

From Student to Startup

Jesse Schell

GDC 2011



WALT DISNEY Imagineering





ETC *global*
Carnegie Mellon.

www.etc.cmu.edu

Our Misson:

**To create the future leaders of the
entertainment technology industries**

Our Founders



The
LAST LECTURE



Randy Pausch
PROFESSOR, CARNEGIE MELLON
with Jeffrey Zaslow

Masters of Entertainment Technology at CMU's ETC

- Two year professional Master's program
- About 160 students
 - 40% Art Students
 - 40% Computer Science Students
 - 20% Miscellaneous
- Diverse faculty
- Not in a Department!
- Interdisciplinary teams creating real innovations for real clients



Carnegie Mellon
**Entertainment
Technology
Center**

ETC Global

- Pittsburgh
- Silicon Valley
- Korea
- Japan
- Spain



ETC Curriculum – Two Year Masters

First Year Fall

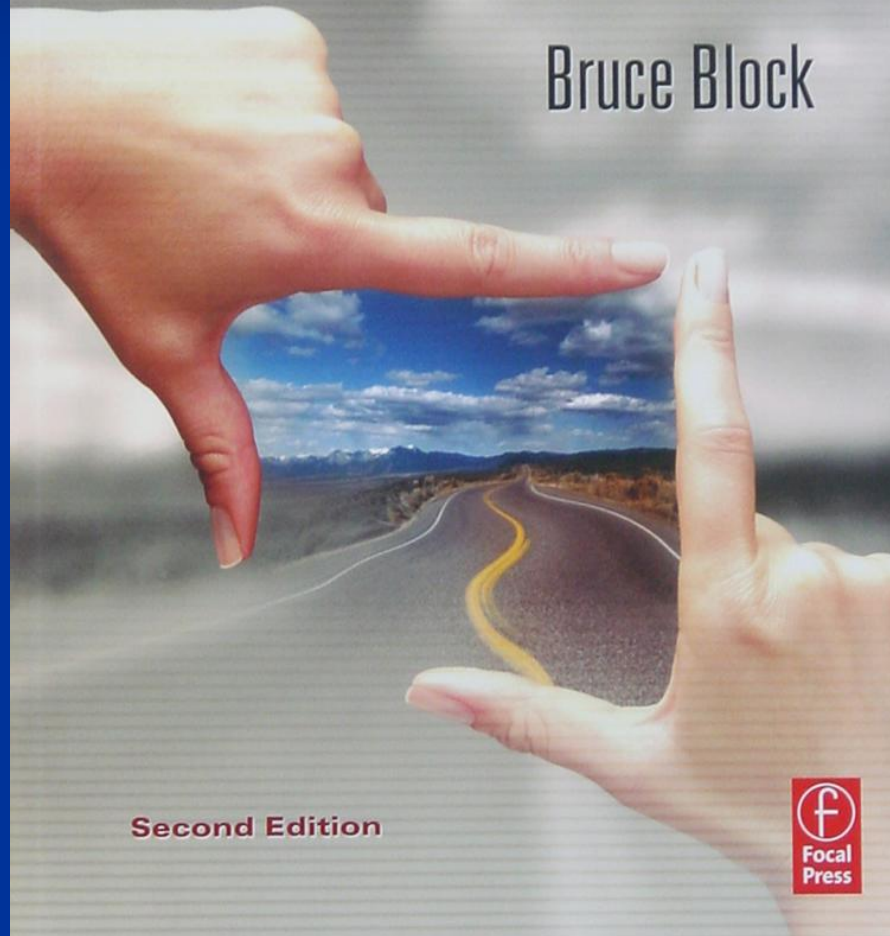
ETC Fundamentals

The Visual Story

THE Visual Story

Creating the Visual Structure of
Film, TV and Digital Media

Bruce Block



Second Edition



Focal
Press

ETC Curriculum – Two Year Masters

First Year Fall

ETC Fundamentals

The Visual Story

Improvise Acting

Improvisational Acting



ETC Curriculum – Two Year Masters

First Year Fall

ETC Fundamentals

The Visual Story

Improvisational Acting

Building Virtual Worlds







ETC Curriculum – Two Year Masters

First Year Fall

ETC Fundamentals
The Visual Story
Improviseational Acting
Building Virtual Worlds

California
Trip!!

