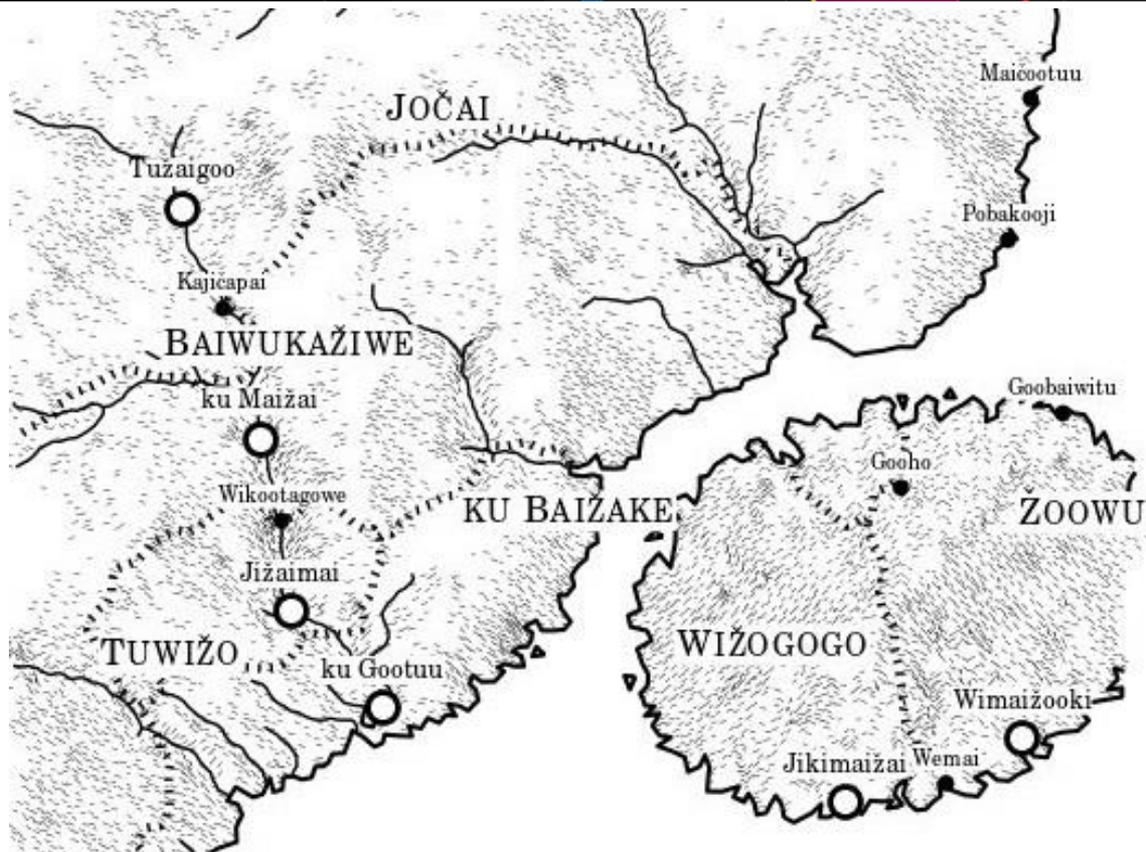
Let the Hate
Begin!





#1

I don't give a
crap about
your backstory.





#1

I don't give a
crap about
your backstory.

*20 minutes of lore
won't sell your game!*

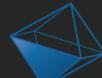




#2

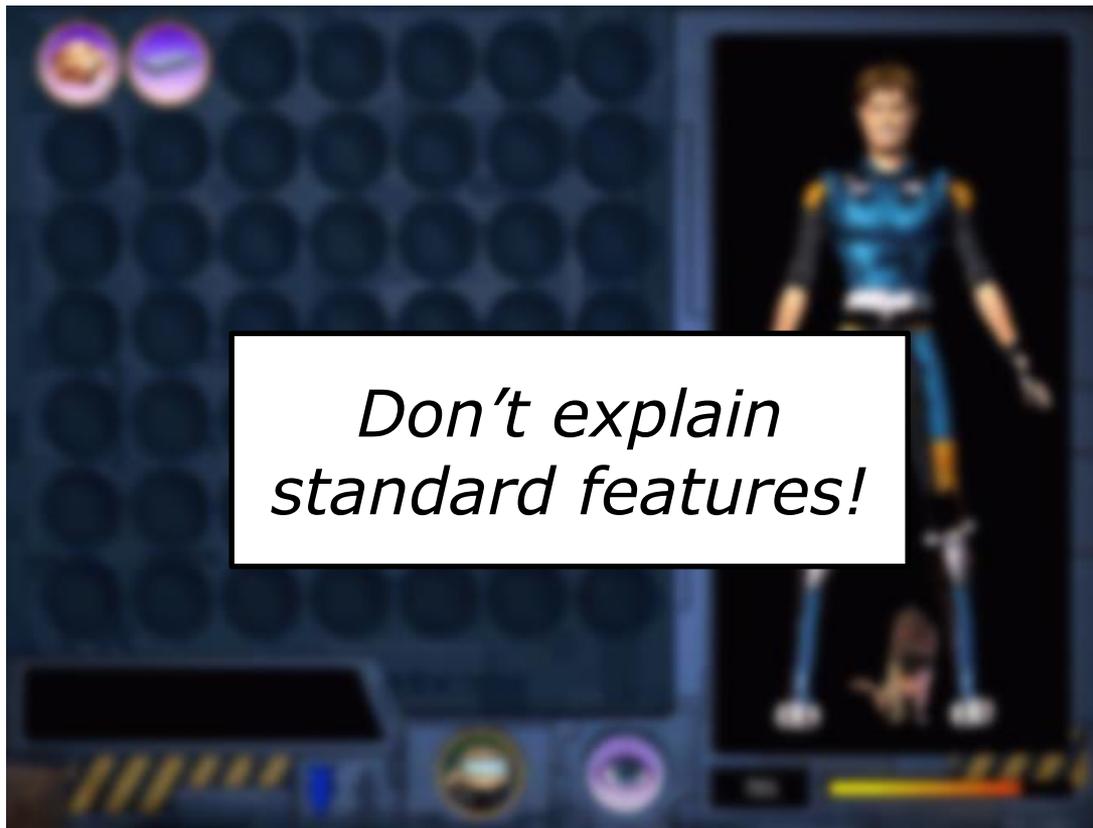
I don't give a crap
about your
inventory system
either.





#2

I don't give a crap
about your
inventory system
either.



*Don't explain
standard features!*



#3

I'm not going to
design your
game for you.



#3

I'm not going to
design your
game for you.

Don't ask me what I want.

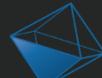
Tell me what YOU want!



#4

Pillars are not hooks!

