



COMMUNITY
MANAGEMENT
SUMMIT

How 'Killer Queen' Built an eSports Scene on an Indie Budget

Alan Dang
Producer
Funktronic Labs

GDC

GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19

Before we begin...



Special Thanks

- Creators of Killer Queen Arcade
 - Nik Mikros and Josh Debonis
- Fellow KQ Players and Fans
 - Dylan Higgins - Killer Queen PDX
 - Charles Pratt - Killer Queen NYC
 - Josh Eklow - Killer Queen Chicago
 - Tiana Tan - Killer Queen NYC
 - Joe Pollard - Killer Queen Austin
 - Christopher Preisinger - Killer Queen Baltimore
 - Eric Clarkson - Killer Queen Baltimore
 - ...and the rest of the KQ Community!



Who am I

- Currently the producer at Funktronic Labs, an LA games studio
- Former Chief Operating Officer at Bumble Bear Games, makers of Killer Queen Arcade



What this talk will cover

- Things we did to build a community

What this talk won't cover

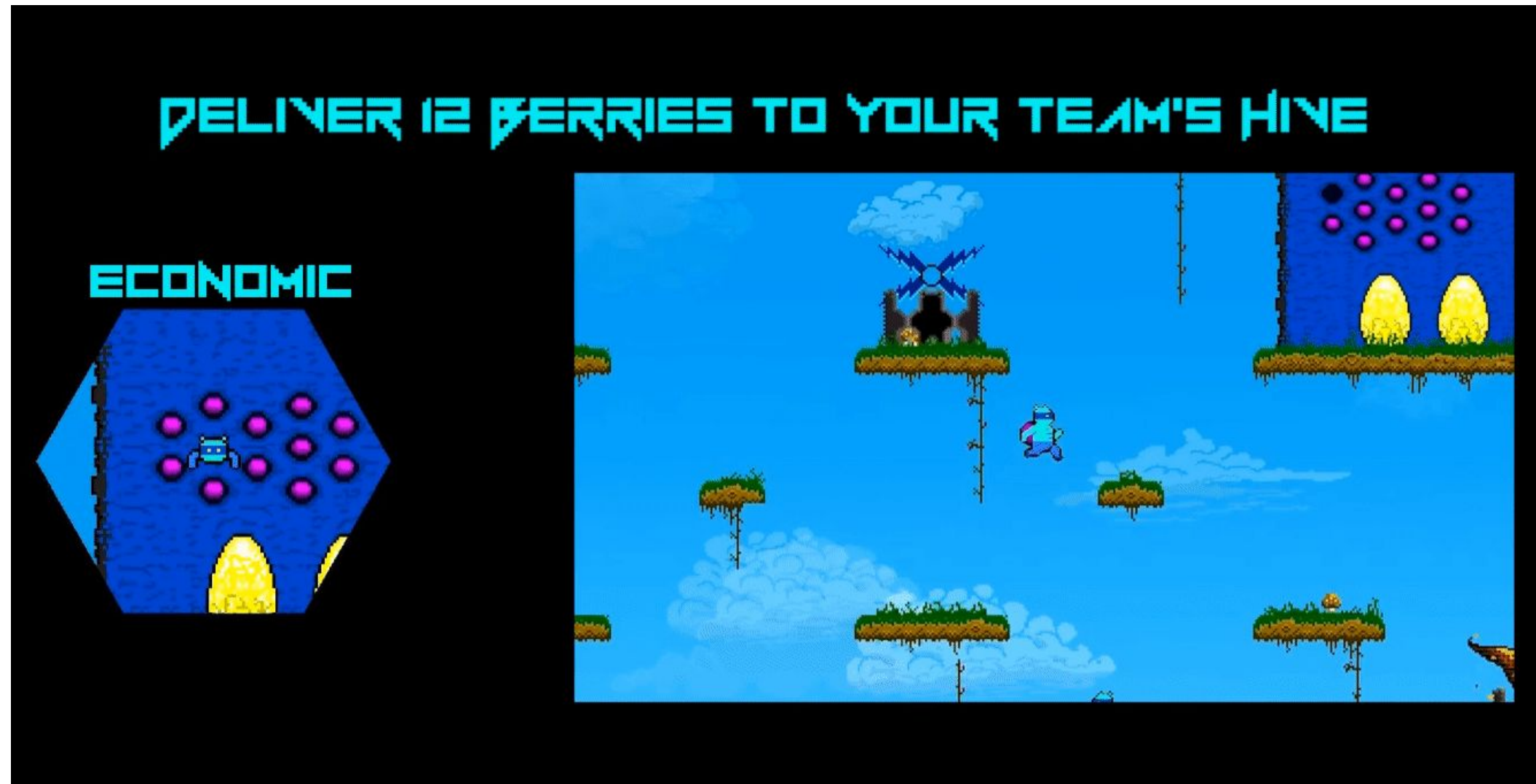
- Post Mortem on Killer Queen Arcade



What is Killer Queen Arcade



What is Killer Queen



Taken from Killer Queen Austin's Youtube video on Killer Queen Arcade Game
Complete Tutorial: https://www.youtube.com/watch?v=nRzCpzZ_CXg

What is Killer Queen



Taken from Killer Queen Austin's Youtube video on Killer Queen Arcade Game
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What is Killer Queen



Taken from Killer Queen Austin's Youtube video on Killer Queen Arcade Game
Complete Tutorial: https://www.youtube.com/watch?v=nRzCpzZ_CXg



<https://www.youtube.com/watch?v=ii69y58Ks5g>



Bumble Bash



BumbleBash I 2016
Austin, TX
150+ Players, 30+ Teams



BumbleBash III 2018
Portland, OR
300 Players, 60 Teams

Bumble Bash



So How Does KQ Build Communities?



Game Design Builds Community

- 5 v 5 Local Multiplayer Game
- Competition and Congregation
- Casual AND Hardcore Friendly Design



Game Design Builds a Community

MEET THY NEIGHBORS

HAPPY HOUR

FREE PLAY
MONDAY @ 7:00 PM - 9:00 PM

Game Design Helps Build a Community

- Think about ways the game encourages a community
- In game messaging can help establish norms and inform players about the community
- Look at other hyper local games for organization inspiration too

