



MARCH 18-22, 2024
SAN FRANCISCO, CA

Growing a Post-Indie Studio

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DISCLAIMERS

I am not a lawyer.
I am not an expert.
Context matters.
Sorry for the cat pictures.



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Terrible Posture Games:

- 12-25 People
- 5-12 Years Old
- 5-11 Games



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87%
"VERY POSITIVE"
STEAM USER RATING

8.5
out of 10
DESTRUCTOID

8
out of 10
GAMESPOT

8
out of 10
WORTH PLAYING

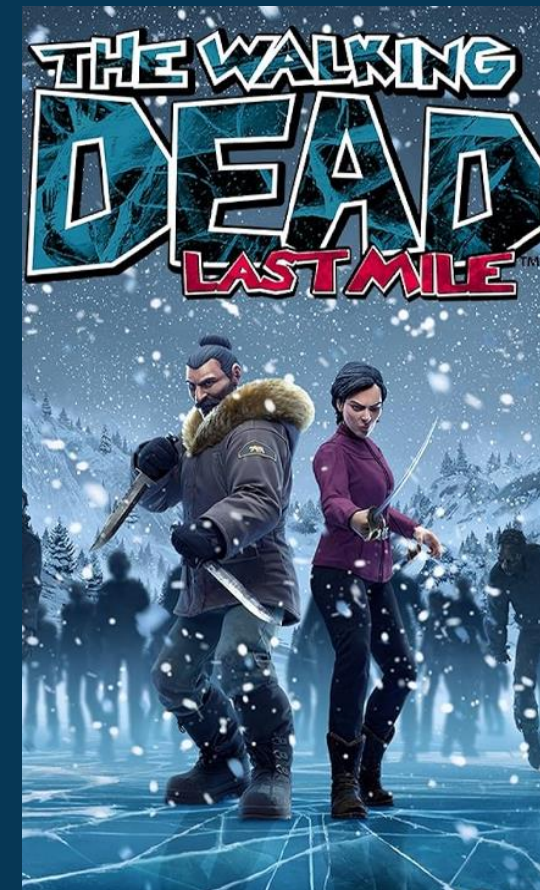
7.75
out of 10
GAME INFORMER

TOWER OF GUNS

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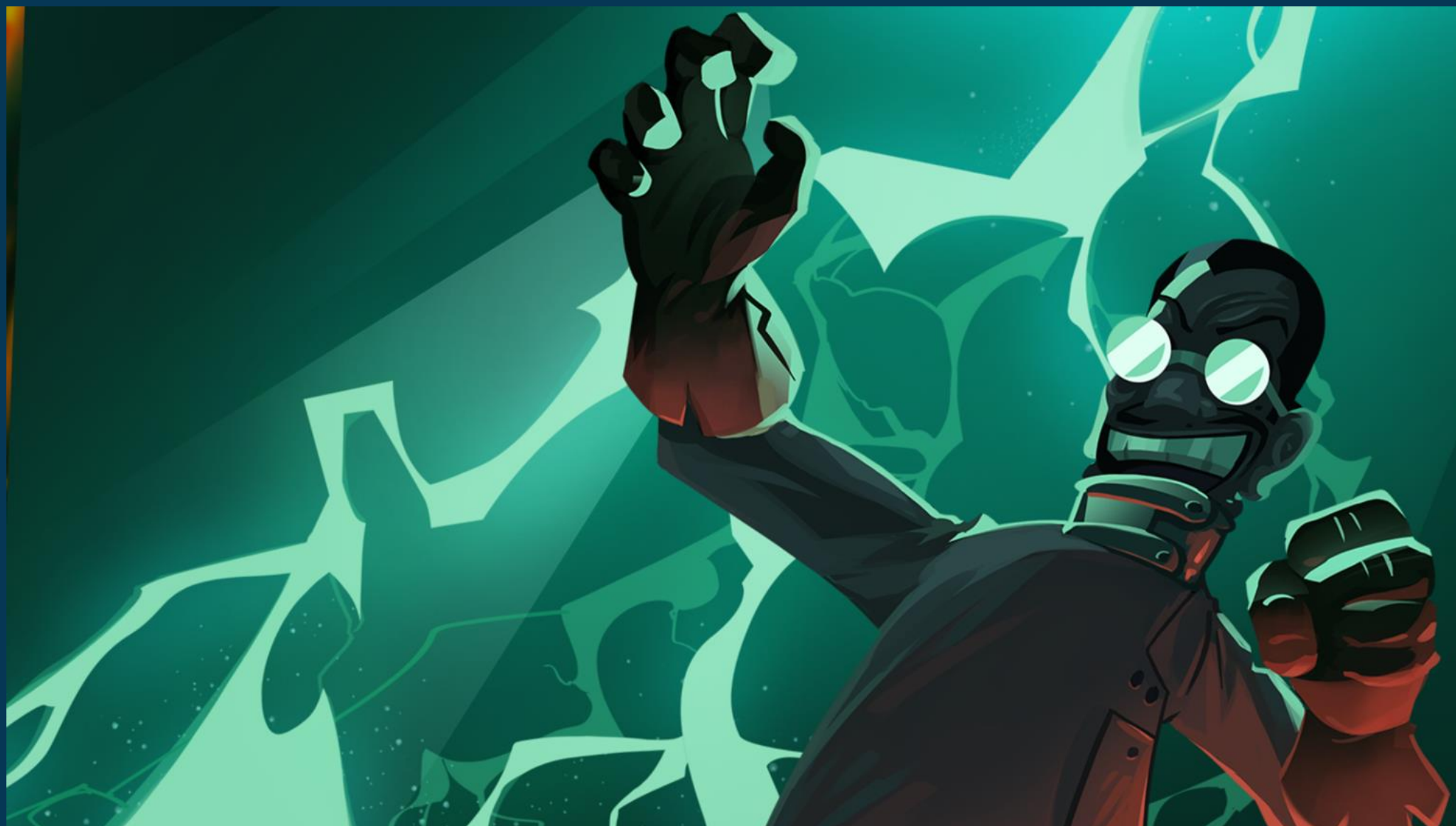