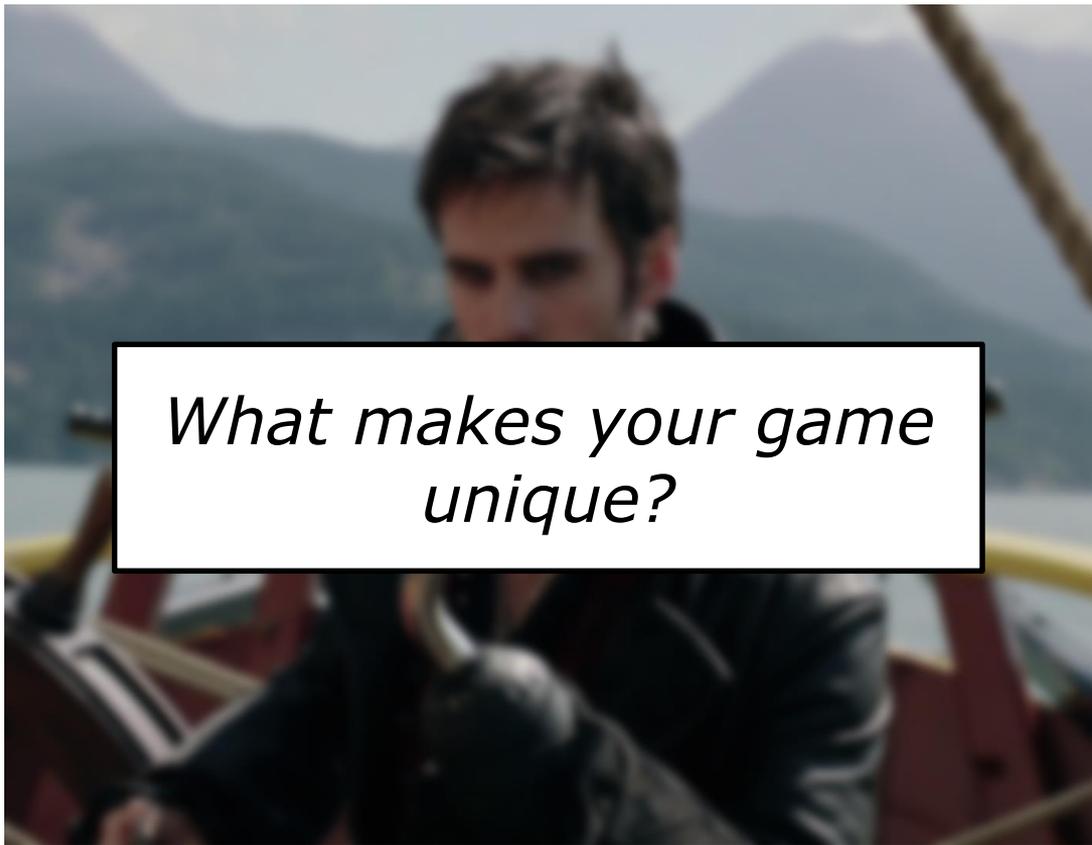




#4

Pillars are not hooks!

What makes your game unique?





#5

You never explained
what the player does.





#5

You never explained
what the player does.

Describe your mechanics!





#6

“In the real world, no one can double jump!”





#6

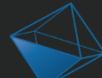
“In the real world, no one can double jump!”



#7

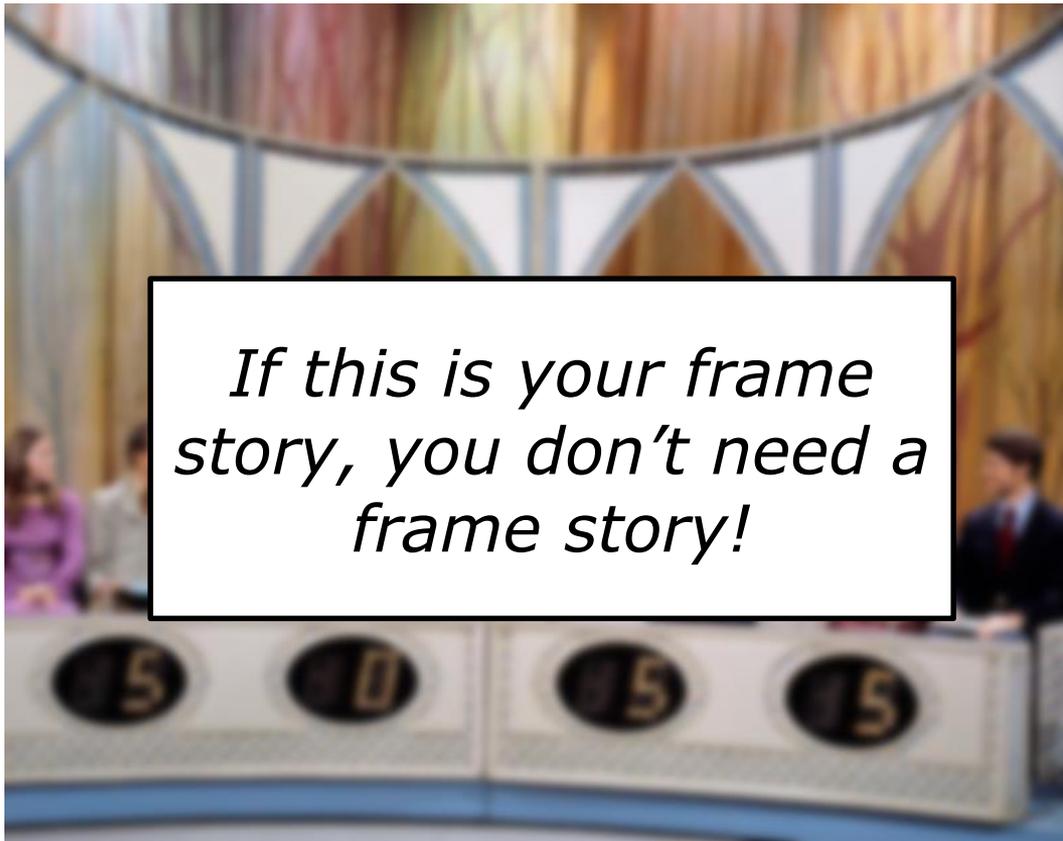
“It’s a game show!”





#7

“It’s a game show!”

A blurred background image of a game show set, likely Jeopardy!, showing a host and contestants at a desk with money amounts.

If this is your frame story, you don't need a frame story!

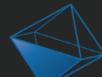




#8

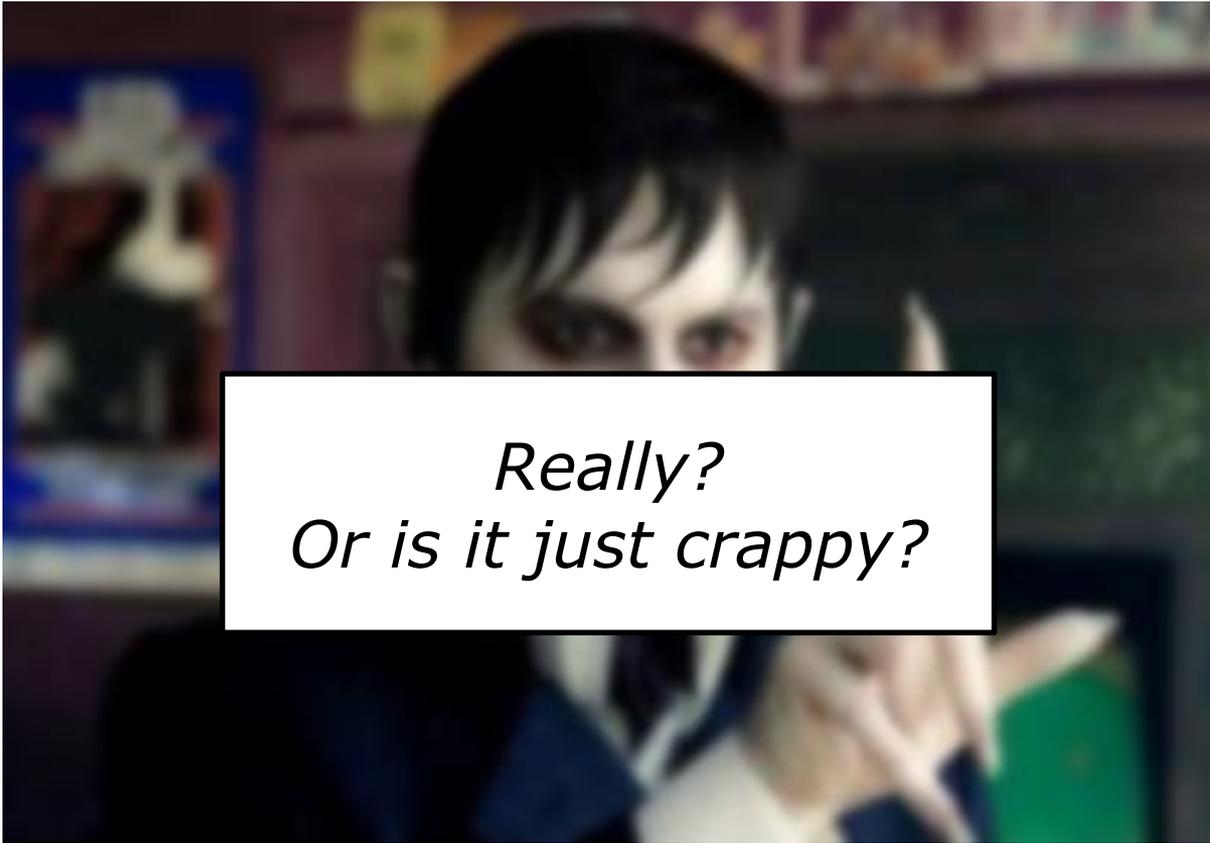
“It’s a parody!”