Streaming and Casting Help Build Community

- Streaming ports
- Restream.io/Twitch
- Tournament organizing
- API for Stats



**KILLER
QUEEN**

**GROUND
KONTROL**
PORTLAND, OR

BLUE STAGE

DAYZED AND CONFUSED

LIL CHOMP

UP NEXT:
LAKES ON MARS

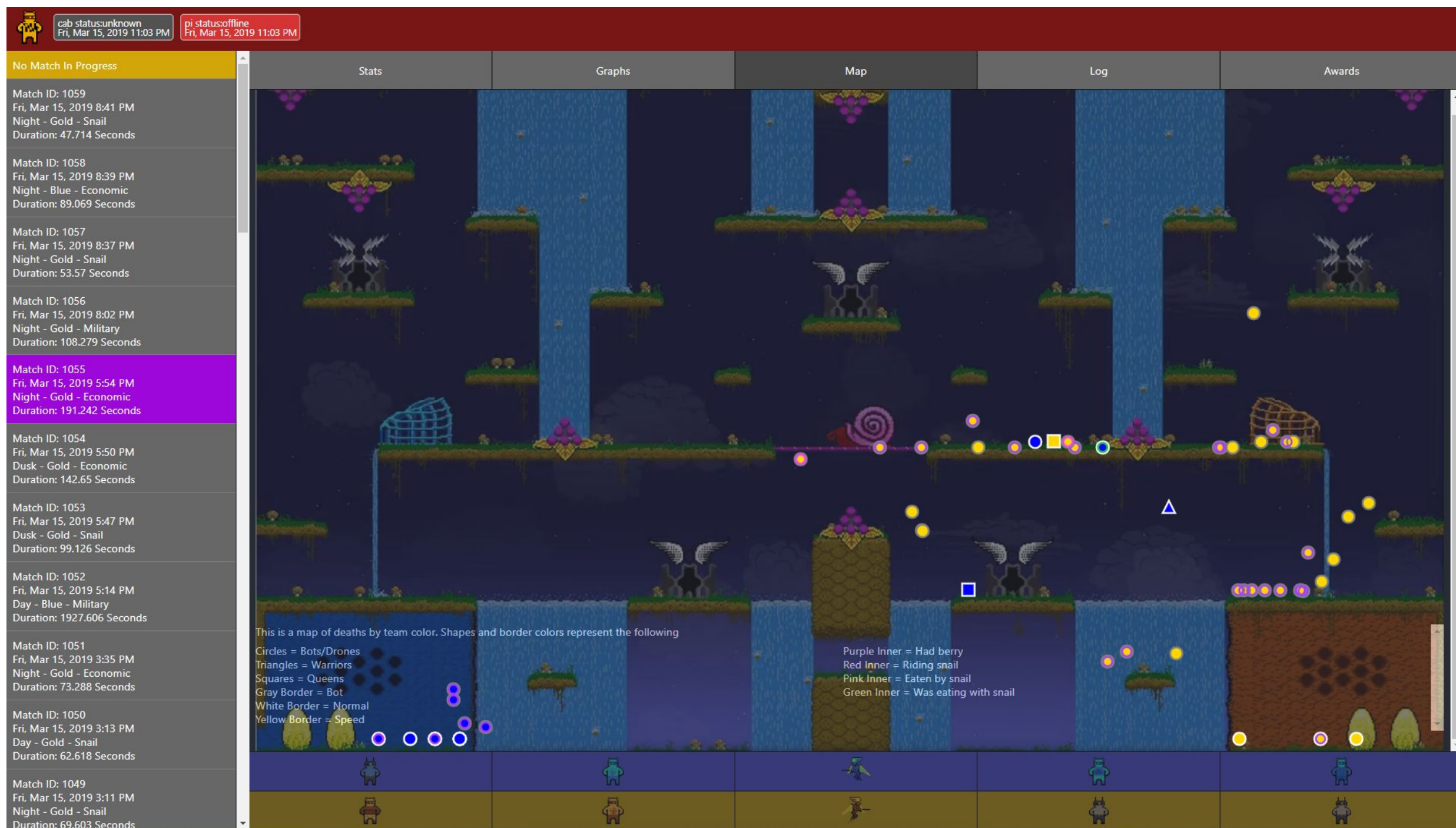
BUMBLEBASH

OCTOBER 19-22

BERRIES ARE A CHOKING HAZARD

2 3 0 4 1 2 1 2 0 3

0 1 4 1 0 0 10 1 0 1



Streaming and Casting Help Build Community

- Make it easy to stream, organize, commentate, track and present your game online
- Open up your data
- Make a how-to-guide for others to use
- <https://github.com/killer-queen-stats/kqstats/>

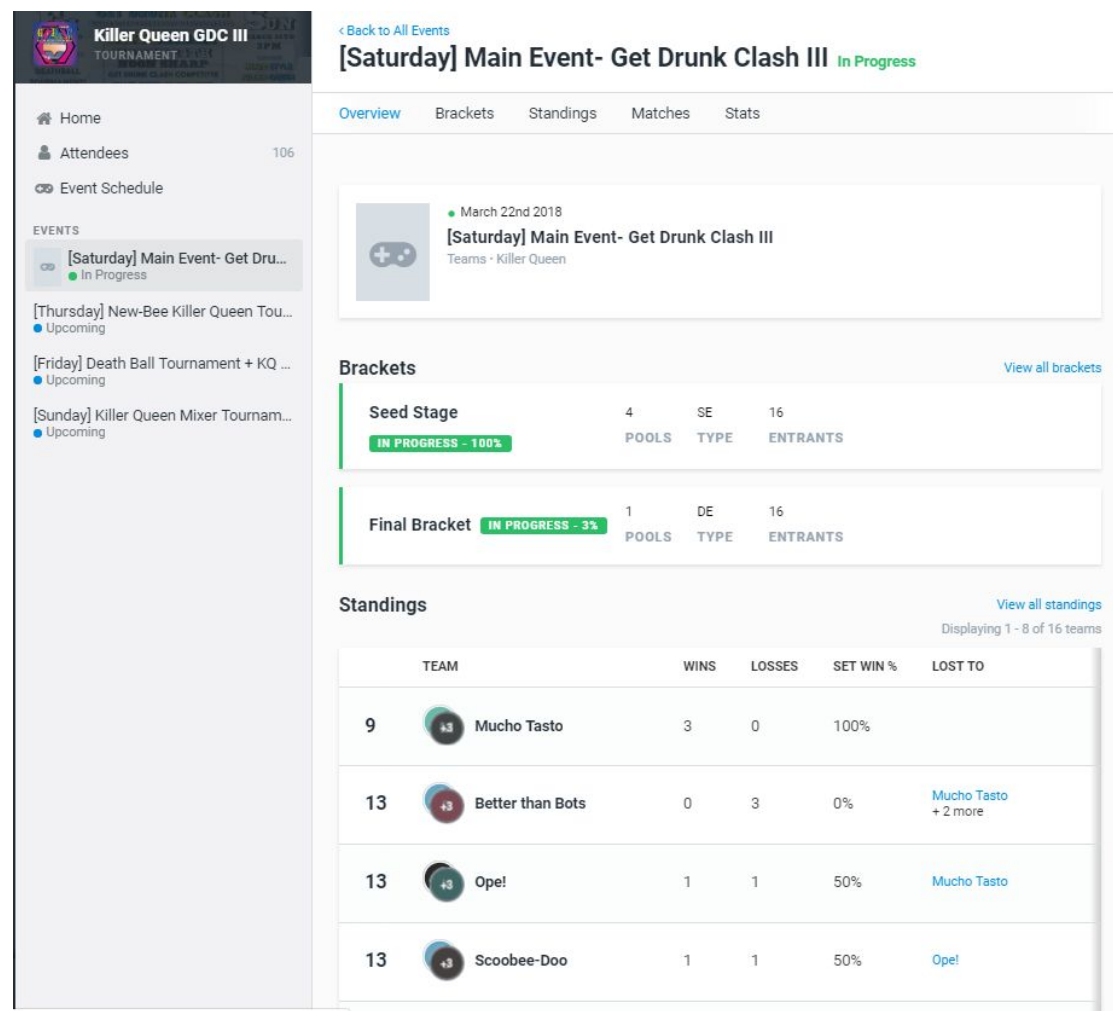
Events Help Build Communities



Events Help Build Communities

Smash.gg

Challonge.com



Killer Queen GDC III
TOURNAMENT

[Back to All Events](#)
[Saturday] Main Event- Get Drunk Clash III In Progress

[Overview](#) [Brackets](#) [Standings](#) [Matches](#) [Stats](#)