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Indie → Post-Indie



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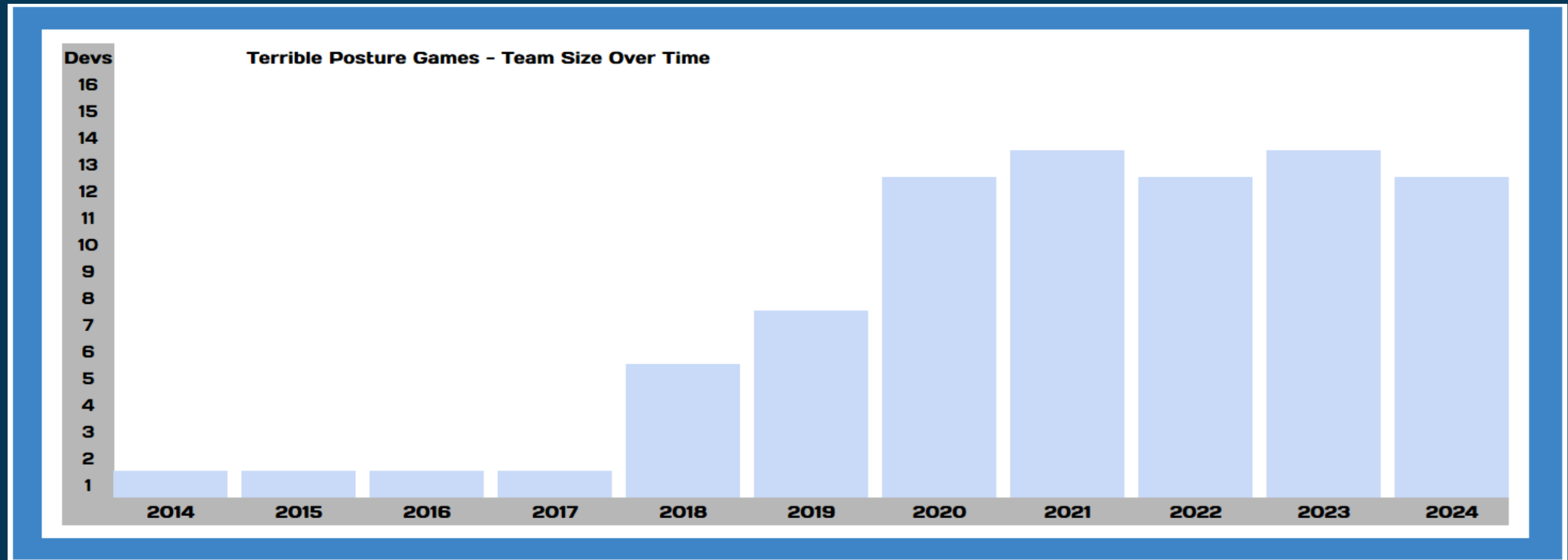
- Redefining 'Team'
- Redefining 'Delegation'
- Redefining 'Funding'
- Redefining 'Morale'
- Redefining 'Deadlines'
- Redefining 'Direction'
- Redefining 'The FUTURE'