#8

“It’s a parody!”

A blurred background image of a person with dark hair, wearing a blue jacket, looking towards the camera. The image is out of focus, with the person's face and hands being the most prominent elements.

*Really?
Or is it just crappy?*



#9

You never mentioned
your glaringly obvious
tech risk.



#9

You never mentioned
your glaringly obvious
tech risk.

*Taking risks is
great, as long
as you're
upfront about
them!*



#10

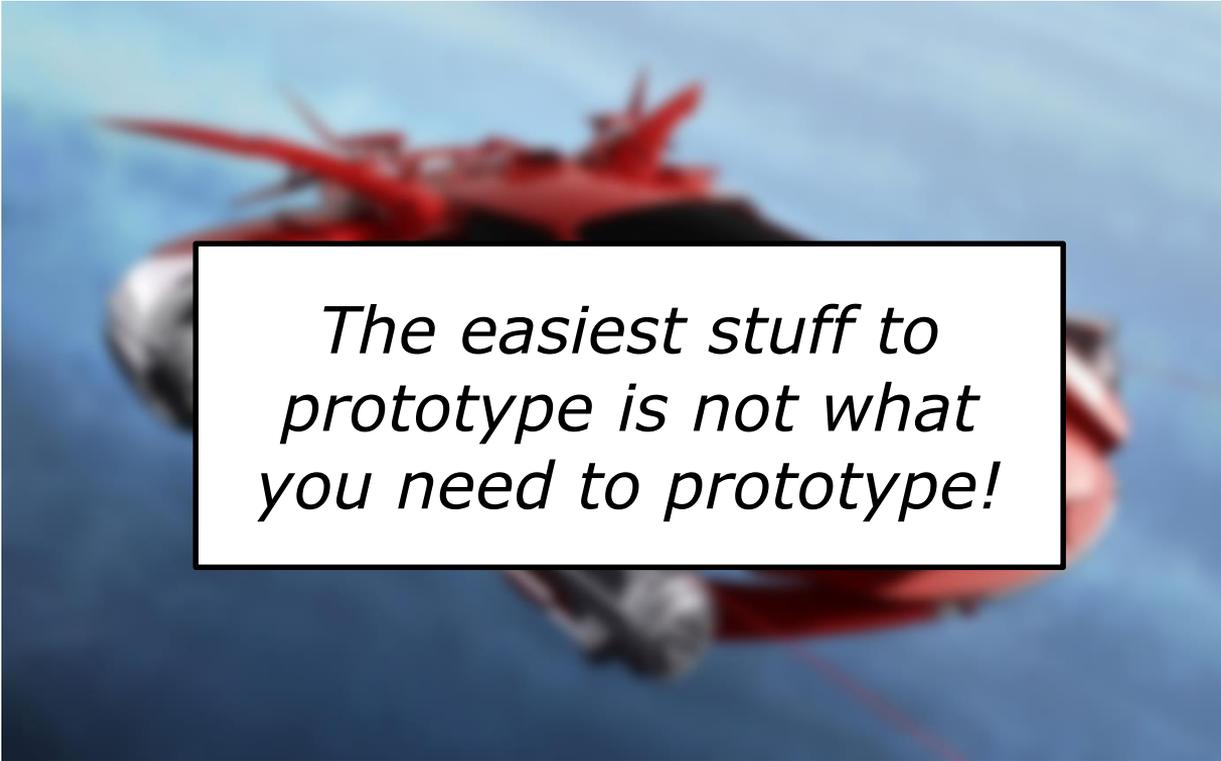
Your proof of concept doesn't prove your concept.





#10

Your proof of concept doesn't prove your concept.

A blurred image of a red and black aircraft, possibly a fighter jet, flying through a blue sky. The aircraft is out of focus, creating a sense of motion and speed.

The easiest stuff to prototype is not what you need to prototype!





#11

Having lots of shitty images doesn't make them less shitty.

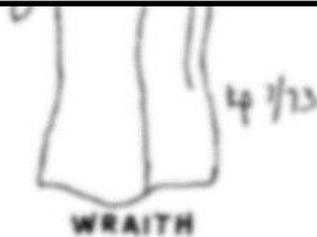
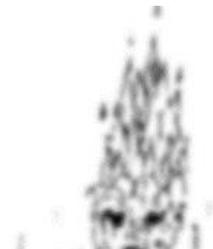




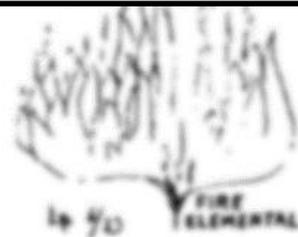
#11

Having lots of shitty images doesn't make them less shitty.

One or two amazing pieces is better than a dozen mediocre ones!