First Year Spring

Elective

Game Design



Imbroglia!

Ages 10 and up

The most fun to
come out of an egg
since the chicken!



Super Point
Pebbles



The Trade Dictator!



The Stealth Die!



The Magic Die!



The Spinners!

ETC Curriculum – Two Year Masters

First Year Fall

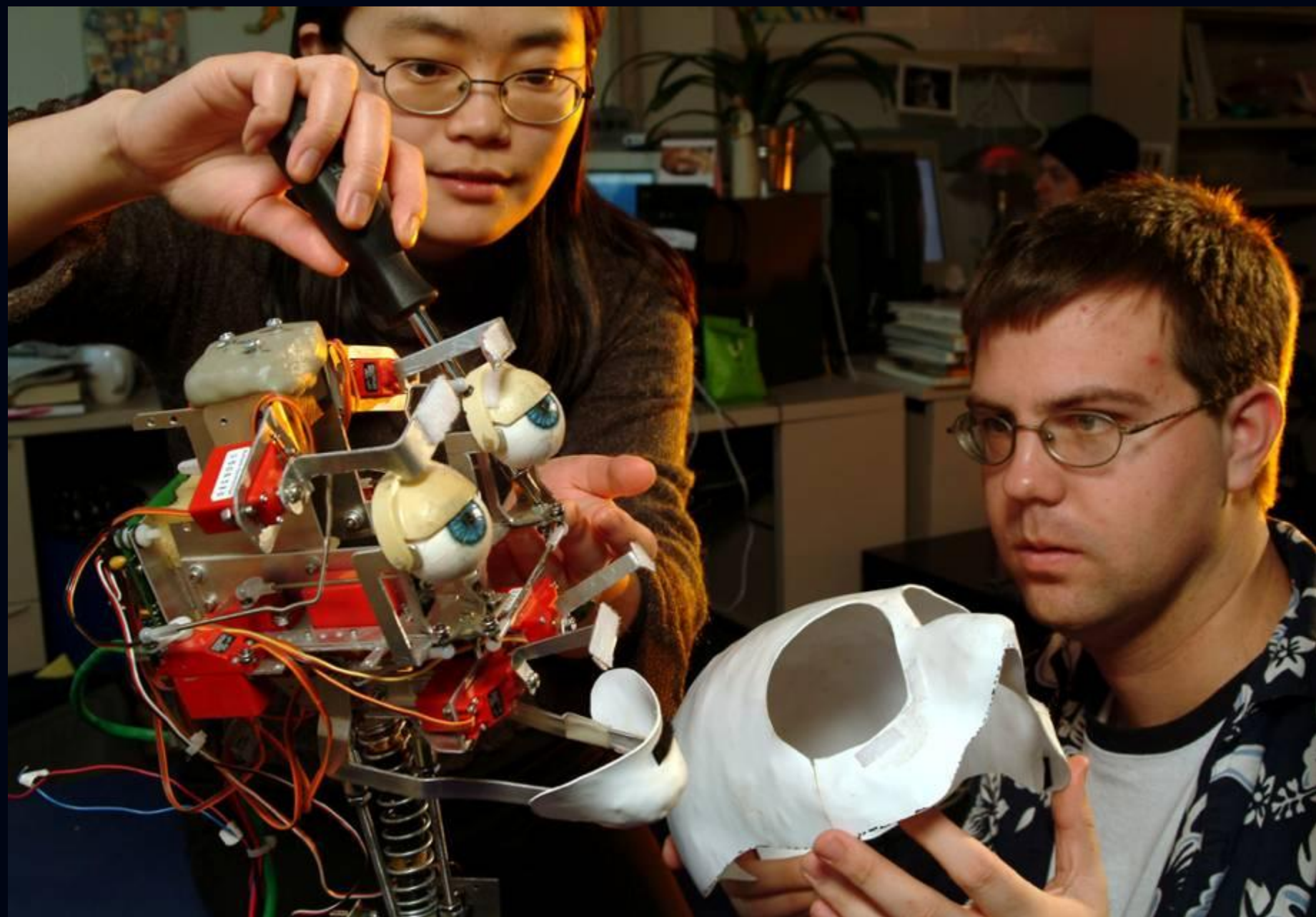
ETC Fundamentals
The Visual Story
Improviseational Acting
Building Virtual Worlds

California
Trip!!