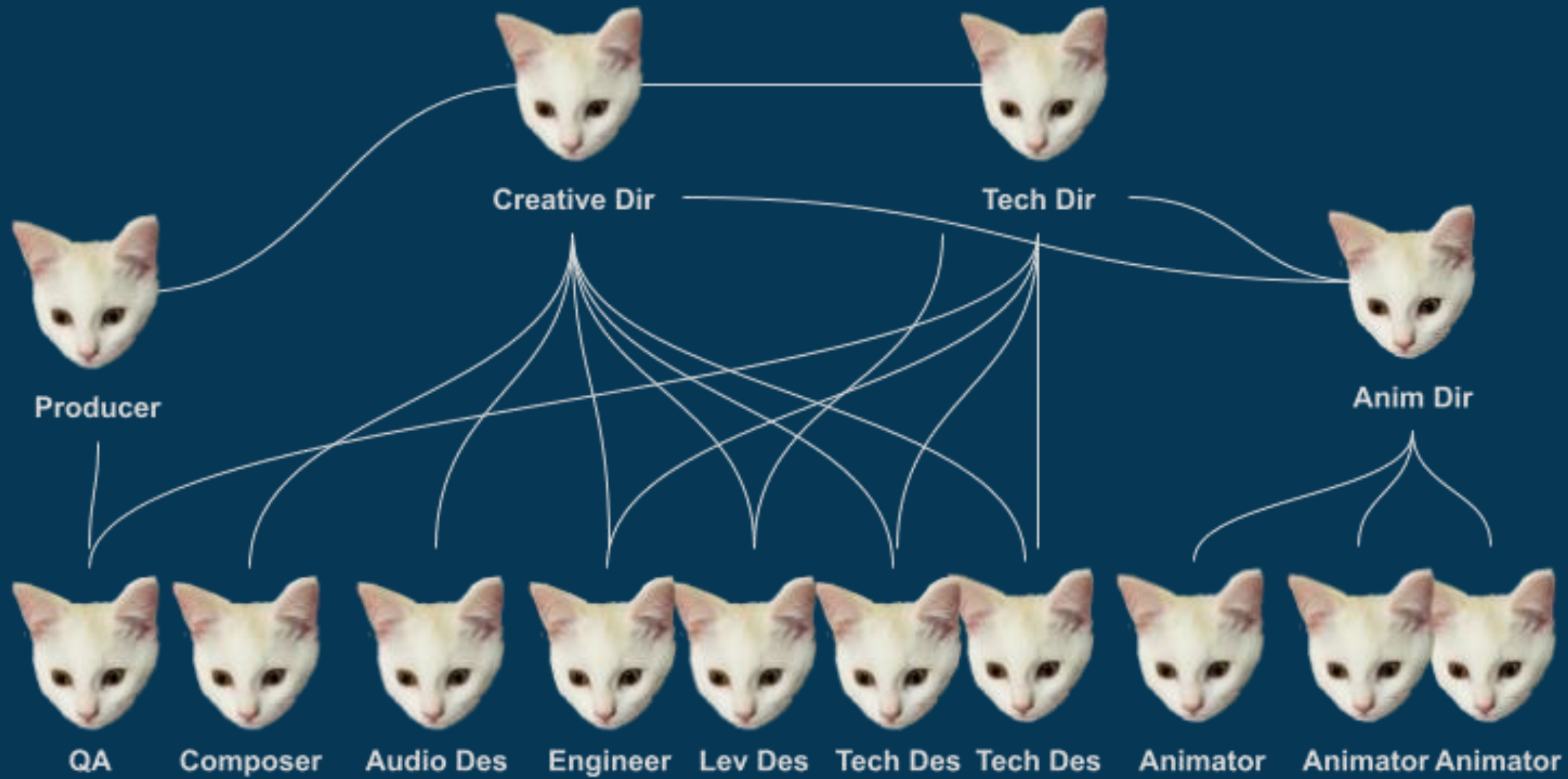
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Redefining Team