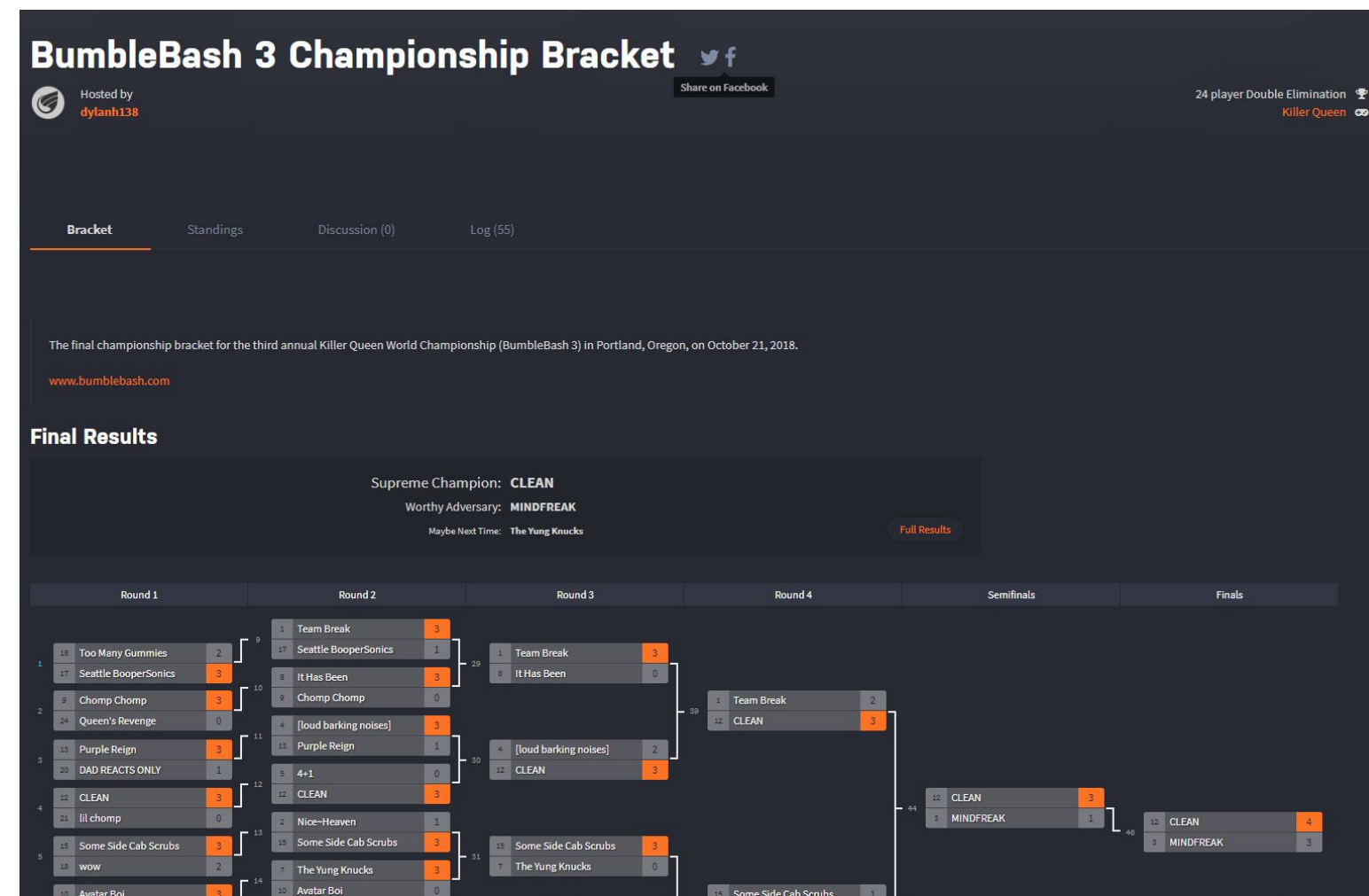
March 22nd 2018
[Saturday] Main Event- Get Drunk Clash III
Teams • Killer Queen

Brackets [View all brackets](#)

Stage	Pools	Type	Entrants
Seed Stage	4	SE	16
Final Bracket	1	DE	16

Standings [View all standings](#)
Displaying 1 - 8 of 16 teams

TEAM	WINS	LOSSES	SET WIN %	LOST TO
9 Mucho Tasto	3	0	100%	
13 Better than Bots	0	3	0%	Mucho Tasto + 2 more
13 Ope!	1	1	50%	Mucho Tasto
13 Scoobee-Doo	1	1	50%	Ope!



BumbleBash 3 Championship Bracket [Twitter](#) [Facebook](#)

Hosted by **dylanh138** [Share on Facebook](#)

24 player Double Elimination
Killer Queen

[Bracket](#) [Standings](#) [Discussion \(0\)](#) [Log \(55\)](#)

The final championship bracket for the third annual Killer Queen World Championship (BumbleBash 3) in Portland, Oregon, on October 21, 2018.
www.bumblebash.com

Final Results

Supreme Champion: **CLEAN**
Worthy Adversary: **MINDFREAK**
Maybe Next Time: **The Yung Knucks** [Full Results](#)

Round 1	Round 2	Round 3	Round 4	Semifinals	Finals
18 Too Many Gummies (2)	1 Team Break (3)	1 Team Break (3)	1 Team Break (2)	12 CLEAN (3)	12 CLEAN (4)
17 Seattle BooperSonic (3)	17 Seattle BooperSonic (1)	8 It Has Been (3)	12 CLEAN (3)	3 MINDFREAK (1)	3 MINDFREAK (3)
9 Chomp Chomp (3)	8 It Has Been (3)	8 It Has Been (0)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
24 Queen's Revenge (0)	9 Chomp Chomp (0)	4 [loud barking noises] (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
13 Purple Reign (3)	13 Purple Reign (1)	4 [loud barking noises] (2)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
20 DAD REACTS ONLY (1)	5 4+1 (0)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
21 Ill chomp (0)	2 Nice-Heaven (1)	15 Some Side Cab Scrubs (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
15 Some Side Cab Scrubs (3)	15 Some Side Cab Scrubs (3)	15 Some Side Cab Scrubs (3)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
18 wow (2)	7 The Yung Knucks (3)	7 The Yung Knucks (0)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)
12 Avatar Boi (3)	12 Avatar Boi (0)	12 Avatar Boi (0)	12 CLEAN (3)	12 CLEAN (3)	12 CLEAN (4)

Events Help Build Communities



GAME DAY IS NOVEMBER 3!

extra life BENEFITING Children's Miracle Network Hospitals

NOV 3 Extra Life 2018
Public · Hosted by Killer Queen Austin

★ Interested ✓ Going

Nov 3, 2018 at 10 AM – Nov 4, 2018 at 2 AM CDT
about 3 months ago

Pinballz Lake Creek
13729 Research Blvd., Austin, Texas 78750 [Show Map](#)


About Discussion

15 Went · 21 Interested [See All](#)

 and  went



Details


Join KQATX in our 16-hr Killer Queen Extra Life Marathon. We'll be playing from open to close to benefit Dell Children's Hospital. You can support us by

 **Dylan Higgins** added 21 photos to the album: KQ PDX Winter Formal Fundraiser Mixer in Killer Queen Mercury Squad Portland.
December 12, 2016 · 🌐

Photos from the Winter Formal Fundraiser Mixer on December 11, 2016, where money was raised to benefit The Xerces Society.
Photos taken by [Dylan Higgins](#) and [Javan Ivey](#).



  You, [Jeff Hochgesang](#), [Alyssa DeMoss](#) and 17 others 7 Comments

 **Dylan Higgins** Shared with: Public [Killer Queen Mercury Squad Portland](#)
December 21, 2017 · 🌐

Hey pals. I just wanted to follow up after our winter formal fundraiser the other night. Thanks to everyone that came out and helped contribute through really fun games. It seems like everyone had a blast and we had a good mix of new and veteran faces. Plus y'all looked fancy as hell.

We raised an amazing ~\$275, and when I told our awesome sponsor [Small Town Brewery](#) how we did the next day, they without hesitation said they were going to match it on the spot. This is incredibly generous (and unexpected) and put us over \$550 to helping to protect endangered invertebrates, including the bees.

