

# Indie scrub life: How to get publishers to pay you to do whatever you want

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GAME DEVELOPERS CONFERENCE NEXT  
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# Indies are the wild west... again!!

Talk overview:

- 1) Ways to get money in this new indie model
- 2) Talking points for deals
- 3) Making the model sustainable
- 4) What to do post-release
- 5) Partial list of funding organizations



# 1) Where to get money:

- Seek out new platforms.
- Find smaller publishers or medium- sized developers that are funding.
- Find platforms to port your game to, target them for funding.
- Try to find development funds and local grants.





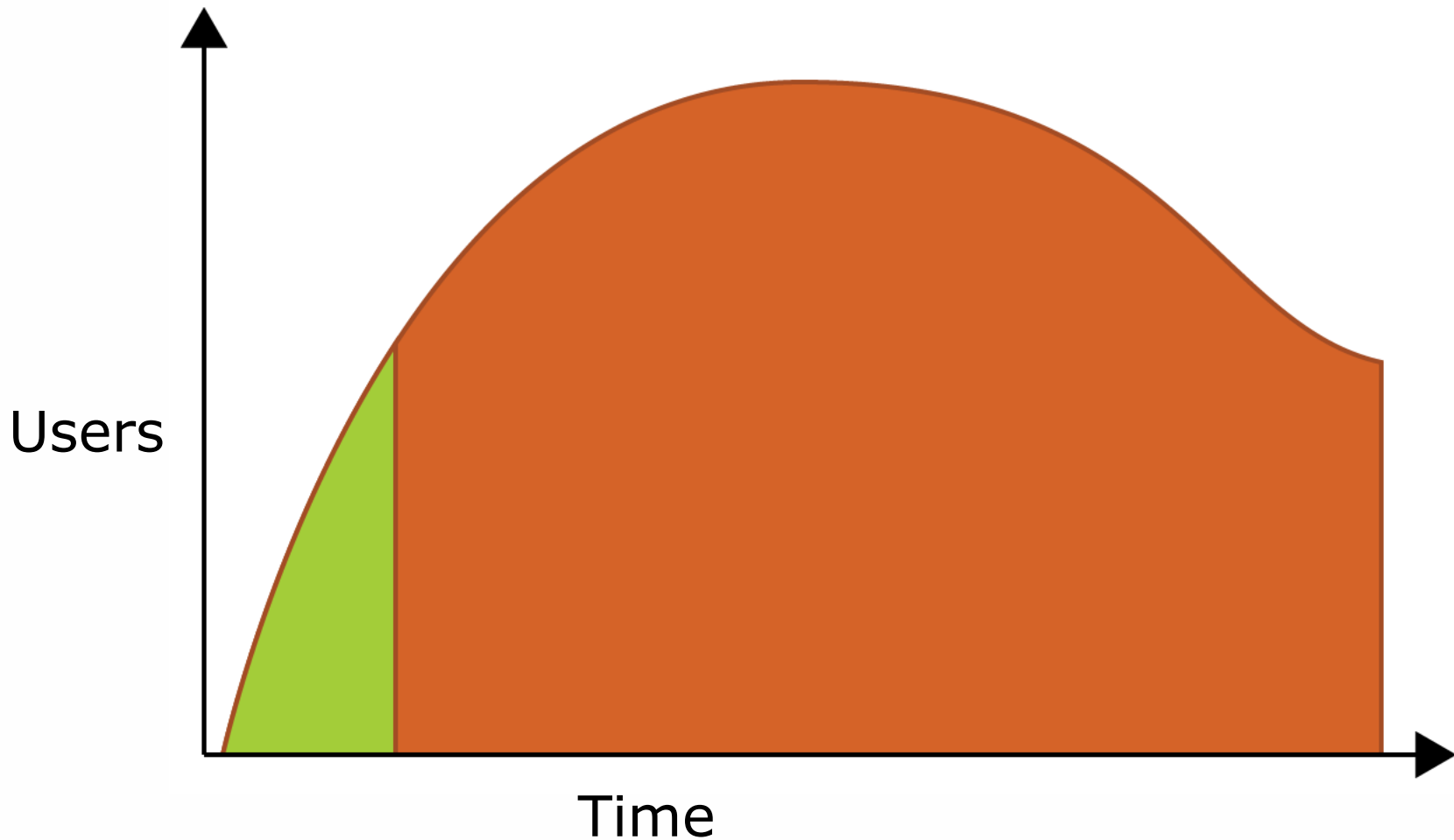
## 2) Stuff to remember when making deals:

- never give up your IP
- ask for timed exclusivity, not permanent.
- ask for more money than you think you need, but not much more than others are getting.
- ask for higher revenueshare, in stages.
- aim your budgets to be lower than the platform's average marketing budgets.
- look for platforms with large potential audiences, or which have good marketing support.
- get a "hit" early, one way or another.