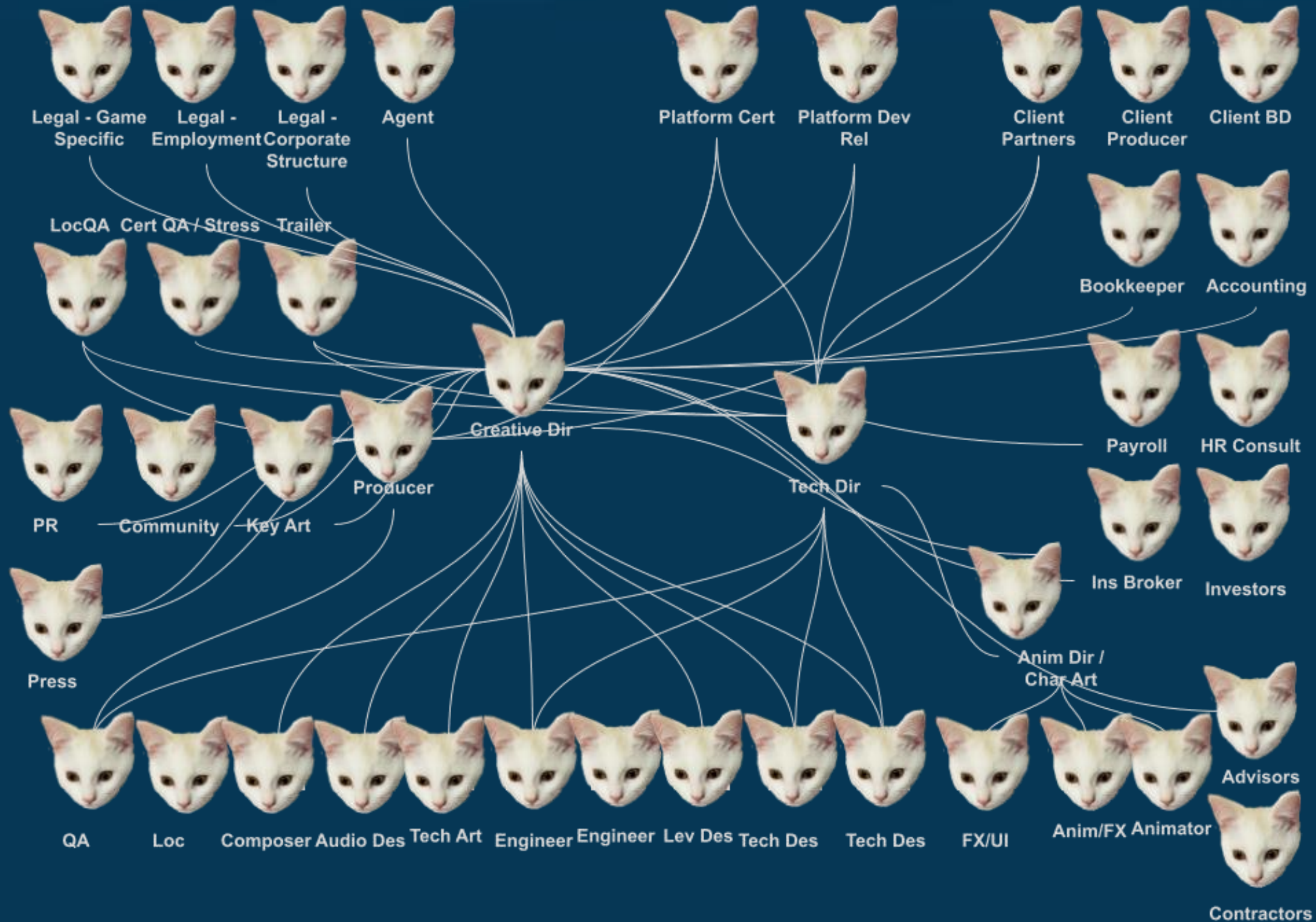
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Choose the Right Team Member



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Delegation Unblocking Experts