WRAITH

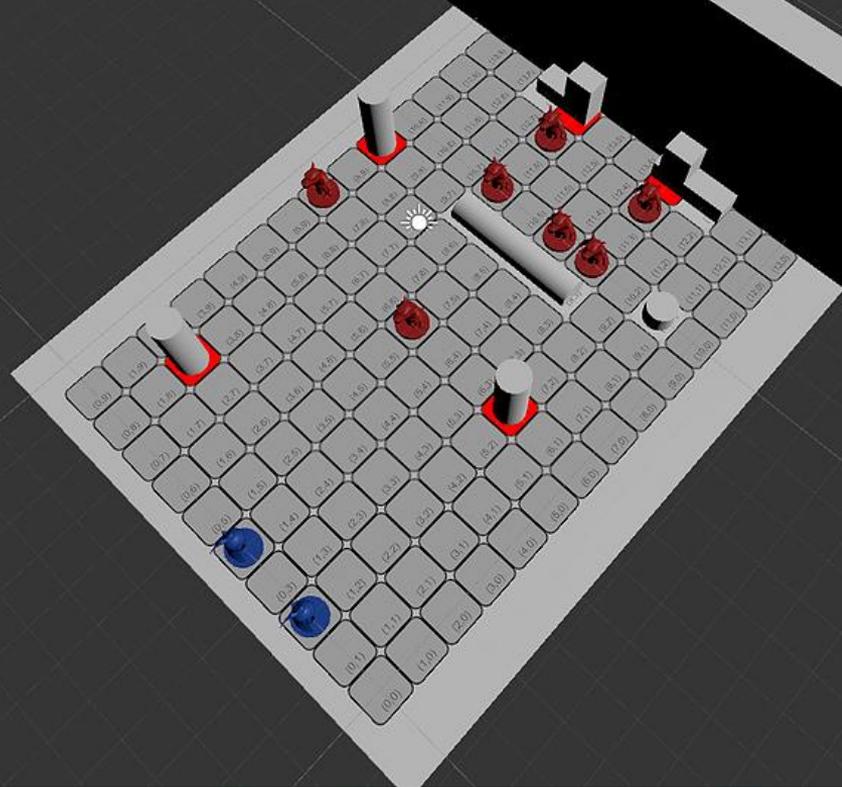


WRAITH



#12

I can't tell what's
placeholder and
what's not.



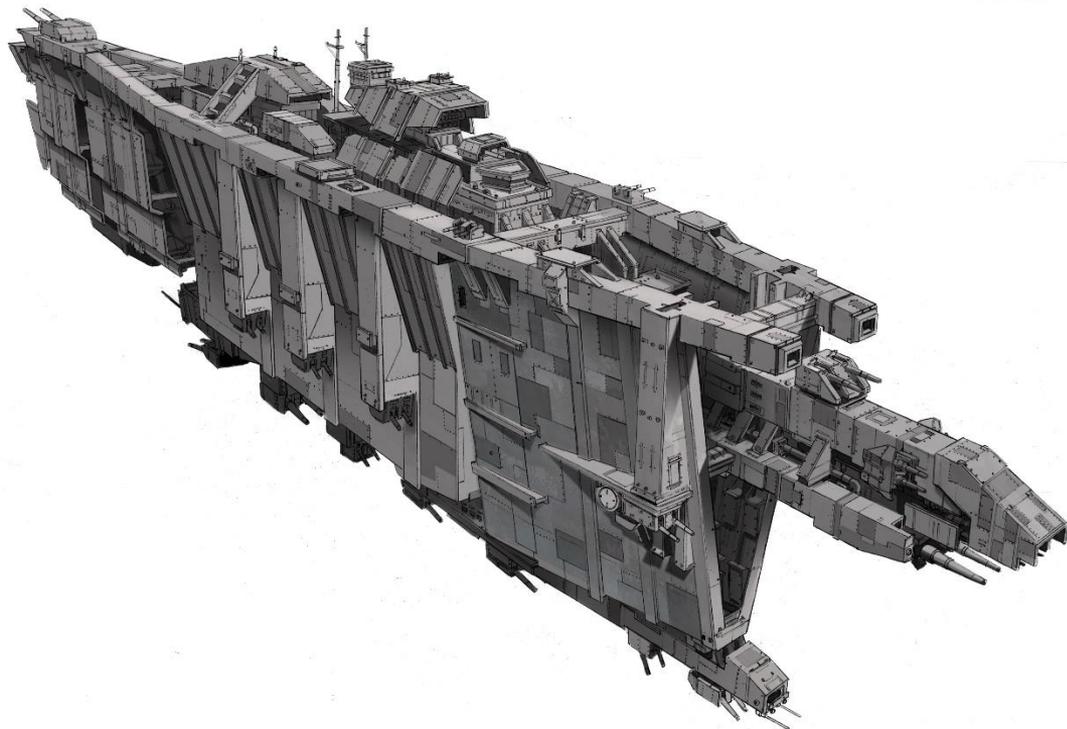
#12

I can't tell what's
placeholder and
what's not.

*Obvious placeholders are
better than bad art that
looks final!*

#13

You polished
too early.

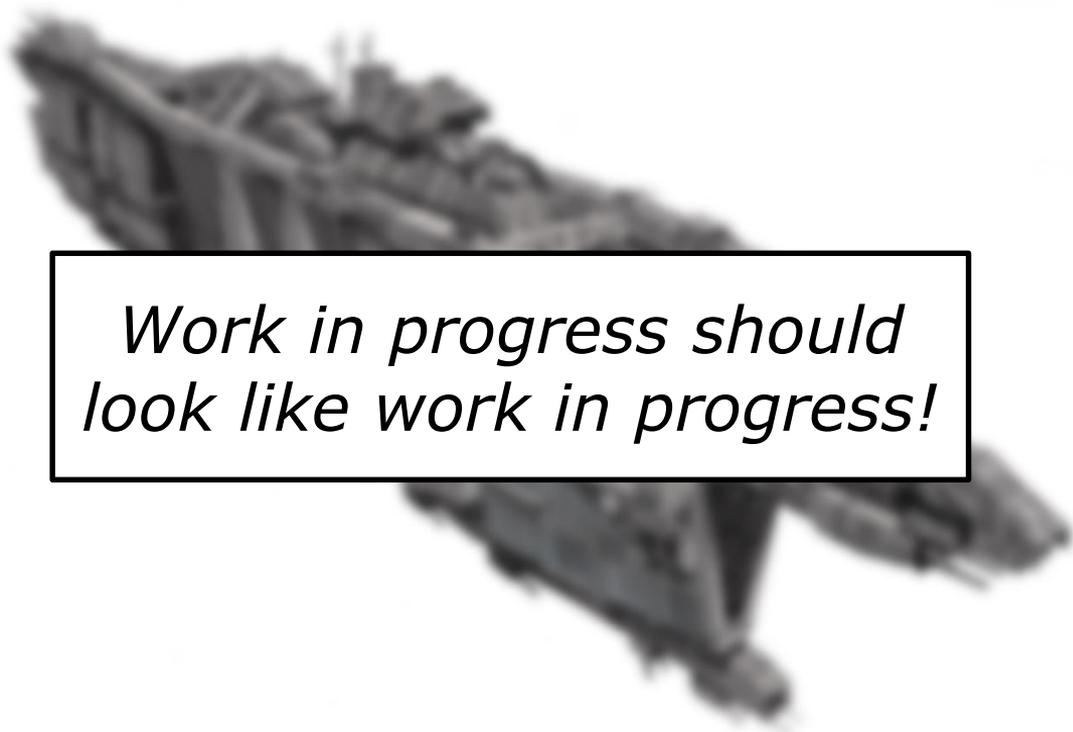




#13

You polished
too early.

