Kick-off 6.9. / Pitching

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Hei me bondataan!

Tiimillänne on 5 minuuttia aikaa löytää mahdollisimman monta **teitä kaikkia yhdistävää asiaa**. Asiat eivät saa olla yleispäteviä, kaikkia ihmisiä koskevia tai tähän paikkaan liittyviä. Kirjoittakaa asiat lapuille. Eniten hyväksyttyjä tiimiä yhdistäviä tekijöitä keksinyt tiimi **palkitaan.**

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Pitching tools

- Game tagline
- BMC / Lean Canvas
- One minute elevator pitch
- Five minute pitch = pitch deck

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Game tagline

- Just one (or two) short sentences.

- Make every word count.

- Formulas: "We are **WHAT** to **WHOM**" or

- "Think of it as **XXXX** meets **YYYY**".

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PROBLEM
List your top 1-3 problems.

EXISTING ALTERNATIVES
List how these problems are solved today.

SOLUTION
Outline a possible solution for each problem.

KEY METRICS
List the key numbers that tell you how your business is doing.

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention to.

HIGH-LEVEL CONCEPT
List your X for Y analogy e.g. YouTube = Flickr for videos.

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

CHANNELS
List your path to customers (inbound or outbound).

CUSTOMER SEGMENTS
List your target customers and users.

EARLY ADOPTERS
List the characteristics of your ideal customers.

COST STRUCTURE
List your fixed and variable costs.

REVENUE STREAMS
List your sources of revenue.

CANVAS FILL ORDER

RISK ITERATION PATH

● PRODUCT RISK
● CUSTOMER RISK
● MARKET RISK

Lean Canvas
Created by Spark59 // Online version available at www.leancanvas.com

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

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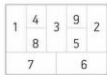
Elevator pitch

Get to the point fast

You have one minute to say it all.

WHO
WHAT
WHY
GOAL

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Five minute pitch deck

10 things to include in a winning game pitch

Target audience: who is your game aimed at
Tagline: make sure it's catchy and memorable
Team: introduce your development team with style
Story: every game has one, even visual style tells a story
Gameplay: show a video or visualize it some other way
Controls: demonstrate what you do in the game
Goal: what is the end goal and the progress towards it
Monetization: how your game makes money
Pricing: choose the right price point to impress investors
Social: explain multiplayer functions and community factors

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Pitching your game

☐ State the purpose of your pitch
☐ Start with the one-sentence description of your game
☐ Ensure clarity and flow in your presentation
☐ Keep points brief and clear, no rambling
☐ Presentation should provide cues to the presenter, not a full description for the audience
☐ Figure out your technical setup ahead of time!

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Engaging the audience

- Present, don't read
- Make it interesting
- Better yet, tell a story
- Get people involved
- It's about them, not you
- Be comfortable
- Speak clearly

- Don't rush
- Maintain focus
- Practice, practice, practice
- What would you enjoy?
- Don't stress

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More pitching tips

https://pelimerkit.metropolia.fi/en/2018/05/31/pitching-your-way-to-the-next-level/

Pitch deck template:

https://www.slideshare.net/bubbleguminteractive/indie-games-developer-pitch-deck-template

Diablo pitch:

http://www.graybeardgames.com/download/diablo_pitch.pdf

30 things I hate about your pitch:

https://www.youtube.com/watch?v=4LTtr45y7P0

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THANK YOU

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