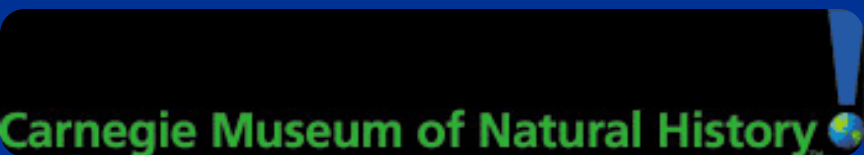
First Year Spring

First Project Course
Elective









ETC Curriculum – Two Year Masters

First Year Fall

ETC Fundamentals
The Visual Story
Improvisational Acting
Building Virtual Worlds

California
Trip!!

First Year Spring

First Project Course
Elective

Summer: Industry Internship

Second Year Fall

Second Project Course
Elective

Second Year Spring

Third Project Course
Elective

The Projects



PEACEMAKER

Entertainment Technology Center
Carnegie Mellon University

PLAYER ACTIONS

Simple click-drag GUI

17 role-based actions in 3 categories:

Military

Order IDF
Order Police
Change Checkpoint Level
Order Missile Attack
Assassinate Leader
Build/Destroy Area

Political

Send Letter
Call Leader
Make Speech
Meet Leader
Talk to Media
Worker Permits

Build

Build/Remove Settlements
Health Care Funding
Educational Funding
Change Security Fence
Create/Change Borders

A VIDEO GAME TO TEACH PEACE TO ISRAELI AND PALESTINIAN STUDENTS

ASI BURAK - ERIC KEYLOR - ROSS POPOFF - TIM SWEENEY

ADVISORS: PROF. DON MARINELLI - DR. LAURIE EISENBERG - PROF. JOSH YELON



PEACEMAKER is a political strategy-simulation of the Israeli-Palestinian conflict and an engaging educational tool for Israeli and Palestinian teenagers.

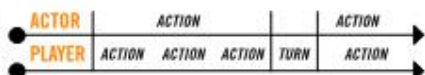
In the past, many games have dealt with conquest, war and destruction. PeaceMaker, however, is a game for the future. It can be used in high school and college classrooms to educate future leaders by allowing them to experiment and explore the roles that they will someday inhabit.

REAL-TIME EVENTS

Library of real-time news events is interjected into gameplay with pictures and videos



TURN-BASED GAMEPLAY WITH REAL-TIME FEEL



THE PLAYER

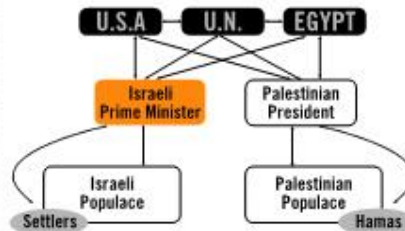
Takes the role of either the Israeli or the Palestinian leader

Maintains balance between security of their own people and the trust of other side



ACTORS

8 different actors interact with you independently, based on conditional moods



LOCATION-BASED EVENTS

Hi-res 3D map of Israel, the West Bank and the Gaza Strip



www.peacemakergame.com





Lesson 1:

Raising money takes time

Trino



Lesson 2:

Time to polish is worth it

“Loot”