Thanks to all of you, to Ground Control, and to Small Town Brewery for a very successful event. I'm proud of all of us and what we were able to do 🙌

December 21, 2017


Dylan Higgins




Dear Dylan,




Thank you for your generous contribution of \$275.73 on 12/19/2017 and \$275.73 on 12/21/17 in honor of KQ PDX Mercury Squad. These donations will directly benefit our conservation programs by allowing us to:

- Protect endangered invertebrates throughout North America,
- Engage citizen scientists in the search for bumble bees and monarchs,
- Collaborate with farmers, land managers, and citizens to restore and improve thousands of acres of habitat for pollinators and other invertebrates,
- Produce comprehensive groundbreaking conservation publications,
- Conduct applied research projects and in-depth assessments that help us understand how best to protect our most imperiled species, and
- Teach the public about the importance of invertebrates.

Please visit www.xerces.org where you can learn how to protect invertebrates in your own yard, download free conservation guidelines, purchase books from our online store, and get involved in our citizen science opportunities. Thank you again.

Sincerely,

Scott Black
Director

   [Blake Compton](#), [Dylan Lee](#) and 30 others 8 Comments

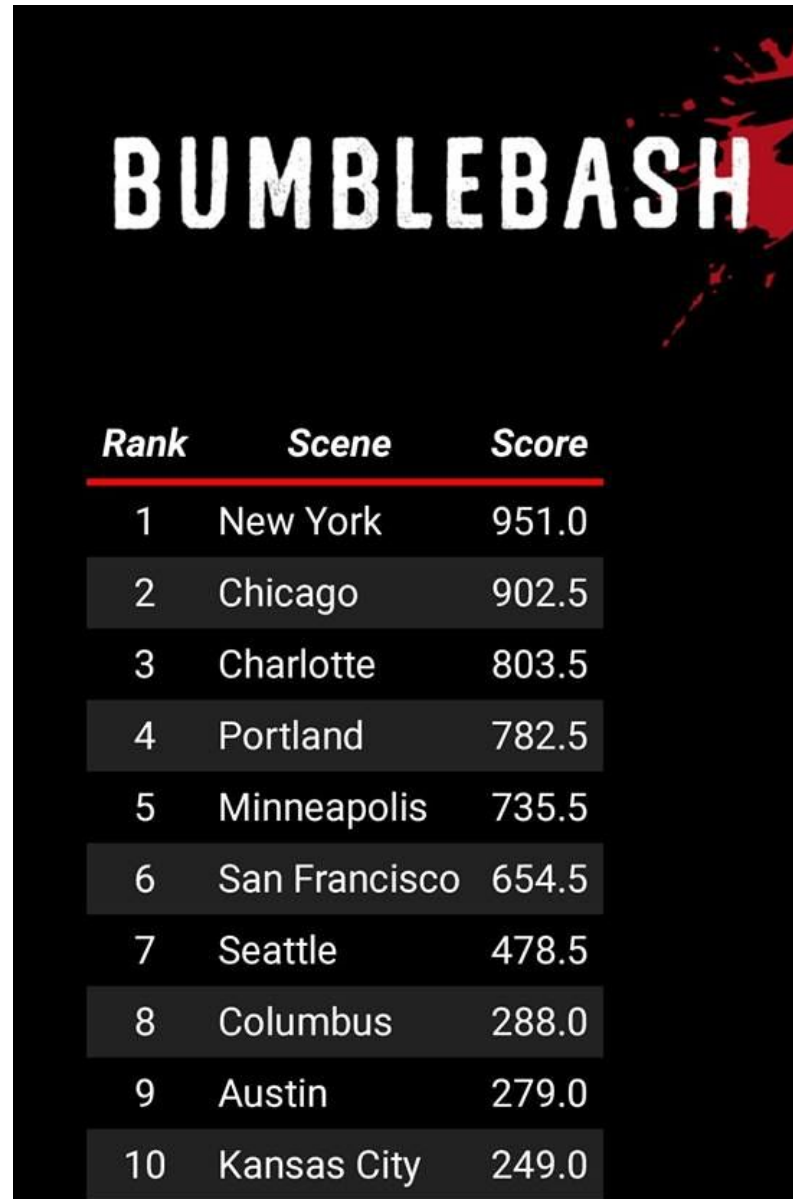
 Like  Comment  Share

Events Help Build Communities

- Events build community.
- It doesn't have to be a competitive event.
- Events don't have to be perfect.
- Can't do it in person? Do it online.
- Be consistent.



Events Help Build Communities

A poster for the Bumblebash event. It has a black background with the word "BUMBLEBASH" in large, white, distressed capital letters at the top. Below the title is a table with three columns: Rank, Scene, and Score. The table lists 10 cities and their corresponding scores. The background of the poster also features some red splatter graphics.

<i>Rank</i>	<i>Scene</i>	<i>Score</i>
1	New York	951.0
2	Chicago	902.5
3	Charlotte	803.5
4	Portland	782.5
5	Minneapolis	735.5
6	San Francisco	654.5
7	Seattle	478.5
8	Columbus	288.0
9	Austin	279.0
10	Kansas City	249.0

Engaging With the Community Builds Communities



Really Engage With the Community



Engage With the Community

- Meet your players, talk to your players, play with your players
- Your community can also be your beta testers
- If you can't do it in real life, do it online
- Stream and share it!

Engage the Community



PRELIMINARY DRAFT

KQL BYLAWS

Purpose

Killer Queen League is the official governing body of the competitive sport of Killer Queen. Its goal is to promote healthy competition, good sportsmanship, and a welcoming community. It will do this by maintaining official tournament rules, community guidelines, and record-keeping. It will provide a venue for guidance and official communication between local communities. It also helps local venues and teams find sponsorship and fundraising for events and travel.

This initial draft of bylaws is intended as preliminary guidelines to bootstrap KQL, but is expected to change to best suit the needs of the community.

Commissioner

BumbleBear Games will appoint a non-voting Commissioner to organize and facilitate KQL, act

Enrage the Community



Merch and Fanart Build Communities

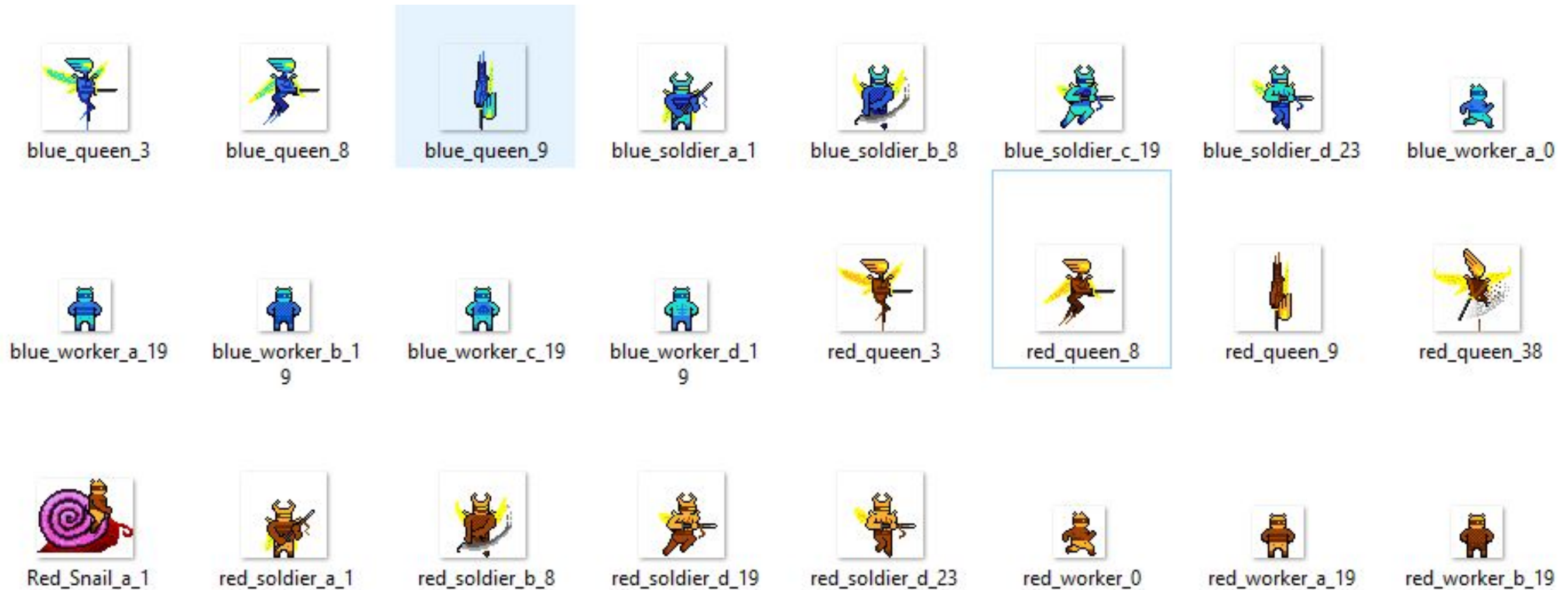
- <http://shop.bumblebeargames.com>
- Other options include Fan Gamer and Sanshee



