



The Business Of Games: Vision, Strategy & Execution

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**Player
One**

Player One

Mission:

To maximise **profit** &
growth for video
games companies



*Them
were the
days...!
xxx*

Global game market to grow from \$108.9 billion in 2017 to \$128.5 billion in 2020

“The Eternal Puzzle”

“If this industry is so big, why am I finding it so damn hard to make money?”

REALISATION.....



“Gaming companies *are* different from other companies...and they need very specific, tailored business advice to succeed”

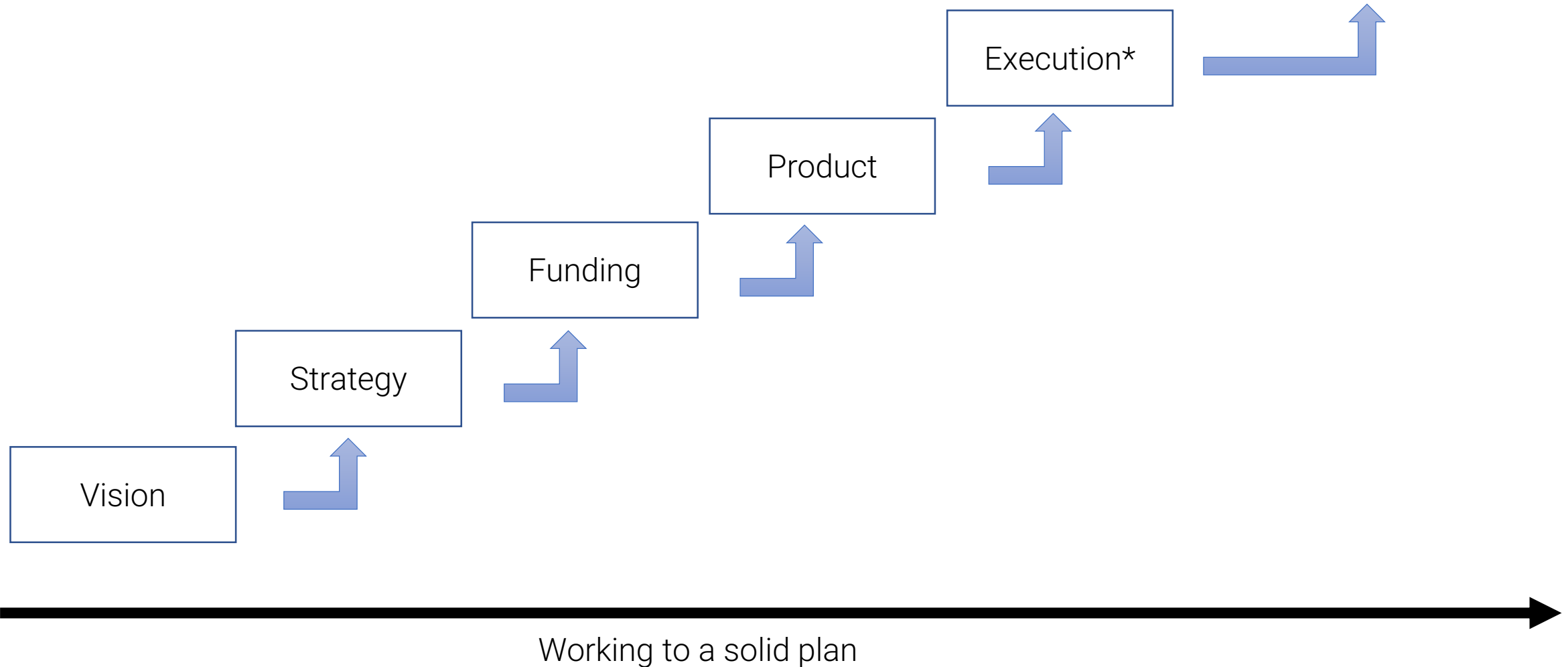
Overheard from game developer:

“Oh, I don’t expect many
people to *buy* it...”



