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@AurochDigital

How To Start A Games Studio



We can all dream..



Check List...

- Who are you? What is your studio about?

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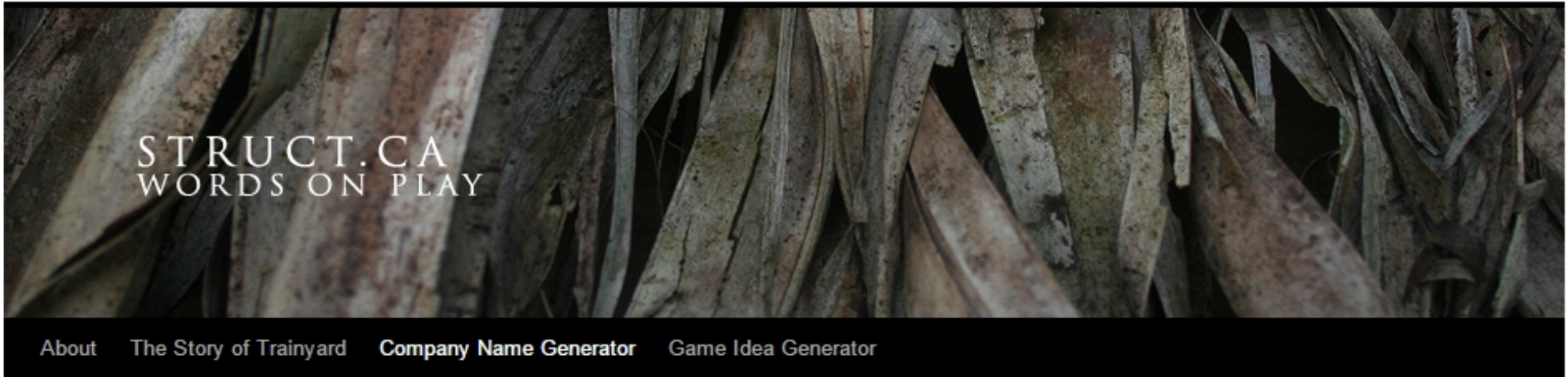
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- What will be your first title? (Make it one you can do!)

Check List...

- How will you appeal to your audience?
(Remember it's a very broad space now!)
- How will you market it? (Need to be thinking about this from the start...)
- Funding! (How are you going to pay for all this?
A basic game can cost £5K... More on this next...)
- Finally... The difficult one.... **Studio Name...**



Company Name Generator

Dark Cat

Generate New Game Company Name

PREVIOUS NAMES

- Dark Cat
- Upper City Collective
- Rotten Skunk
- Edible Cat Studio
- Late Mountain Group
- Found Diamond
- Edible Screen United
- Mountain Tragedy Studio
- Mad Jet United
- Happiness Butcher Group
- Happy Death

Recent Posts

- [In Defence of Freemium](#)
- [Luna Soul](#)
- [Engineering An Update – Part Two](#)
- [Engineering An Update – Part One](#)
- [Big Runner](#)

Recent Comments

- Dan on [Company Name Generator](#)
- Becca on [Company Name Generator](#)
- jose on [Company Name Generator](#)
- Sean on [Company Name Generator](#)
- [Choosing a Game Company Name | Juicy Craft](#) on [Company Name Generator](#)

Funding:

**Self-Funded
Crowdfunding
Grants
Publisher
Investors**



Remember – Be clear if you are building a business, not a 'hope labour' or a hobby...

"If we wanted to continue making our own titles and relying on them for revenue, then we'd have to start doing things that show better revenue returns, like freemium titles and in-app purchasing... We'd have to start aggressively treating our games as something we'd need to make a living from."

Marguerite Dibble, Game Theory <http://bit.ly/1yTrSFt>

Avoiding Traps....

- Before money changes hands: Write it all down!
- Get experienced: As well as development you've got management to learn too! (Jams are good for this!)
- Fail Fast! (We all fail, it's how we do it that counts!)
- Data is your friend (but not your boss...)
- Learn from others...(Some bedtime reading)

The Lean Startup by Eric Ries

The Hard Thing About Hard Things by Ben Horowitz

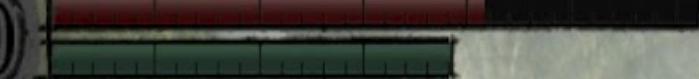
Creativity Inc by Ed Catmull

It's Not How Good You Are, It's How Good You

Want to Be by Paul Arden

Defy Gravity by Rebel Brown





VICTORY ACHIEVED

4

Great Chain of...



2

Estus Flask+2



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Thanks :)

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