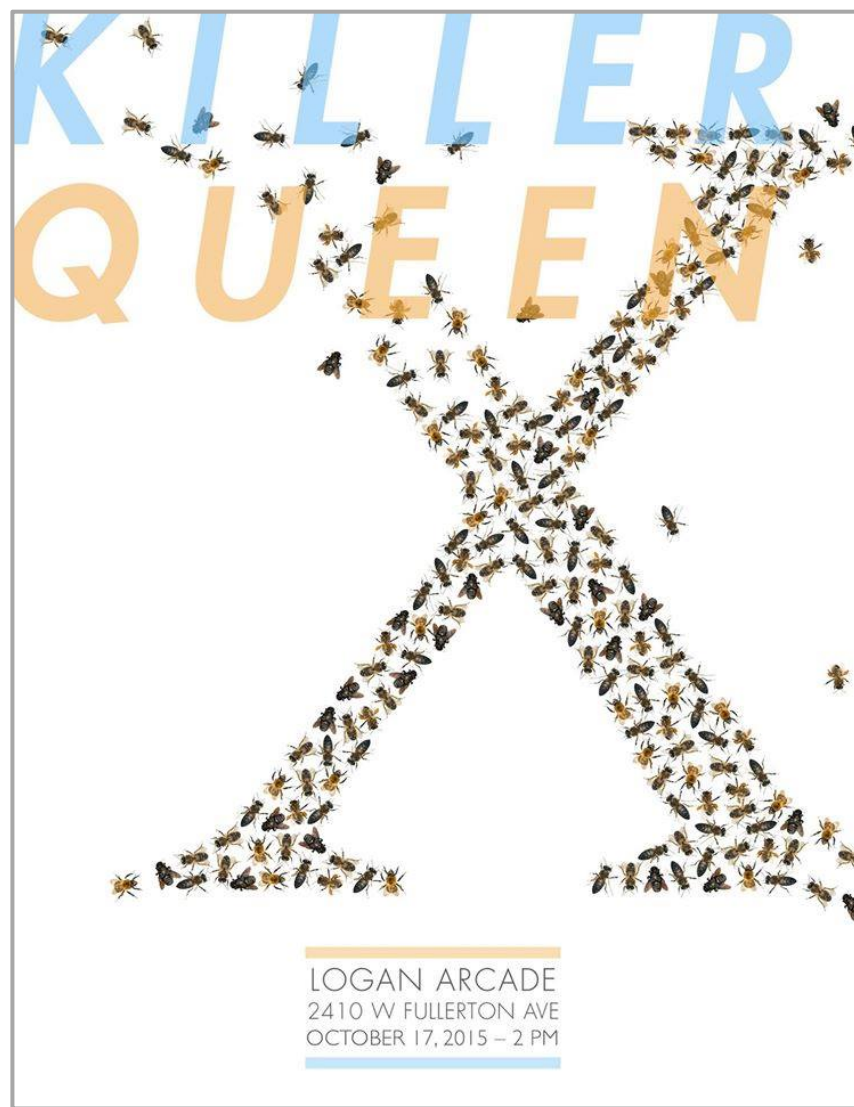
Merch and Fanart Build Communities



Merch and Fanart Build Communities

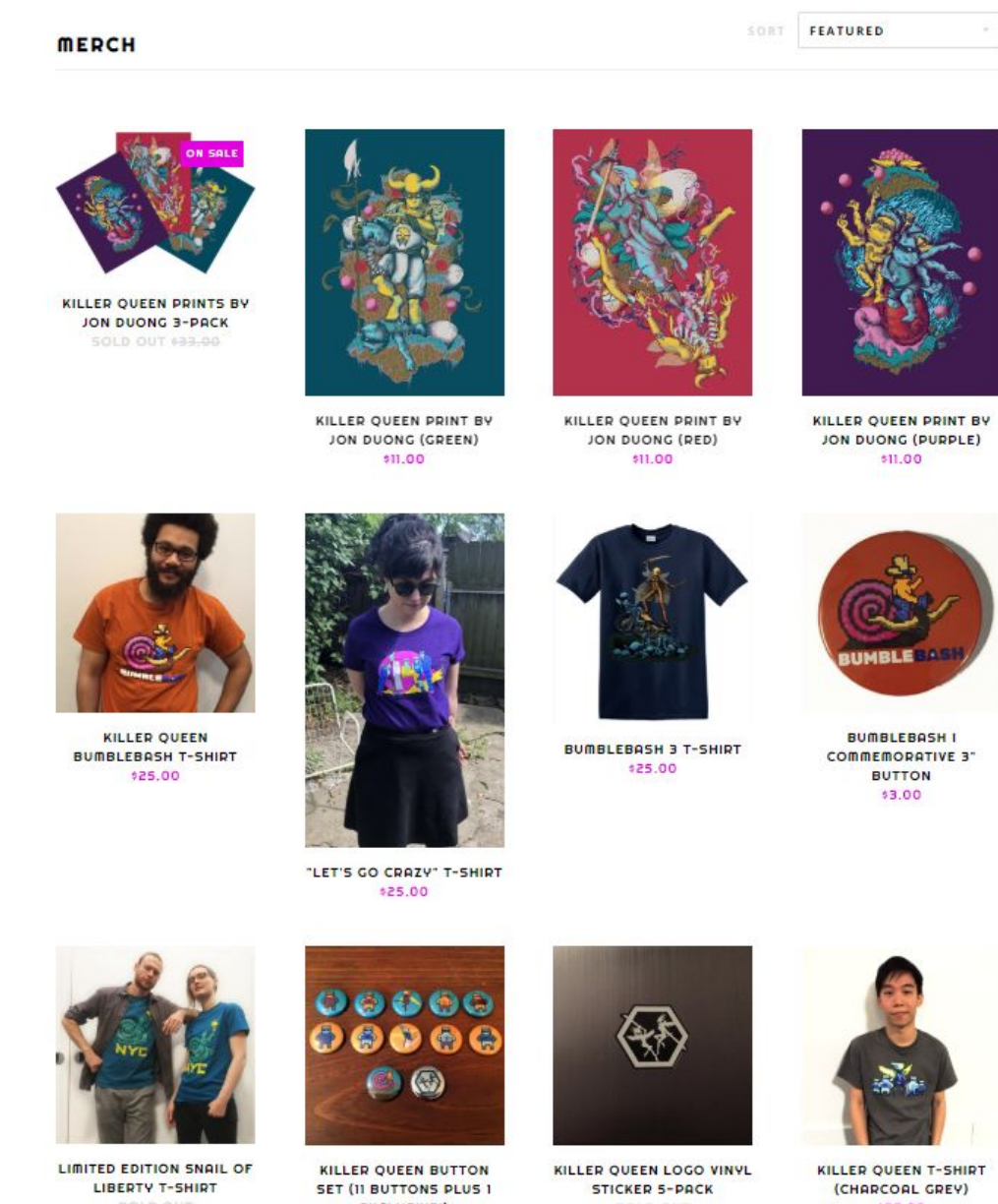


Merch and Fanart Build Communities



Merch Builds Communities

- Profit share with fans for fanart and merchandise!