*Work in progress should
look like work in progress!*





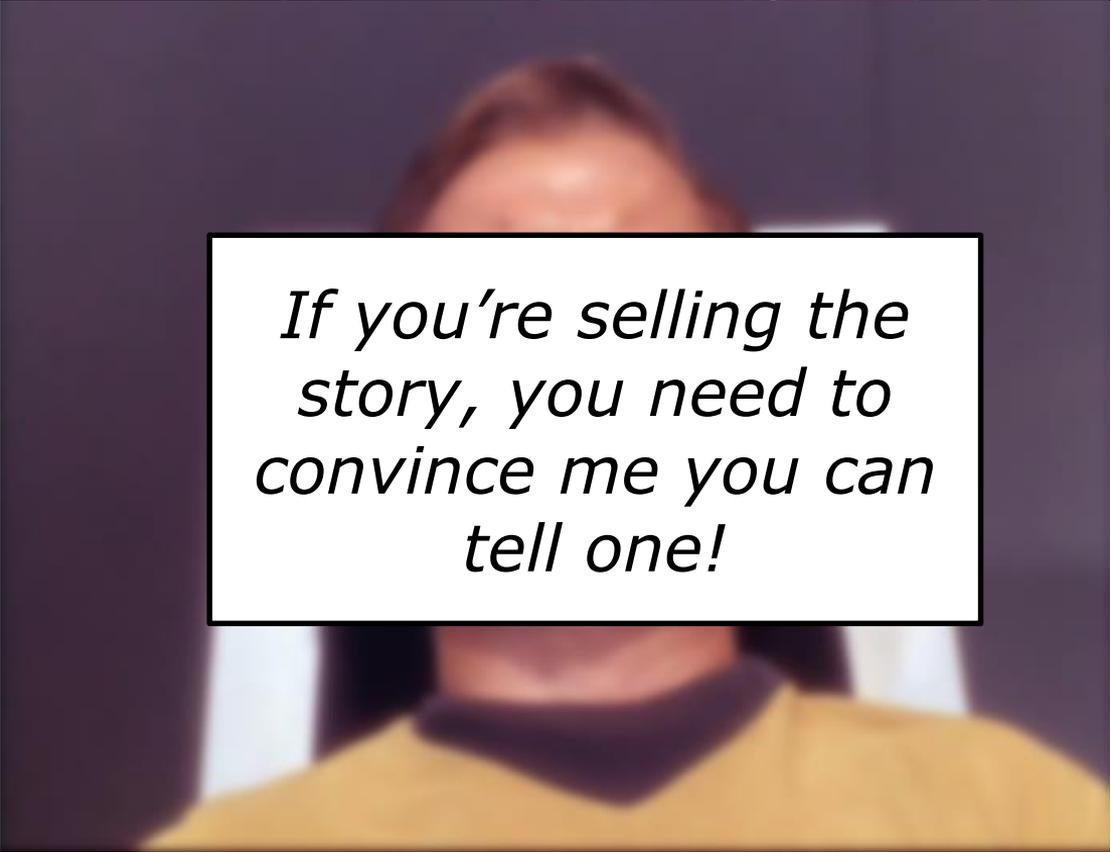
#14

Your sample
dialog sucks.



#14

Your sample
dialog sucks.

A blurred video frame of a person with long dark hair, wearing a yellow top, speaking. A white text box with a black border is overlaid on the frame, containing the text:

*If you're selling the
story, you need to
convince me you can
tell one!*



#15

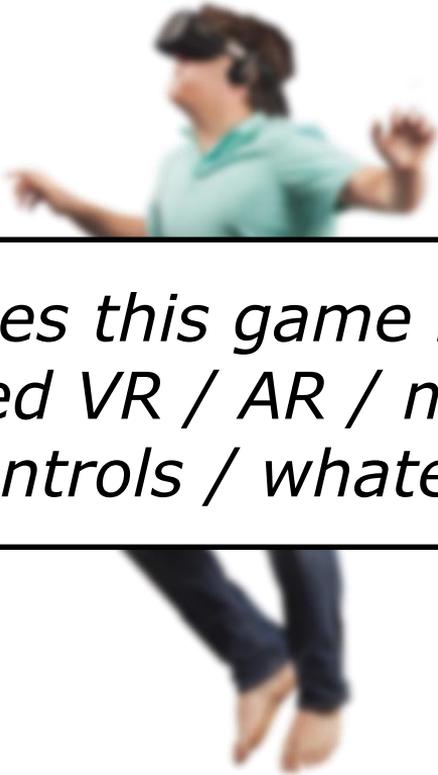
You're pandering to the latest tech craze.





#15

You're pandering to the latest tech craze.

A blurred image of a person wearing a headset and holding a controller, appearing to be in a virtual reality environment. The person is wearing a light green shirt and dark pants.

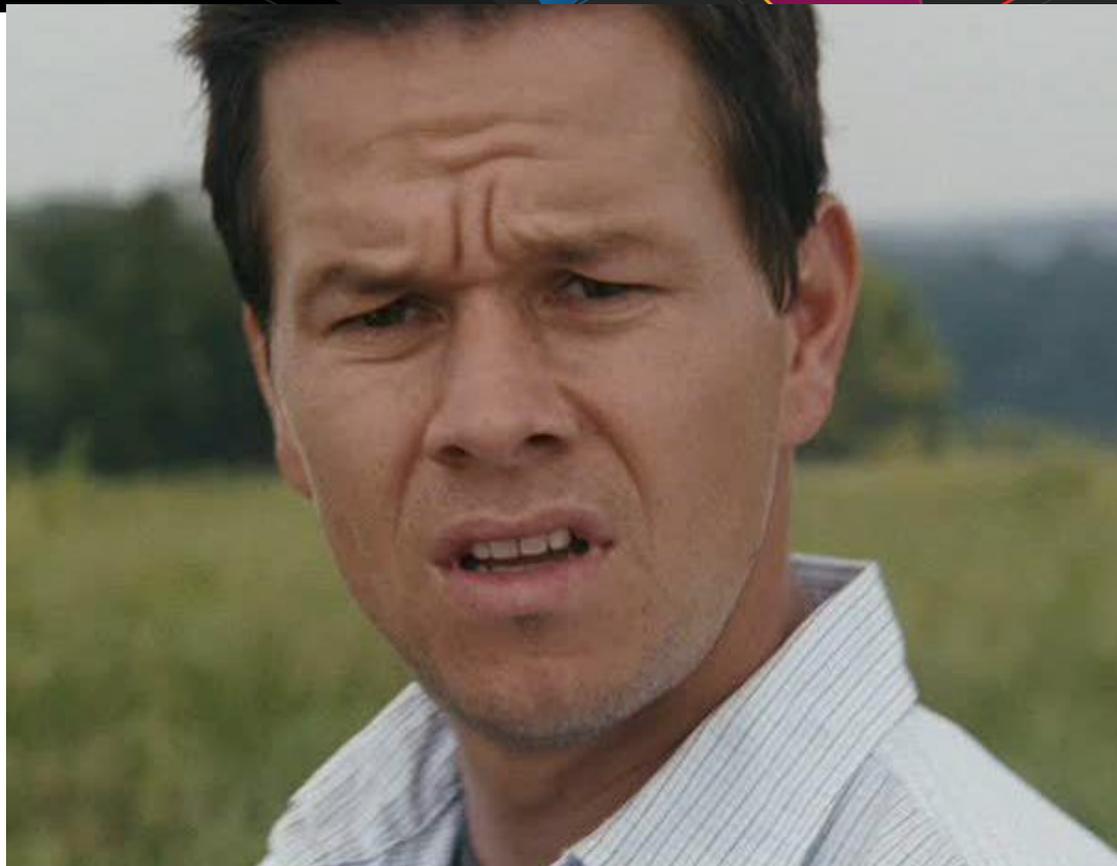
Does this game really need VR / AR / motion controls / whatever?





#16

You just pitched a phone game to a console publisher.





#16

You just pitched a phone game to a console publisher.

Do a little research into who you're pitching to!





#17

Gone Home
already exists.





#17

Gone Home
already exists.



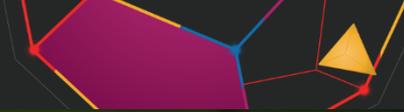
So does Minecraft.