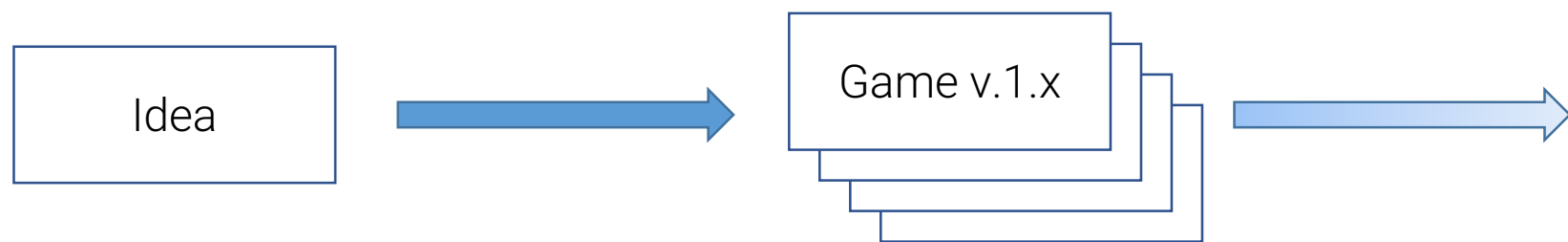


A good way to build
a business...



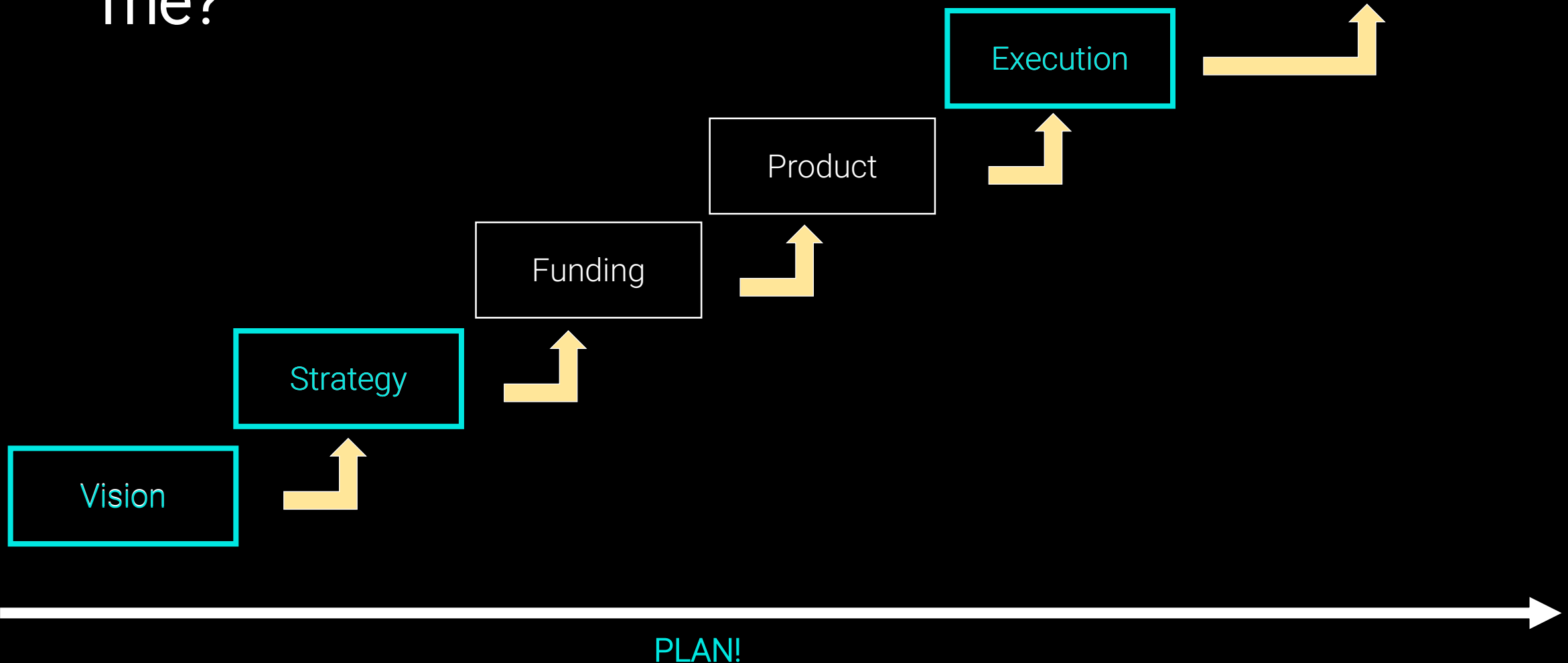
*Includes Sales , Marketing, Partnerships, Biz Dev, Customer Engagement

What seems to
happen a lot...



.....➔
Working with little or no plan

“So how can
you help
me?”



Breathe....



Vision

What do I want my company to be?

- What will we be **known** for?
- What will we our **values** be?
- What will we be the **very best** at?

Strategy

How do we plan to reach our vision?