Brian Tinsman

THE GAME INVENTOR'S GUIDEBOOK



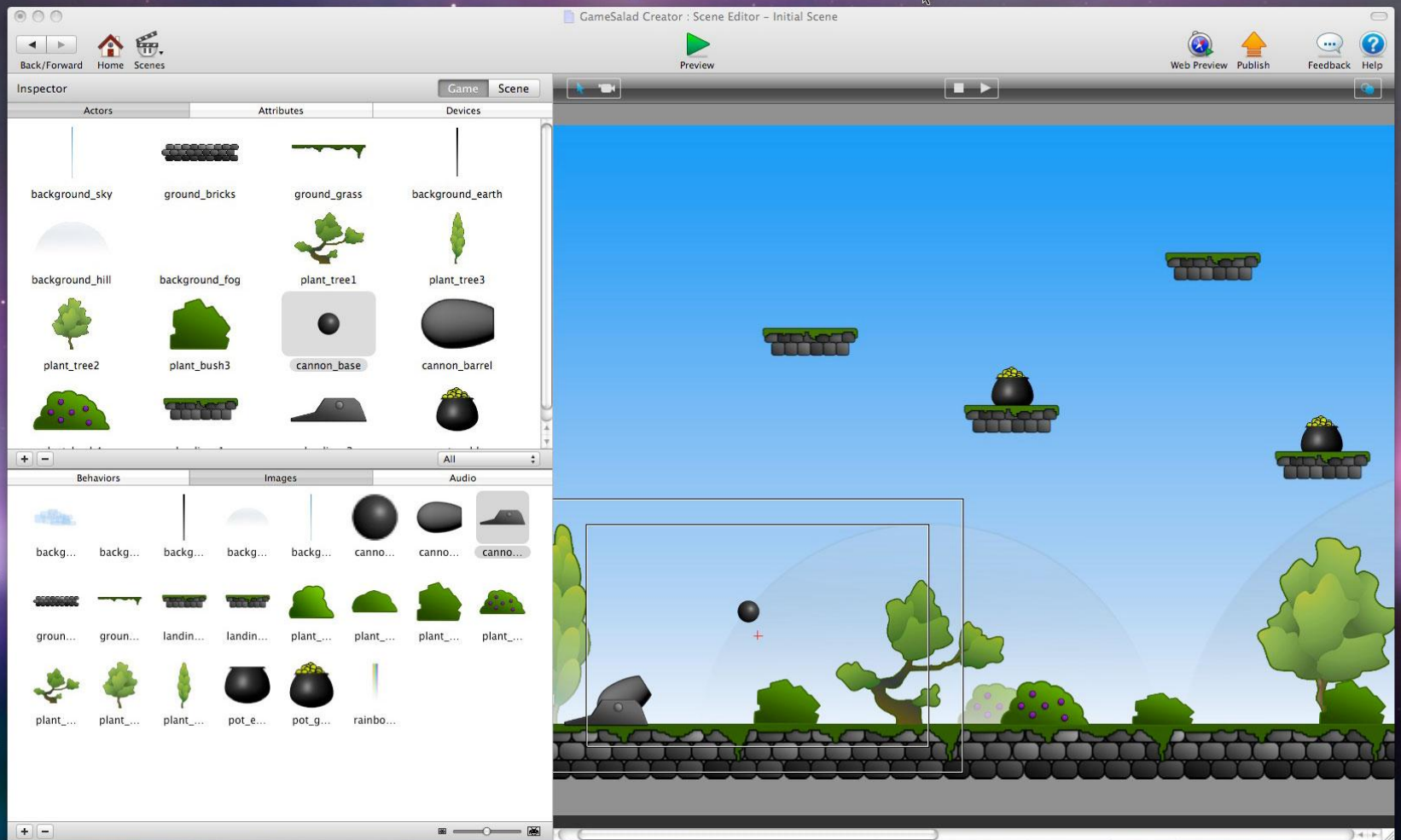
How to INVENT and SELL
Board Games, Card Games,
Role-playing Games,
& Everything in Between!



Lesson 3:

Agents and brokers have pros and cons



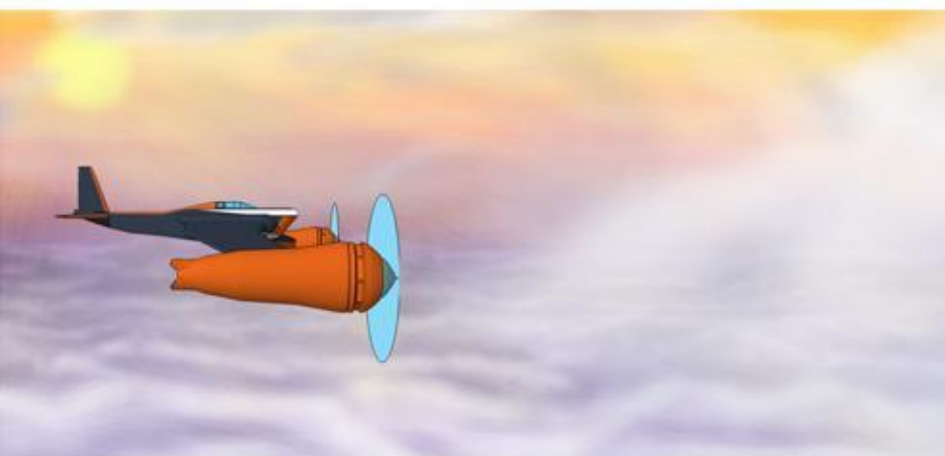


Lesson 4:

Your professors can be wrong

SKYRATES





Lesson 5:

Work out your IP issues early

Hazmat: Hotzone

Sim Ops Studios



New 3D Web Publishing Now Live!