#18

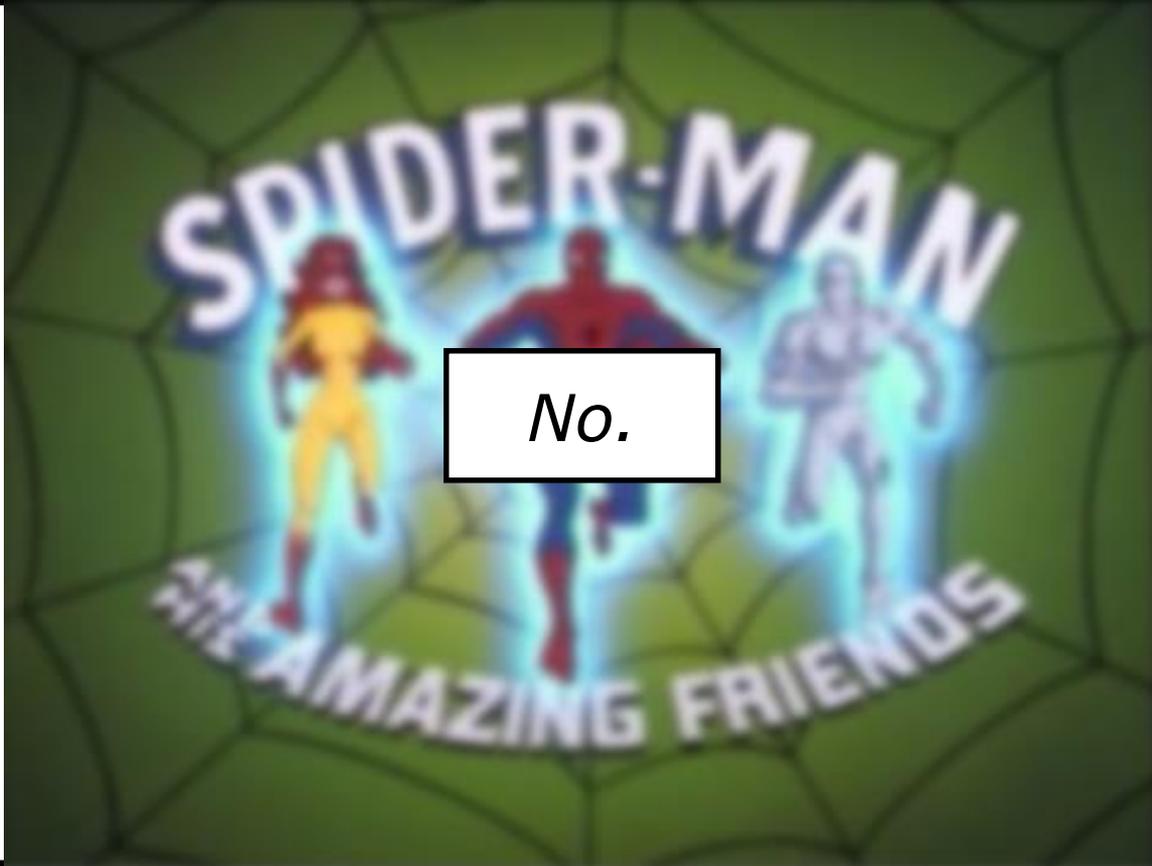
“Can you help us negotiate a license deal with Marvel?”





#18

“Can you help us negotiate a license deal with Marvel?”



#19

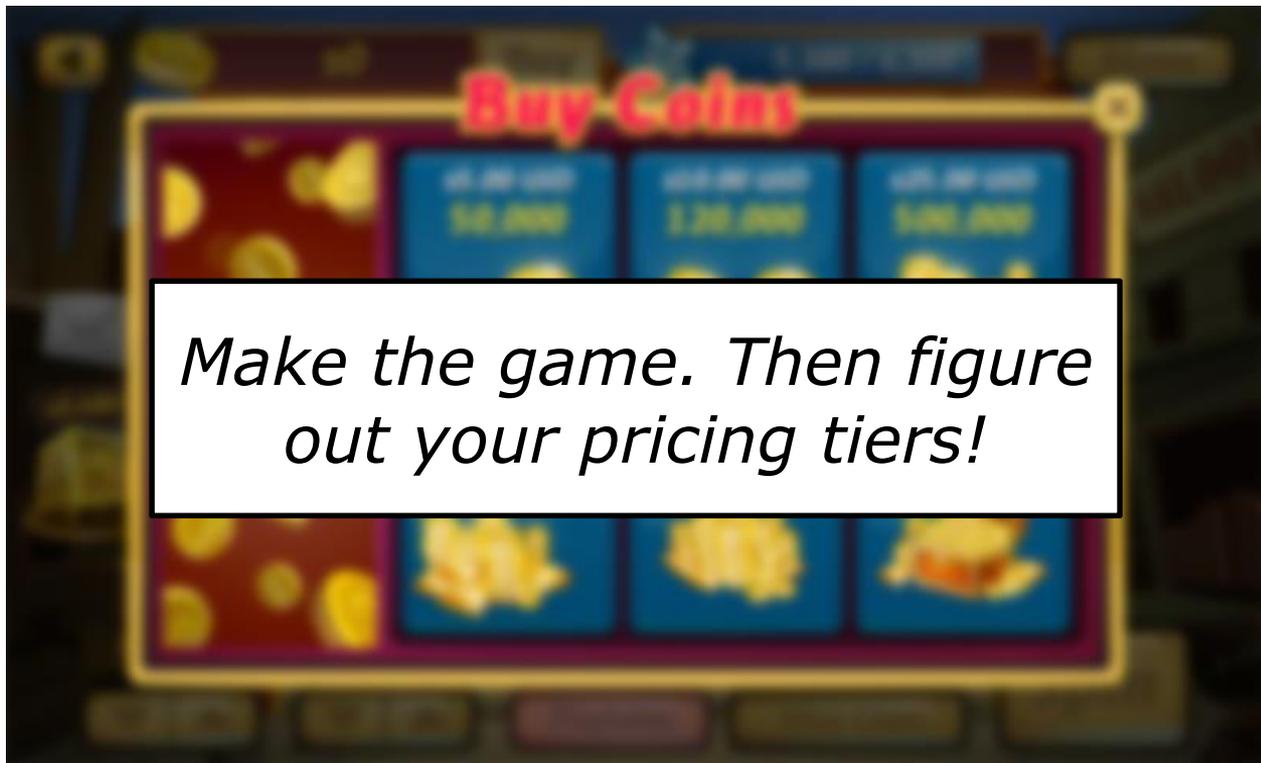
I know more about your monetization than your mechanics.





#19

I know more about your monetization than your mechanics.





#20

You have no idea
how much money
you need to make
this thing.