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Redefining Funding

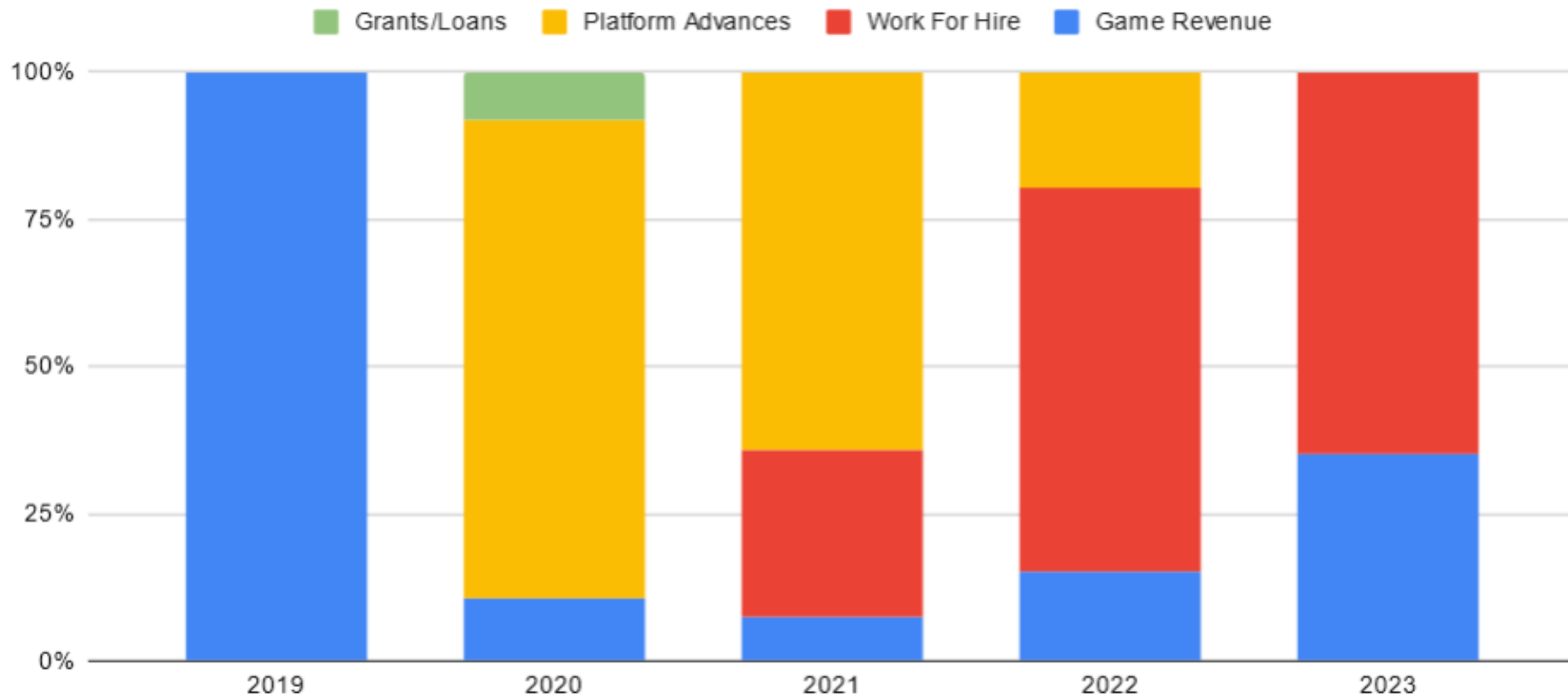


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TERRIBLE POSTURE GAMES, INC

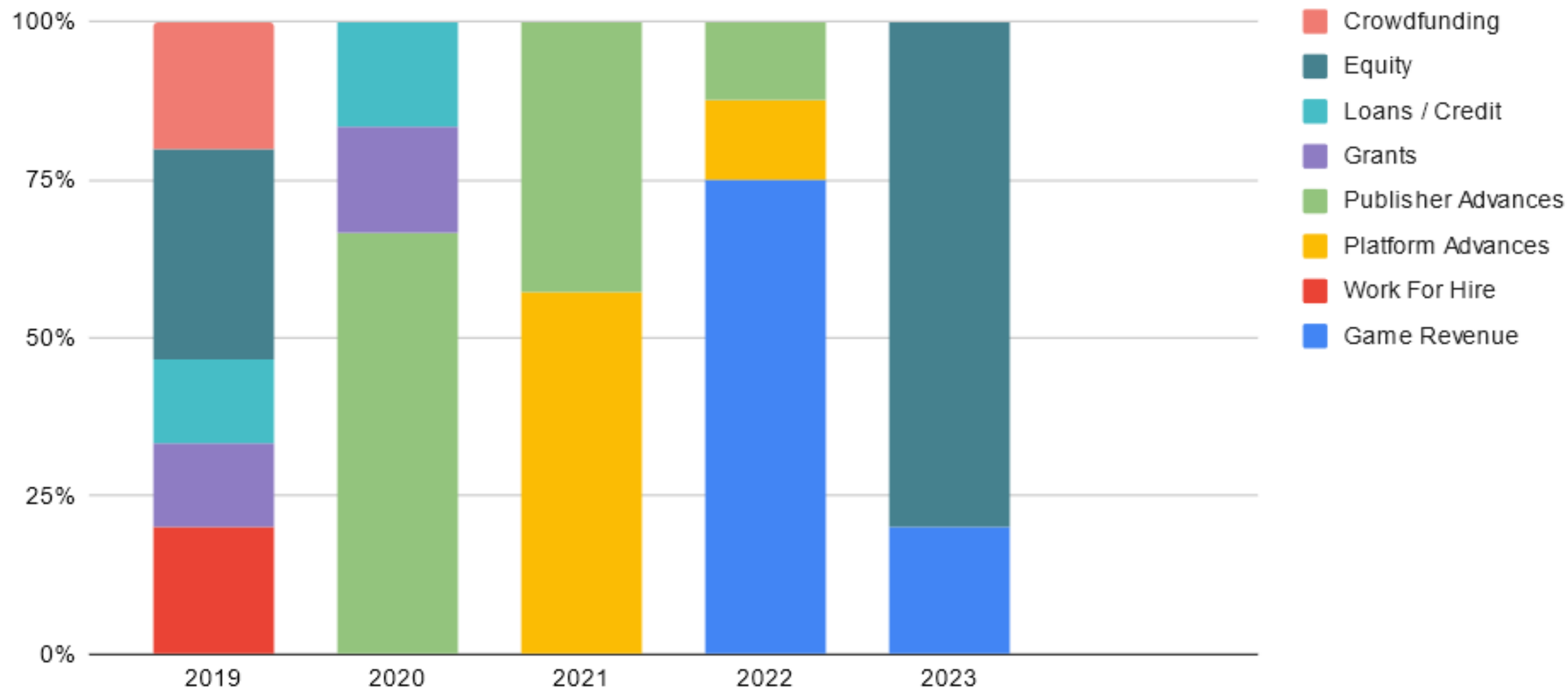


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SITS-UP-STRAIGHT-IN-CHAIR STUDIOS, INC.





