

Production & Team Management Example:

Summary for Advisory Board

Winning three prizes at IGF spelt a massive turnaround for the UK based, self-confessed “Last of the Bedroom Programmers”, Introversion Software. One year on, Introversion returns to spill the beans on what happened when all of the hangovers, camera crews, excitement and hype surrounding IGF dissipated. We also will discuss the trials and tribulations of running a small, independent games company, including topics such as:

How to make smallness your greatest asset. Profit-greedy and creatively stunted publishers favor the traditional “franchise and sequel” cash-in model, create huge amounts of custom made artwork and obsess about photorealism. We’ve taken a different approach with each of our titles

- Uplink: Back to basics of originality, innovation and minimalism
- Darwinia: Shunning photorealism for RETRO
- DEFCON: Ramping up the atmosphere

Trapping into the opportunities now presented to indies via internet retail and distribution. New distribution opportunities such as online retail, digital downloads, Xbox Live Arcade and Steam – when coupled with low budget marketing such as Word-of-Mouth and a properly cultivated online fanbase – allows us to compete with bricks and mortar publishers with large traditional advertising budgets.

Why now is a better time than ever for the budding independent developer. There is increased press coverage of the indie plight, and growing awareness of events such as the IGF make now an ideal time for the independent developer. We’ll tell you how the ultimate accolade – winning at IGF – has changed our lives.

In short, we’ll give you advice on how to attain commercial credibility and compete with the big boys of the games industry whilst retaining creative freedom.

(Modeled on a GDC submission by Tom Arundel)

Nice start - and congrats on the awards - but we're going to need some specific details

Details like these! Talk basically has Phase One approval at this point

Good to know there's more to the talk. Any lingering reviewer doubts now resolved!