#20

You have no idea
how much money
you need to make
this thing

*Or how many people.
Or how much time.*



#21

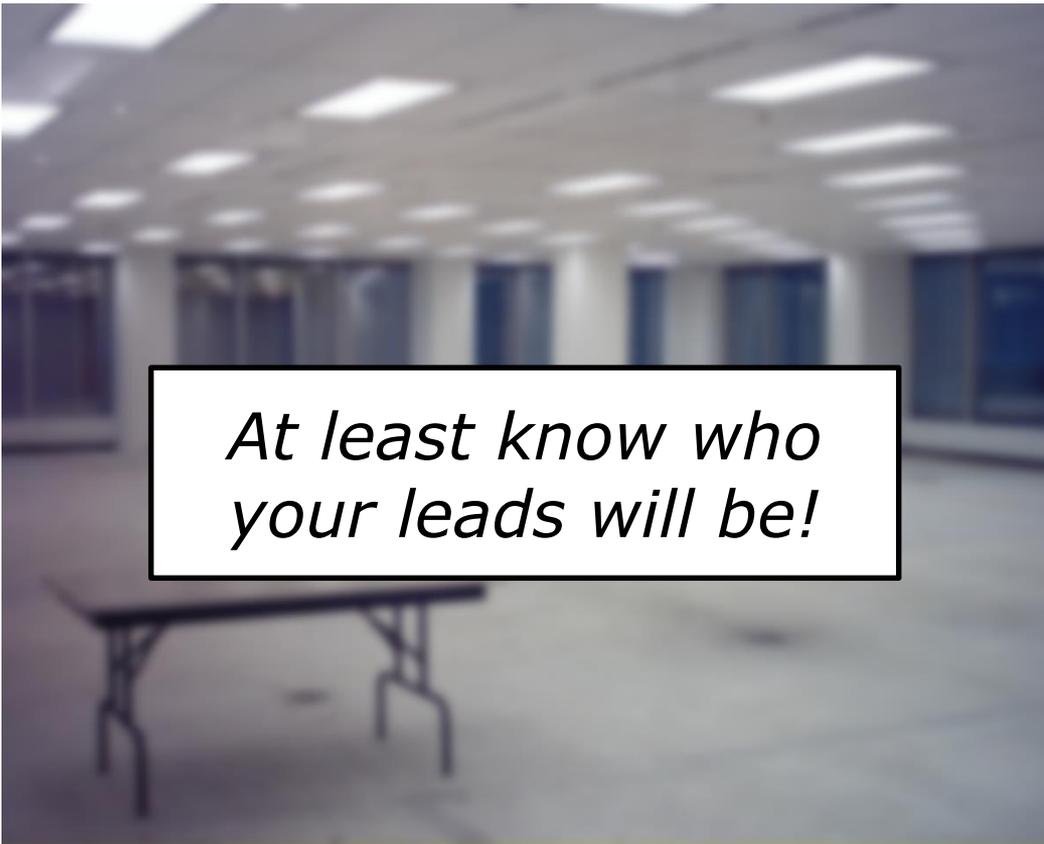
You don't have
a team.





#21

You don't have
a team.

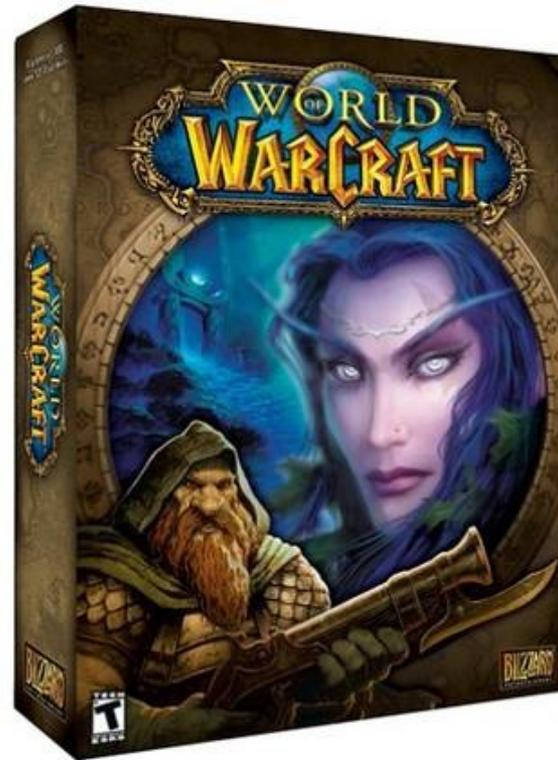
A blurred photograph of a large, empty conference room with rows of tables and chairs under bright overhead lights.

*At least know who
your leads will be!*



#22

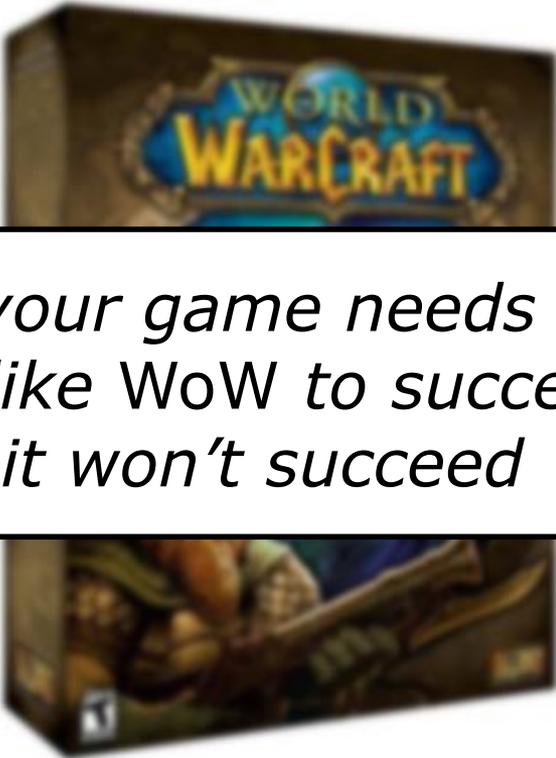
Your business plan is based on outliers.





#22

Your business plan is based on outliers.



If your game needs to sell like WoW to succeed, it won't succeed

The image shows a box for the World of Warcraft game. The top part of the box features the 'WORLD OF WARCRAFT' logo in a stylized, blue and gold font. Below the logo, there is an illustration of a character, possibly a warrior or a mage, in a dynamic pose. The box is shown at an angle, giving it a three-dimensional appearance.



#23

You seem like you'd be a huge pain in the ass to work with.





#23

You seem like you'd be a huge pain in the ass to work with.



Your pitch is an audition!





#24

You expect me
to know who
you are.





#24

You expect me
to know who
you are.

*I may not have played
your previous games!*





#25

You're
annoyed that
I'm asking
questions.





#25

You're
annoyed that
I'm asking
questions.