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Redefining Morale



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Fatigues Morale

Short Timelines

Project Whiplash / Pivots

The Entire Damn Middle of Any Project

Crappy Tools / Crashes

Specific Genres / Platforms

Old hardware

Silo/Solo Development

Toxicity

Unclear Direction

Chasing Perfection

Vomiting

Builds Morale

Feeling Valued

Exciting Projects

Coworkers you like

Ownership

Success

Momentum

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Redefining Deadlines



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~~Deadline~~ Rally Point



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Rally Points

External Delivery (even if private)

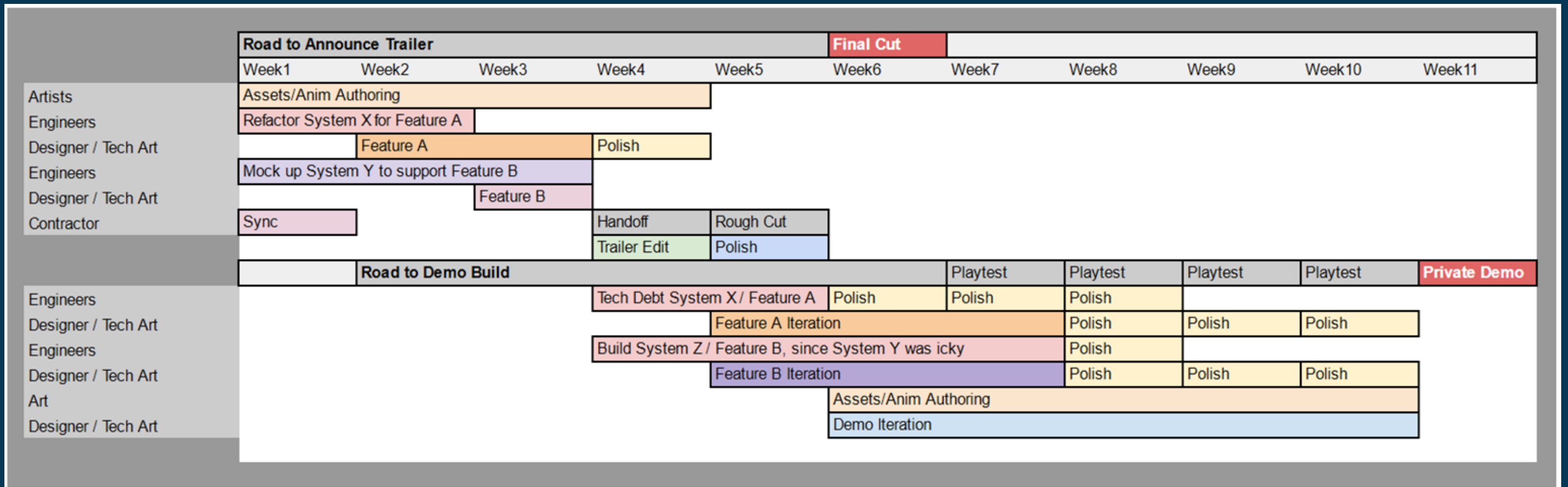
- Build toward a great trailer
- Build toward an announcement
- Build toward a public release
- Build toward a private demo showing
- Build toward a feature
- Build toward a gameplay duration





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Rally Points





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Recovery Phase



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Further reading

The Design of Subnautica – Charlie Cleveland
<https://www.youtube.com/watch?v=7R-x9NSBS2Y>