# Platform Lifecycle

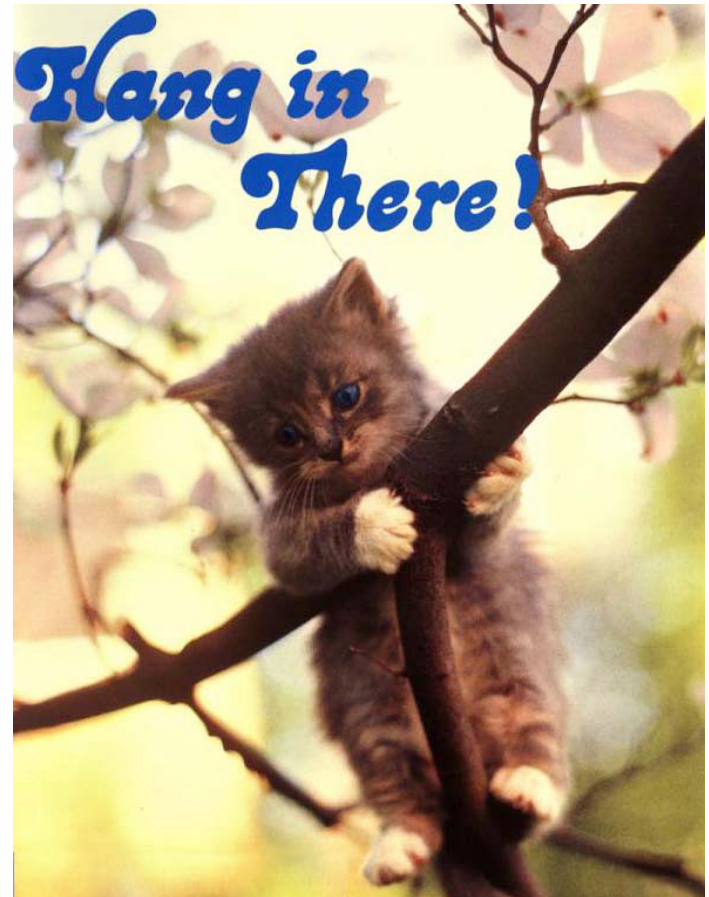


(thanks to Daniel Cook of Spry Fox)



### 3) How to survive!

- Scale small
- Distributed, contract-oriented teams can be helpful.
- Continually re-assess your financial situation.
- Think about marketing.
- Have multiple opportunities in case a deal goes sour.





## 4) Post-release:

- Get publishers to pay for the port.
- Once you can put it everywhere, do.
- Get into bundles.
- Port old games to new platforms while you work on new stuff.
- Give revenueshare to your contractors (and obviously your employees).







## 5) Partial list of publishers that are giving money and/or marketing (pg 1):

Indie Fund - funding, eventually you get all the revenue. - <http://indie-fund.com>

Devolver Digital - the whole indie package. <http://www.devolverdigital.com>

Double Fine Presents - publishing with revshare, not so much into funding.  
<http://www.doublefine.com>

Paradox Interactive - <https://www.paradoxplaza.com>

Team 17 - <http://www.team17.com>

Adult Swim - Small original games, you own IP. Small budget, so small teams are ideal. <http://games.adultswim.com>

Curve Digital - <http://www.curve-studios.com>

Chucklefish - <http://www.chucklefish.org>

Finji - <http://www.finjigames.com>

Versus Evil - more marketing than funding. <http://vsevil.net>

nkidu - <http://www.nkidu.com>

Reverb - <http://reverbinc.com/triplexp>

Mastertronic - <http://www.mastertronic.com>





## 5) Partial list of publishers that are giving money and/or marketing (pg 2):

Positech - <http://positech.co.uk>

Surprise Attack - <http://surpriseattackgames.com>

Headup Games - <http://www.headupgames.com>

Wadjet Eye Games - <http://www.wadjeteyegames.com>

Evolve PR - <http://www.evolve-pr.com>

STEAKSTEAK - <http://steaksteak.com>

Iron Galaxy - <http://www.irongalaxystudios.com/>

Kongregate - looking for longer term partners. <http://www.kongregate.com/>

The Behemoth - funding some indies, though there's no way to petition.  
<http://www.thebehemoth.com/>

Amazon: Might be funding for Fire TV still. [www.amazon.com](http://www.amazon.com)

### **Work for hire:**

Nickelodeon - funds work for hire game based on its IP, and is looking to buy games with new IP. Reasonable budgets! <http://www.nick.com/games/>

Microsoft: Work for hire based on its IP for Win8/Win 8 phone.

(Some of these thanks to <http://gambrinous.com/>)



THE END FOREVER!!!!!!

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