Try out the new Wild Pockets Gallery System, where you can easily show off your art in a 3D space and share it with anyone online.

- [▶ 3D MODEL GALLERY](#)
- [▶ WATCH PUBLISHING TUTORIAL](#)
- [▶ DOWNLOAD EXPORTERS](#)



Publish from Max, Maya or Blender!



Blog

Straight from the WP Team



Notes from the workshop

Hello everyone, I would like to personally thank everyone who attended the pre game jam workshop we held the other day at Dogpatch Labs. During the workshop I showed some existing content from our site that is publicly

[more...](#)

Friday, April 30, 2010 - 16:34

User Status

Stay Up to Date



babe23

the sun is back

21 hours 48 min ago



sambatista

Enjoying the slower work days now that the latest build has been released



Lesson 6:

Be ready to pivot







for every girl who named her stuffed animals
for every boy who voiced his own action figures
for everyone who has ever had an imaginary friend
we did too.

let our robots bring the characters
of your imagination to life.



ANIMATRONICS
CHARACTERS | SOFTWARE

TOYS

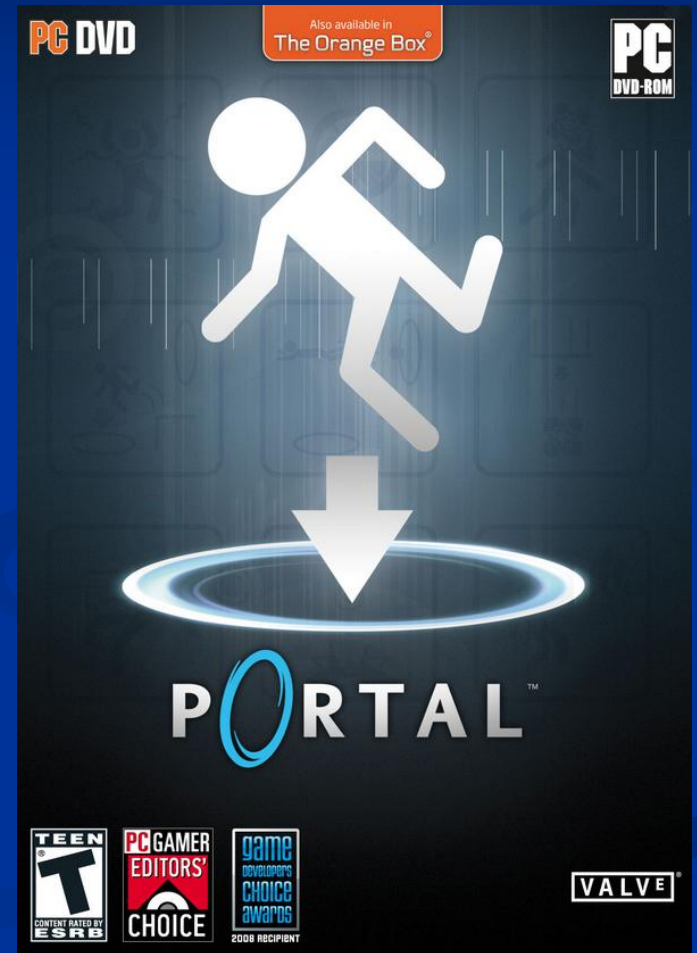
COMING SOON!



Lesson 7:

Hardware is... hard.