*It means I'm actually
interested in your game!*



#26

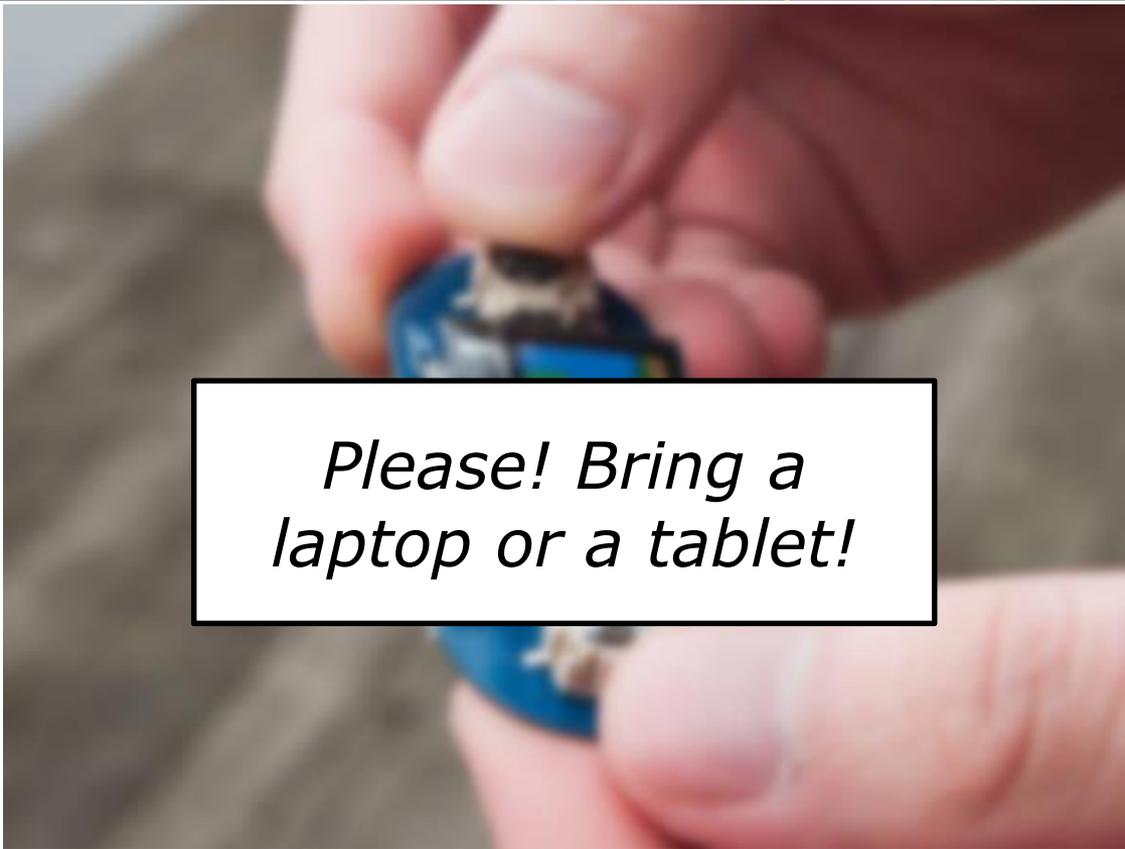
We're watching
the pitch on your
phone.





#26

We're watching
the pitch on your
phone.

A close-up photograph of a person's hand holding a blue game controller. The controller is partially obscured by a white text box.

*Please! Bring a
laptop or a tablet!*



#27

You brought a
laptop ... but no
headphones.





#27

You brought a
laptop ... but no
headphones.

*You never know where
you might pitch!*



#28

You're hungover ...
Or drunk ...
Or high ...



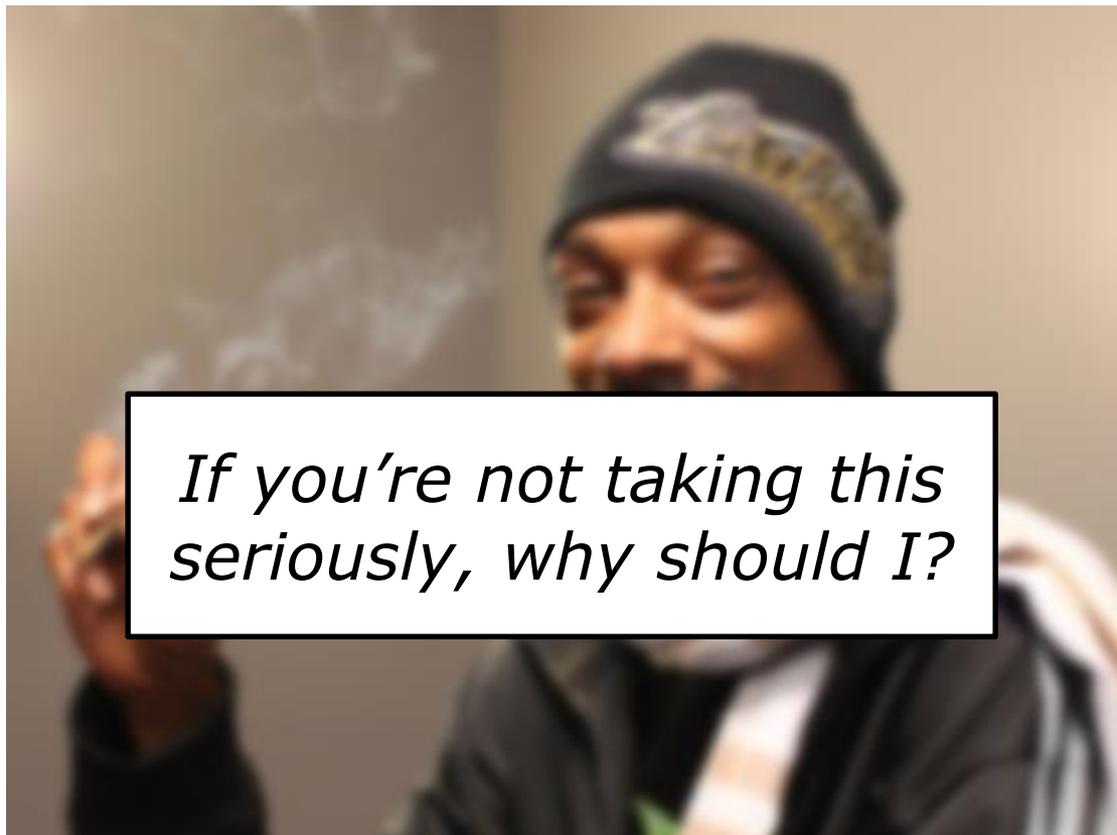


#28

You're hungover ...

Or drunk ...

Or high ...



If you're not taking this seriously, why should I?





#29



You trash other games.
Or other companies.
Or other developers.





#29



*How will you talk
about us?*

You trash other games.
Or other companies.
Or other developers.



#30

You need to take a shower.

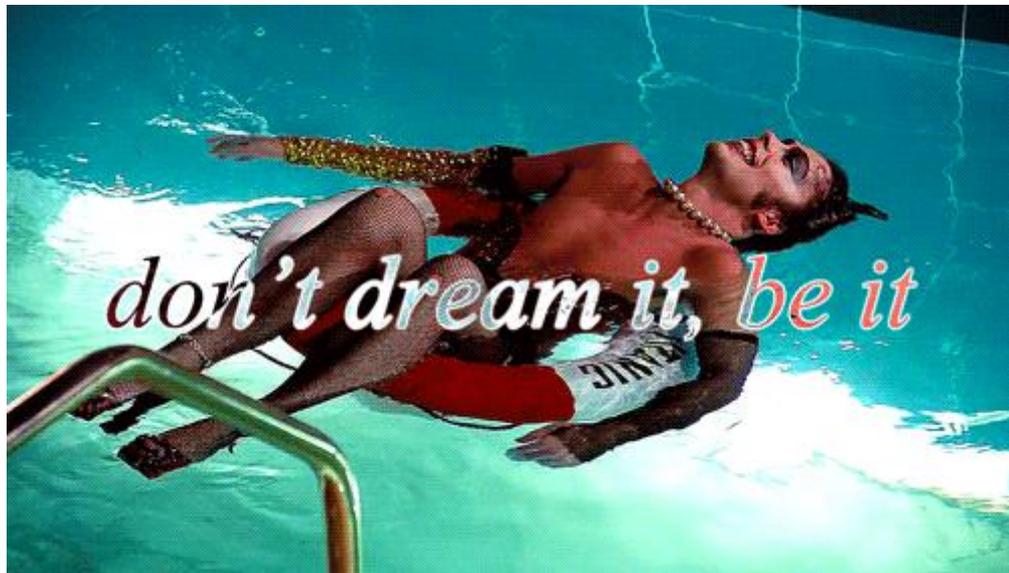


#30

You need to take a shower.



*I shouldn't have
to tell you this*



- Be enthusiastic
- Be honest
- Sell your hook
- Know your scope





Thank you!





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