Merch Builds Communities



KILLER QUEEN PRINTS BY JON DUONG 3-PACK

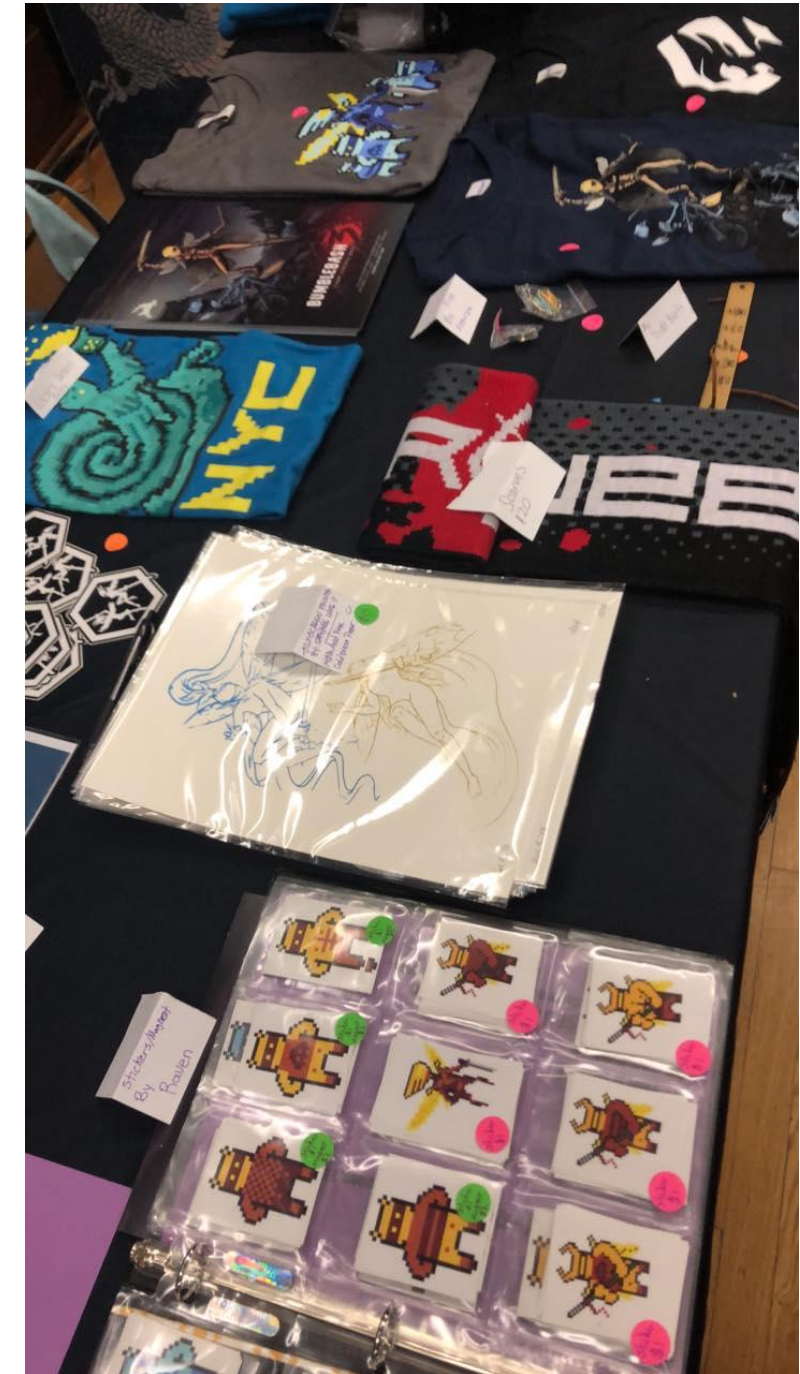
\$25.00 ~~\$33.00~~

SOLD OUT

Designed by Chicago Killer Queen community member Jon Duong (<http://youngjon.com/>), these intricate, beautiful pieces of art were first available at BumbleBash I in Austin, TX but are now available in our store for you to take home. We have a limited run, and once they are gone, they are gone!

Dimensions: 7.5x10 inches

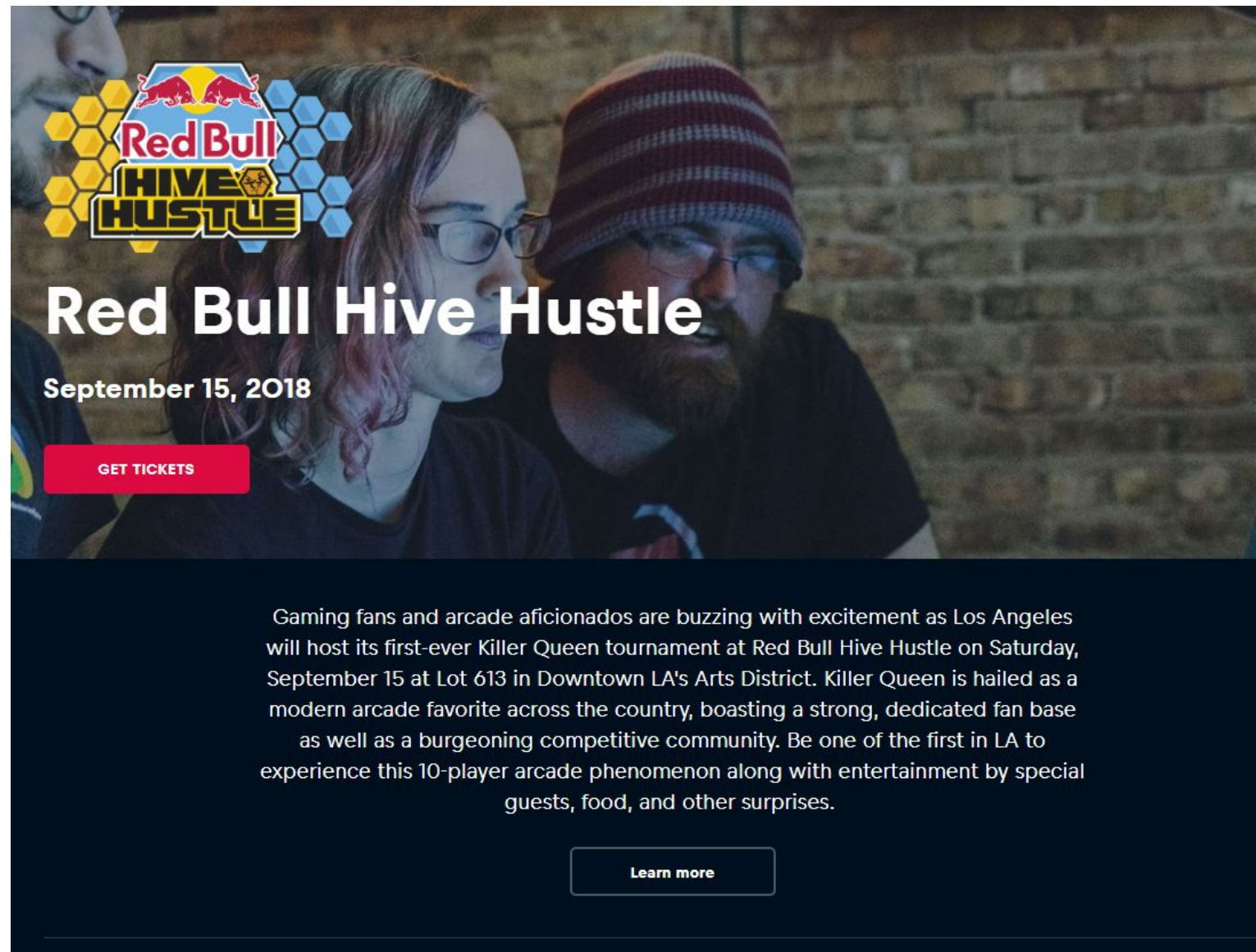
Share:     



Merch and Fanart Builds Communities

- Create your own merch
- Encourage fan art!
- Encourage others to create merch for your game (and help them sell it!)