**Chris Zukowskis – How To Market A Game –
Wishlist and Visibility Course**
<https://howtomarketagame.com/courses/>



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Redefining Directing



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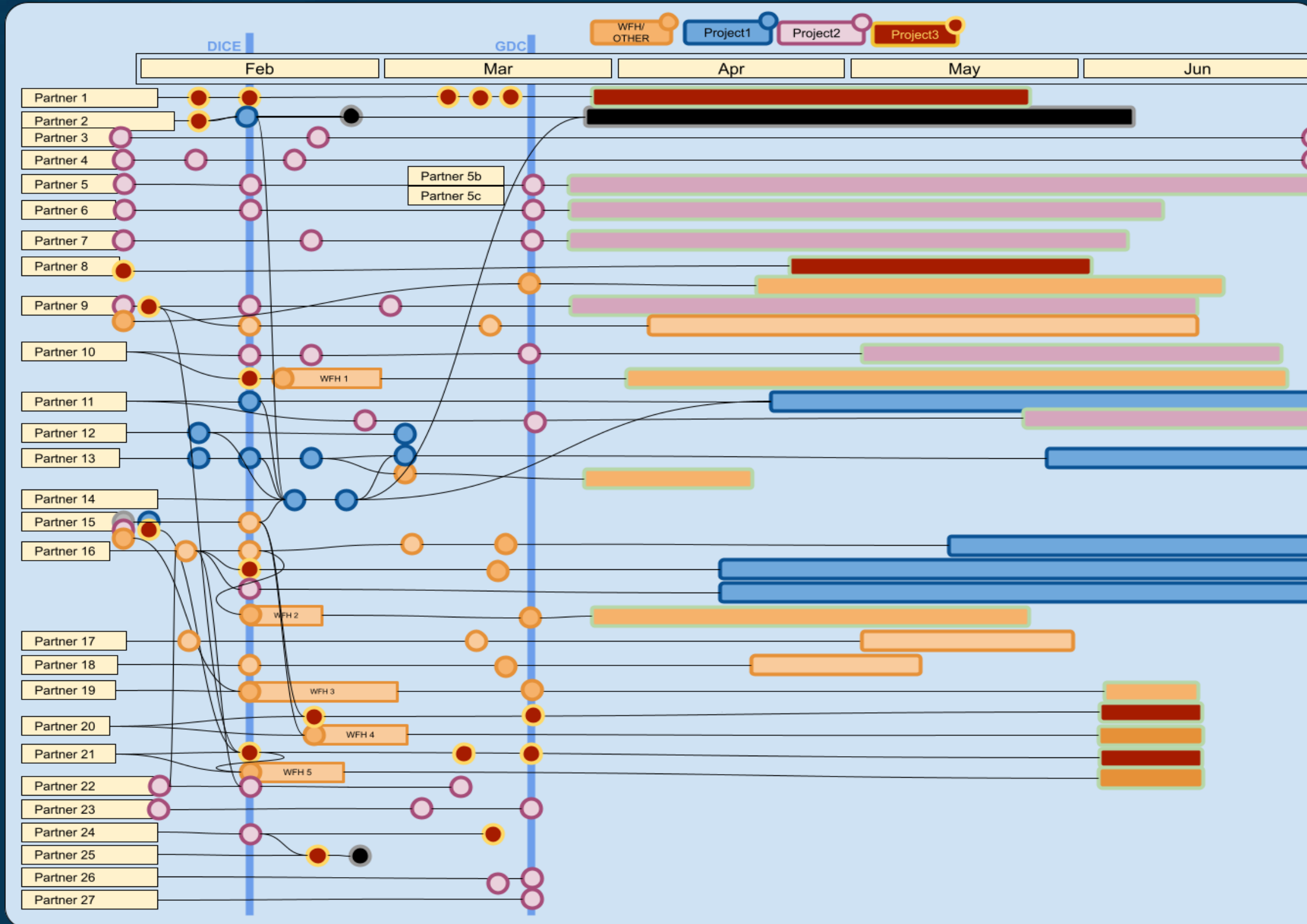
Redefining The Future