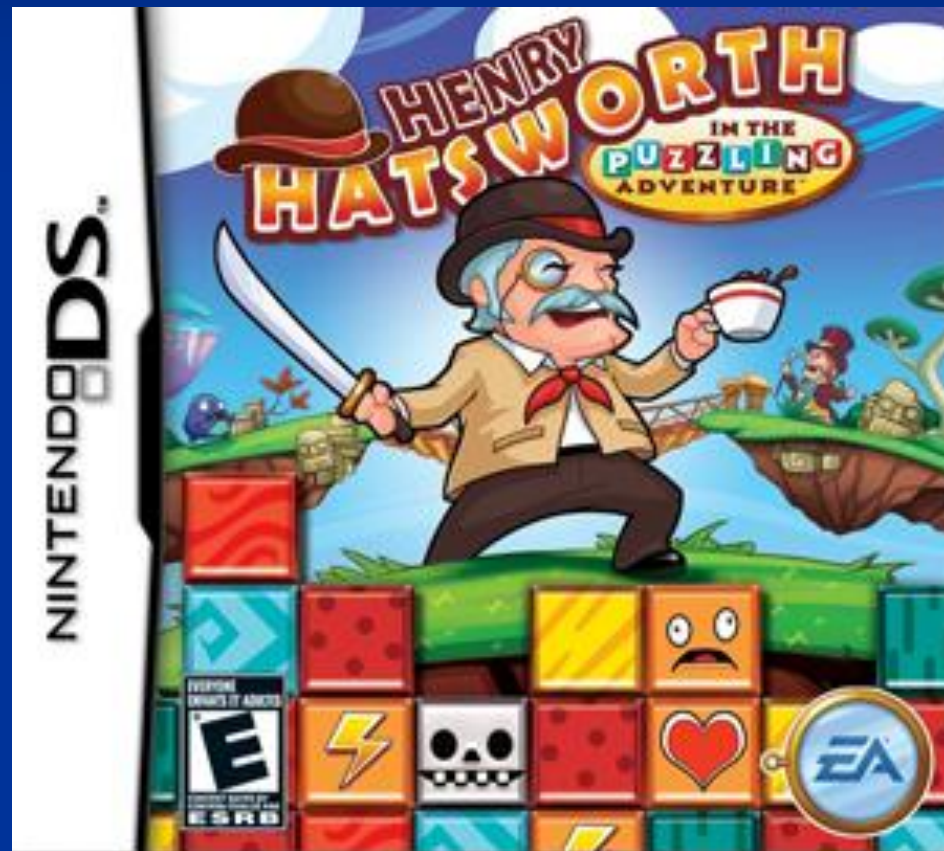
Narbacular Drop / Portal



Lesson 8:
Game festivals can
get you great visibility

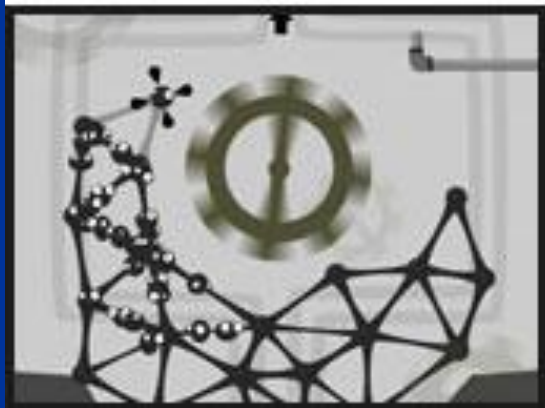
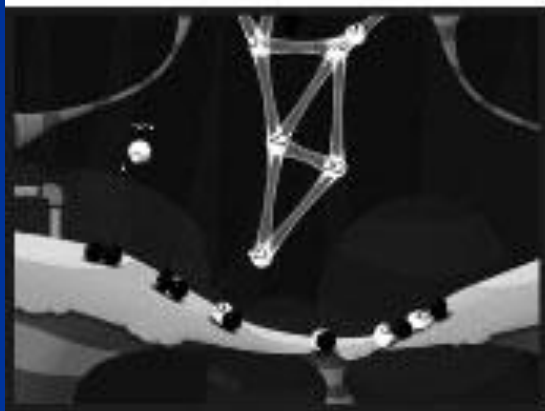


Uh...



Lesson 9:

When you give someone your idea, it isn't yours anymore.



WORLD OF GOO



Lesson 10:

Brave commitment is the most
likely path to success

Summary

- 1) Raising money takes time
- 2) Time to polish is worth it
- 3) Agents and brokers have pros and cons
- 4) Your professors can be wrong
- 5) Work out your IP issues early
- 6) Be ready to pivot
- 7) Hardware is... hard
- 8) Game festivals can give you great visibility
- 9) When you give someone your idea, it isn't yours anymore
- 10) Brave commitment is the most likely path to success

Thanks!



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Twitter: [@jesseschell](https://twitter.com/jesseschell)

Slides: jesseschell.com