Business of Games

Fall 2018
Today’s class / housekeeping

• Assorted topics
• Guest speaker planned
• Student presentation
• Review final class assignment
Naming

- Distinctive
- Memorable, “ownable,” not similar to other game names, trademarkability, SEO
- Online checks
- URL, social media accounts, Google search
- Beware of names that could be easily mis-spelled
Don’t Starve

Downloadable Content
This content requires the base game Don’t Starve on Steam in order to play.

Buy Don’t Starve - Reign of Giants
$4.99 Add to Cart

Packages that include this game

Buy Don’t Starve Alone Pack
$22.99 Add to Cart

Buy Don’t Starve MEGA PACK
$26.99 Add to Cart

Don’t Starve: Together

Don’t Starve: Reign of Giants
HOW ANGRY BIRDS STARTED
or How Many Tries Are Behind the 2-Billion Download Game

3 guys start a company
made 51 games
went almost broke
wanted to make 1 more game
sketched 10 ideas a day
one day sketched this

2003
2009

Failing vs Being a Failure

an event
a mindset
temporary
permanent
shows you stretch the limits
shows you gave up
opportunity to learn
end of learning

THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.
Elbert Hubbard

http://fundersandfounders.com/
Failed in business three times and failed campaigning seven times prior to becoming President of the United States.

He did not speak until he was four years old. His parents thought he was "sub-normal." He was expelled from school and his teachers described him as "mentally slow."

Michael Jordan was cut from his high school basketball team for a "lack of skill."

Stephen King’s first book, Carrie was rejected 30 times. He proceeded to throw it in the trash.

Bill Gates was a Harvard University dropout and his first business, Tref-O-Data, was a failure.

Thomas Edison’s teachers told him he was "too stupid to learn anything."

At 30 years old he was left devastated and depressed after being unceremoniously removed from the company he started.

Soichiro Honda was passed over for an engineering job at Toyota and left unemployed.

She had a rough and abusive childhood and was fired from her job as a reporter because she was "unfit for TV."

Rejected by Decca Recording studios, who said "we don’t like their sound" "They have no future in show business."

Marilyn Monroe was dropped by 20th Century-Fox after one year because her producer told that she wasn’t pretty or talented enough to be an actress.

J.K. Rowling was unemployed, divorced and raising a daughter on social security while writing the first Harry Potter novel. Her novel "Harry Potter" was rejected by 12 publishing houses.

Fired from a newspaper for "lacking imagination" and having "no original ideas."

Henry Ford was a failure at three businesses before finally succeeding with Ford Motor Company at age 53.

Colonel Hardland David Sanders (KFC) couldn’t sell his chicken. More than 1,000 restaurants rejected him.
**STRENGTHS:**
- Craftiness
- Excellent skill-level
- Go-to scoring mentality
- Off-ball movement
- Offensive creativity
- Scoring instincts
- Ability to create own shot
- Change of instincts/Hesitation moves
- Ability to get in passing lanes
- Aggressiveness
- Awareness
- Basketball IQ
- Competitiveness
- Confidence
- Leadership skills in clutch
- Poise
- Strong Intangibles
- Unselfishness
- Winning mentality
- Work ethic
- Ability to create for others
- Conditioning
- Ability to catch and shoot
- Ability to come off screens
- Ability to create separation from defender
- Ability to shoot off the dribble
- Free throw shooting
- NBA 3-point range

**WEAKNESSES:**
- Not a true point guard
- Out of control at times
- Shot-selection
- Stuck between 1 and 2
- Ability to defend position at next level?
- Lateral quickness
- Versatility to defend multiple positions
- Limited upside?
- Backup/Fringe Starter?
- College system makes him difficult to evaluate
- Average athleticism
- Average size
- Average wingspan
- Frail frame
- Relies too heavily on outside shot
Experience is what you get when you don’t get what you want
• Price vs other kinds of promotions
• Pre-order
• Launch
• Post launch
PRICE PROMOTIONS
New free DLC, created especially for the Anniversary Edition, adds new characters, new locations to explore, and most importantly - a whole new ending, leading to a different outcome to the game. The dilemma though remains the same - how far will you go, to protect the ones you care about?
[Contest] Create your own level, publish it on Steam Workshop and win prizes!

Level Creation Contest
1. Create your own level in Tetrobot and Co.
2. Publish it on Steam Workshop
3. Enter the contest to win $50 Amazon gift cards and see your level added to the game!

Submit now: contest@tetrobot.com
Welcome! Greetings my fellow Americans. And girl ones, too. These are times of divisions. Red states and blue states. The have-nots and the have-tous-of. The imbecile, and the amazingly even more imbecile. But our America is an enormous fondue pot, where smelly cheeses of all types can meld together in a sort of warm oily mass, for citizens and non-legal residents alike to dip dry bread crumbs on a long metal stick into. It is my duty to bridge these societal gaps, or at least mince along the fine line between them as defy as a damn ballerina.

Read the rest of Max's Message...
Play Like a Pirate
Get Free Tales of Monkey Island Game
Celebrating Talk Like a Pirate Day! One Day Only!
Starts midnight Sept. 19 (GMT)

Tales of Monkey Island
An adventure over five months
What's Happening

- The History of LucasArts concludes with Part Four: The Next Generation
- Launch the Interactive Timeline to view all of LucasArts' games from the past twenty years
- Profiles: Larry Holland, simulation game expert
- The Best of LucasArts Original Soundtracks CD now available at the Company Store!
- New in the Art Gallery: Outlaws® storyboard

What non-Star Wars movie was a major inspiration for X-Wing Alliance?

- Total Recall
- The Godfather
- First Blood
- Scarface
- Trivia Archive