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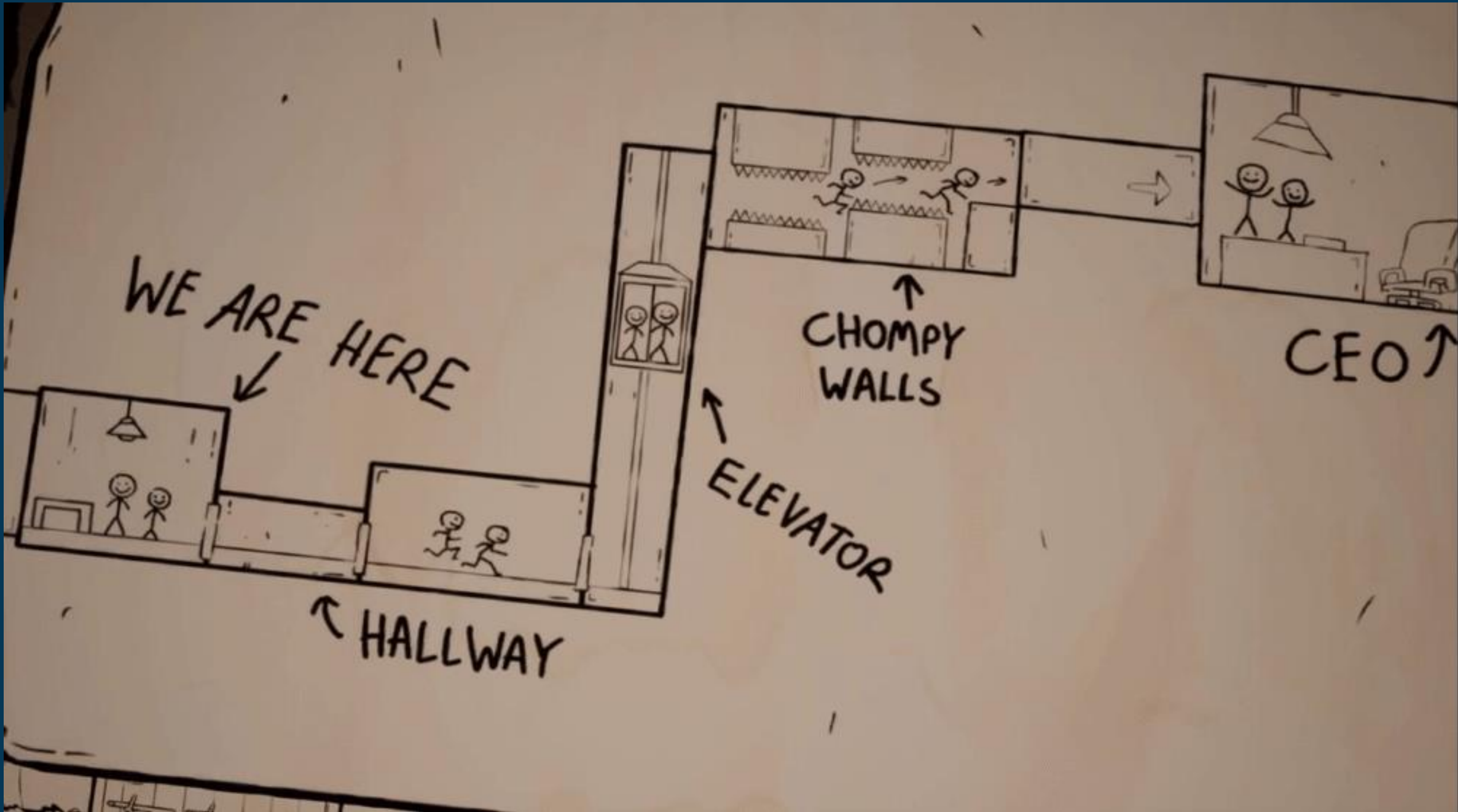
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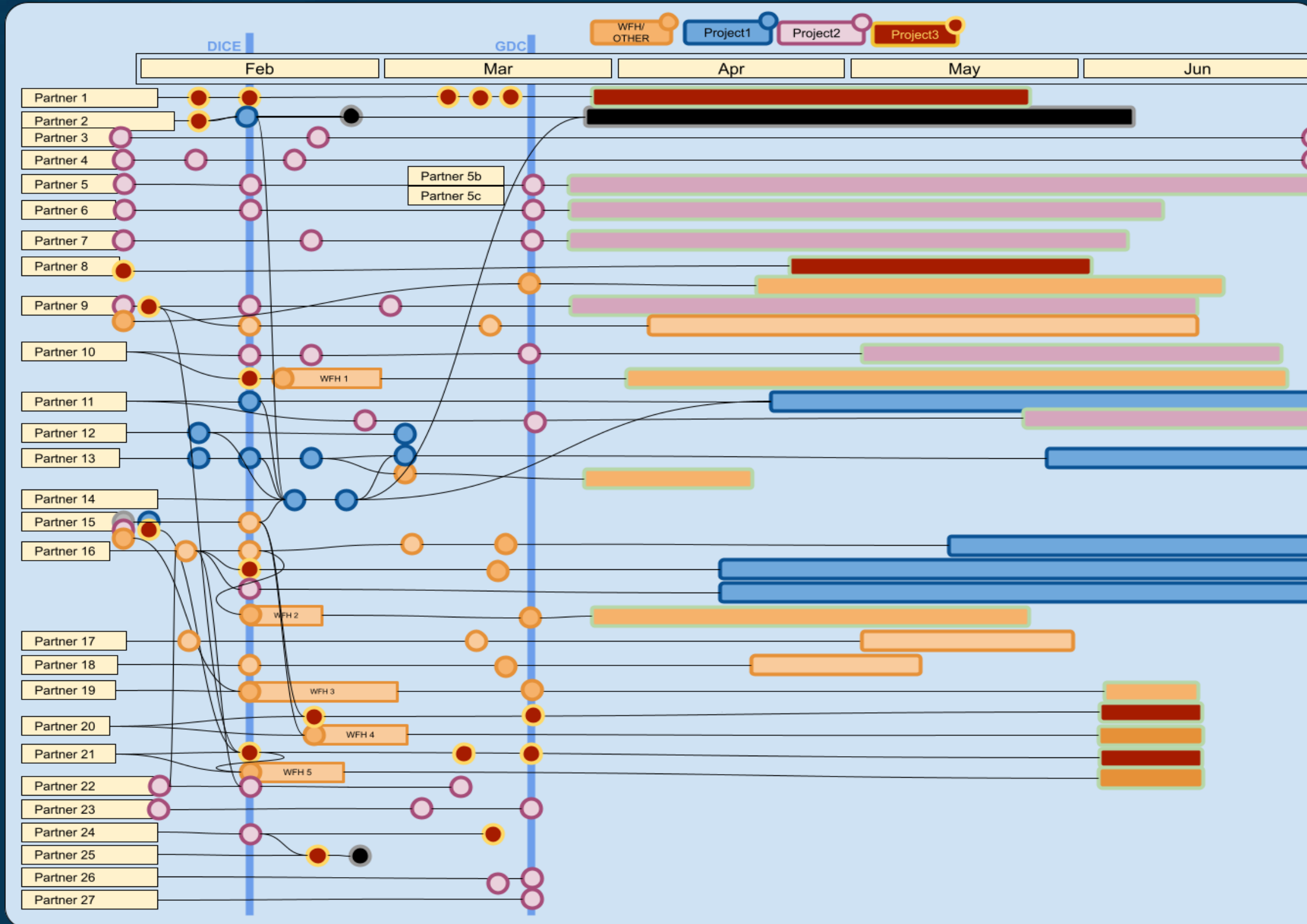
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