Sponsors (can) Help Build Communities

A promotional poster for the Red Bull Hive Hustle event. The top half features a photograph of two people, a woman with glasses and a man with a beard and a beanie, looking at something off-camera. Overlaid on the top left is the Red Bull Hive Hustle logo, which includes the Red Bull logo and the words "HIVE HUSTLE" in a stylized font. Below the photo, the text "Red Bull Hive Hustle" is written in a large, white, sans-serif font, followed by "September 15, 2018" in a smaller font. A red button with the text "GET TICKETS" is positioned below the date. The bottom half of the poster has a dark blue background with white text describing the event: "Gaming fans and arcade aficionados are buzzing with excitement as Los Angeles will host its first-ever Killer Queen tournament at Red Bull Hive Hustle on Saturday, September 15 at Lot 613 in Downtown LA's Arts District. Killer Queen is hailed as a modern arcade favorite across the country, boasting a strong, dedicated fan base as well as a burgeoning competitive community. Be one of the first in LA to experience this 10-player arcade phenomenon along with entertainment by special guests, food, and other surprises." A white button with the text "Learn more" is located at the bottom center.

Red Bull Hive Hustle
September 15, 2018

[GET TICKETS](#)

Gaming fans and arcade aficionados are buzzing with excitement as Los Angeles will host its first-ever Killer Queen tournament at Red Bull Hive Hustle on Saturday, September 15 at Lot 613 in Downtown LA's Arts District. Killer Queen is hailed as a modern arcade favorite across the country, boasting a strong, dedicated fan base as well as a burgeoning competitive community. Be one of the first in LA to experience this 10-player arcade phenomenon along with entertainment by special guests, food, and other surprises.

[Learn more](#)

Sponsors (can) Help Build Communities



Sponsors (can) Help Build Communities

- How much control do you want in the games image?
- Do you care what your community thinks?
- Is there exclusivity? Is there official licensing for tournaments?
- What does an agreement look like between you and a sponsor?



Sponsors (can) Help Build Communities

- Sponsor Sources

- Food and Beverage (alcohol distributors, local restaurants)
- Venues (Bars, restaurants, concert venues)
- "People Companies" (Hiring websites, marketing companies, IT companies)
- Electronic Companies (Controller, hardware, peripheral makers)
- Lifestyle Brands and Apparel

Sponsors (can) Help Build Communities

- Sponsor Opportunities

- Money
- Gifts/Swag
- Signage/Badges/Printed Materials
- Title/Headline Sponsorship
- Food and Drink
- Venue space
- Equipment
- Prizes!
- Special Events!

Sponsors (can) Help Build Communities

- Pitching your opportunity
 - Audience/Attendee demographic and size
 - Where will it be broadcasted streamed and what is the size/demo of that?
 - What else will people do while they are at the event?
 - What's your social media reach?
 - How will you be promoting your sponsors at the event?
 - Any solid data you may have (previous events, similar events, surveys)
 - What do they get out of sponsoring your event?

Sponsors (can) Help Build Communities



Social Media Builds Communities



Killer Queen Cincinnati

301 members

Killer Queen now at Arcade Legacy: Bar



Killer Queen Denver/Boulder

Member since August 2017

Denver, Colorado



Killer Queen SLC

80 members

Downtown Salt Lake City · Discuss Kille
players, and plan meetups.



Killer Queen Milwaukee

213 members · 4 posts a day

Milwaukee, Wisconsin · What is Killer Q



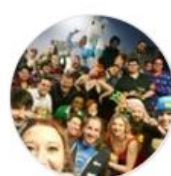
Killer Queen Chattanooga

334 members

Chattanooga, Tennessee · Located at o
[https://www.facebook.com/coinopcha/...](https://www.facebook.com/coinopcha/)



Killer Queen DC



Killer Queen Austin - KQATX

Member since August 2016

Austin, Texas · A place for the Killer Queen community of A
chat, and organize. Click on the Announcements for training



Killer Queen South Florida

9 unread posts · Member since June 2018

Fort Lauderdale, Florida · The South Florida Community pa
Queen Arcade. The highly addictive Killer Queen Arcade ga



Killer Queen Dallas - KQDFW

1 unread post · Member since June 2017

Dallas, Texas · Killer Queen Arcade is a 10-player team-bas
strategy platformer inspired by classic arcade games like Jc



Killer Queen MPLS

Member since October 2016

Minneapolis, Minnesota · This group is the central hub for M
Killer Queen players to connect, share content, promote ev



Killer Queen Mercury Squad Portland

Member since May 2015

Portland, Oregon · News of tournaments and community ev
posted here. "RED BULL HAPPY HOUR" - Every Monday!



Killer Queen Los Angeles

3 unread posts · Member since July 2018

Los Angeles, California · Killer Queen has arrived



KC Killer Queen

2 unread posts · Member since October 2016

Kansas City, Missouri · This group will be a place v
players in the Kansas City area can discuss the ga



Killer Queen Jacksonville

359 members · 8 posts a day

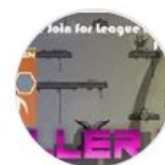
Jacksonville, Florida · Killer Queen group for all m
Jacksonville North Florida Area. Keg and Coin 126



Killer Queen City (Charlotte)

2 unread posts · Member since August 2016

Charlotte, North Carolina · Charlotte's home of cle
purple fills. KQC Code of conduct: <https://goo.gl/kf>



Killer Queen STL

3 unread posts · Member since October 2016

St. Louis · The Facebook Group of all things Killer
area. Est. Sept 23rd, 2016 Twitch - www.twitch.tv/



Killer Queen Mercury Squad Chicago

1 unread post · Member since May 2015

Logan Square, Chicago · -Add Maintenance Issu



Killer Queen Columbus

2 unread posts · Member since October 2016

Columbus, Ohio · Community page for all things
Killer Queen is a new, 10 player arcade game th



Killer Queen NYC

5 unread posts · Member since April 2015

New York, New York · A place for the Killer Quee
meet, chat, and organize. Cabinet Locations: NY
3 members said they work at BumbleBear G:



Killer Queen Seattle

3 unread posts · Member since January 2017

Belltown, Seattle · Fremont, Seattle · Greenwood
a local multiplayer 5v5 arcade game featuring m



KILLER QUEEN SF Bay Area

7 unread posts · Member since August 2016

San Francisco, California · We're an open comm
making SF a great place for both social and com
3 members said they work at BumbleBear G:

Social Media Builds Communities

- Setup a Discord, Slack, create or follow community Facebook pages.