- Which audiences should I target?
- How can I monetise my product?
- Who are my real competitors?
- Which distribution channels to use?
- How quickly should I grow my team?
- How should I split available budget?

Execution

How do we turn our plan into reality?

- Who should I partner with? On what?
- How do I stay on top of my costs?
- How can I generate customer demand?
- Should I launch multiple games?
- How do I manage & motivate my team?
- How can I spend OPM? *

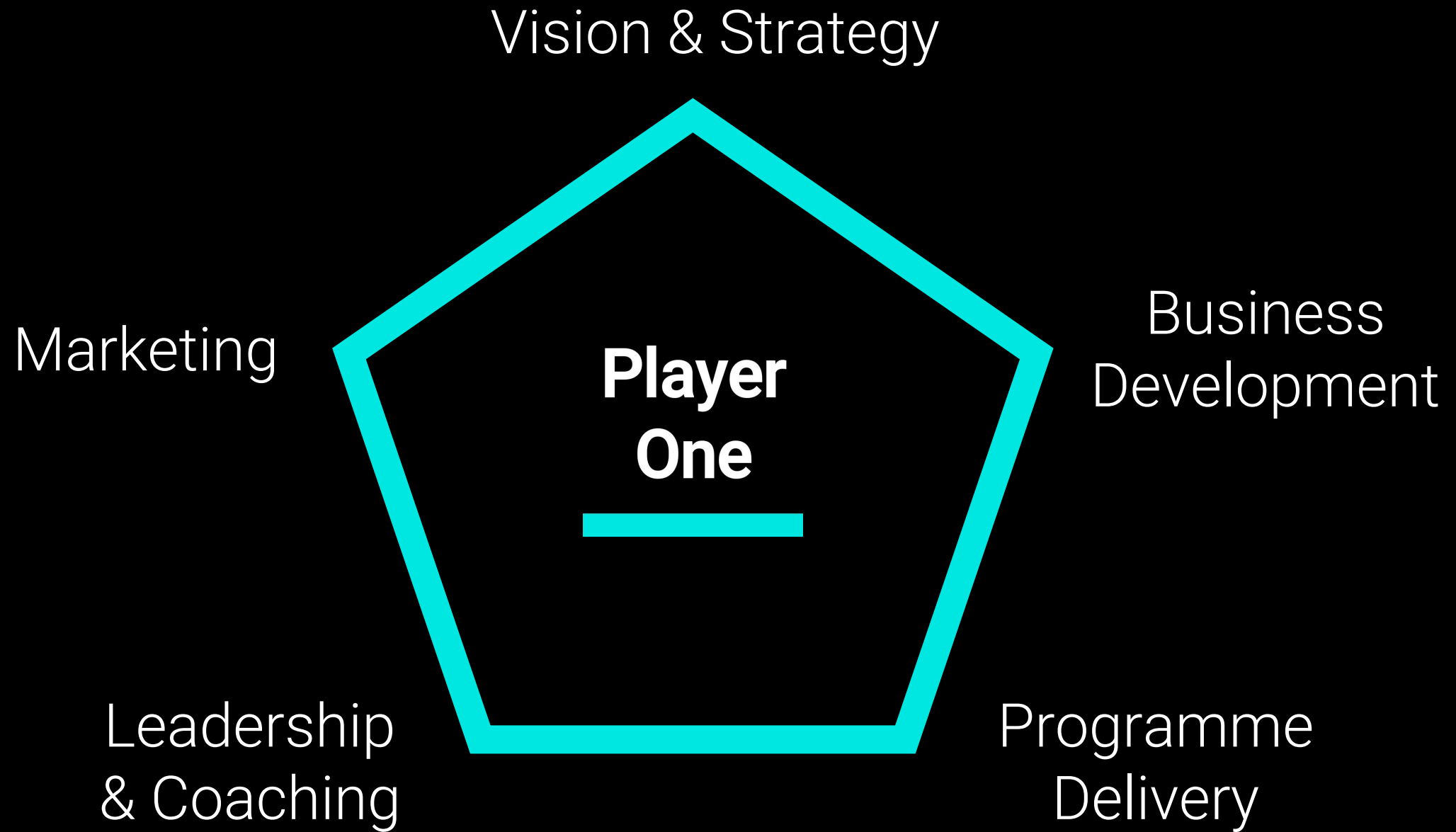
* "Other People's Money"

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graph LR; A[Vision] --> B[Strategy]; B --> C[Execution]
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Vision

Strategy

Execution



Constantly be aware of your ultimate long-term goal, and then focus on doing the next **one** action that you can take to bring yourself closer to it.

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