Game Communities - How to Use Discord to Connect with Players (Presented by Discord)

Rami Ismail (Founder, Vlambeer)

Mike Rose (Founder, No More Robots)

Jónas Antonsson (CEO, Raw Fury)

Andy Nguyen (Project Manager, Brace Yourself Games)


Eros Resmini (CMO, Discord)

Location: Room 2000, West Hall

Date: Monday, March 18

Time: 11:20am - 12:20pm

Pass Type: All Access, GDC Conference + Summits, GDC Conference, GDC Summits, Expo Plus, Audio Conference + Tutorial, Indie Games Summit - **Get your pass now!**

Topic:  Independent Games Summit

Format: Sponsored Session

Vault Recording: TBD

Audience Level: All

 Tweet  Like  Share

ADD

Discord, a free communication program for gamers, has become one of the most important places for developers to connect with their superfans. Recently, Discord has evolved to include game commerce, alpha/beta testing, and promotional tools. Join developers Mike Rose (No More Robots), Rami Ismail (Vlambeer), Jónas Antonsson (Raw Fury), and Andrew Nguyen (Brace Yourself Games) along with Discord CMO Eros Remini and learn how they've used Discord's tools at every stage of development to harness the power of community and improve their games, sell more units, and extend their long tail.

Champions Help Build Communities

- Find your champions in scenes
 - And enable them!
- Engage with them
- Build a player committee
- Partner up with streamers/youtubers

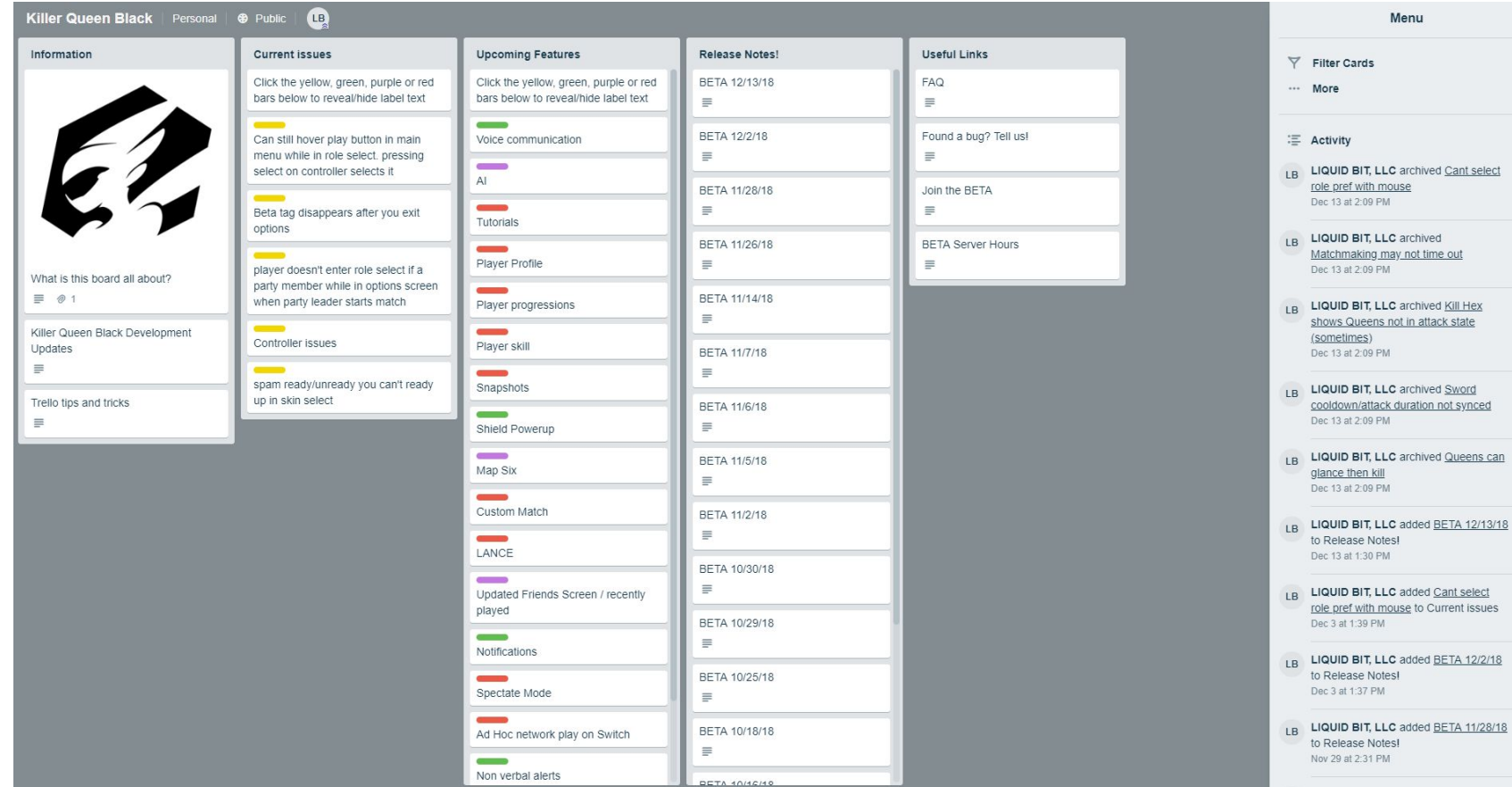


Other Communities Help Build Your Community

- KQ Players include people from the fighting game community, speedrunners, esports, even rec league players all coming together to play
- As Bumblebear will collaborate and show off other fellow indie arcade games at their events




Formalized Communication Builds Communities



Fortnite | Community Issues
Public
EPIC JS EB ST AT 21
Show Menu

Information



What can you expect from this board?

Tips for using Trello

Battle Royale Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Can be eliminated when exiting The Baller while moving downhill
- Issues with increased ping
- Degraded console performance
- Auto shooting when using a gamepad
- Some PC clients are freezing at loading screens
- Can't Hear Squad Members in Voicechat
- Trash / garbage on the ground can prevent trap placement.

Creative Mode Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Change in jump momentum causing issues with some player islands
- Traps not resetting to Team 1
- Xbox Performance
- Players unable to switch teams
- Secondary clients do not get kicked to Creative Hub when the host leaves game.
- Traps can sometime disappear
- Players can eliminate each other in the Creative Hub

Save The World Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Degraded console performance
- Slider bar for depositing multiple items scales very slow.
- Players spawn underground and Knocked Down
- Impossibility Matrix Not functioning properly
- Players may zone in with a level 1 pickaxe.
- Load into match with Incorrect Hero Abilities - Phase Shift
- Players appear as Power Level 1 in the Lobby.

Mobile Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Edit button not targeting correct structure
- Crashes on v8.10
- HONOR Guard Promotion
- Warning to use Cellular Data to download 3.3GB pop up
- Controller L3 and R3 functionality
- Mayhem Hair on Mobile
- Letterboxing occurs on iPad
- Marshmello outfit not reactive

Switch Top Issues

Click the orange, yellow, green or red bars below to reveal/hide label text

- Voice chat
- Players load in lobby as the same cosmetic
- Headset microphone is not always recognized on Switch

Patch Notes!

- v8.10 update - released 03/12/2019
- V.8.01 Update - released 03/06/2019
- v8.00 Update - released 02/28/2019
- v7.40 Content Update - released 02/19/2019
- v7.40 update - released 02/14/2019
- v7.30 Content Update - released 02/05/2019

Final Thoughts

Hey [REDACTED],

Just a heads up. The Killer Queen trial is not panning out. The game just doesn't make enough money (ROI) to justify the price tag (\$1[REDACTED]!). We're probably going to be sending it back to [REDACTED] as they have a buyer on the west coast. I think it's a cool game and all, but it just doesn't get enough casual play from our guests, other than a few devoted groups of fans.

Just wanted to give you the heads-up. Play it soon and often as one day it will not be here.

BR,

[REDACTED]

Final Thoughts

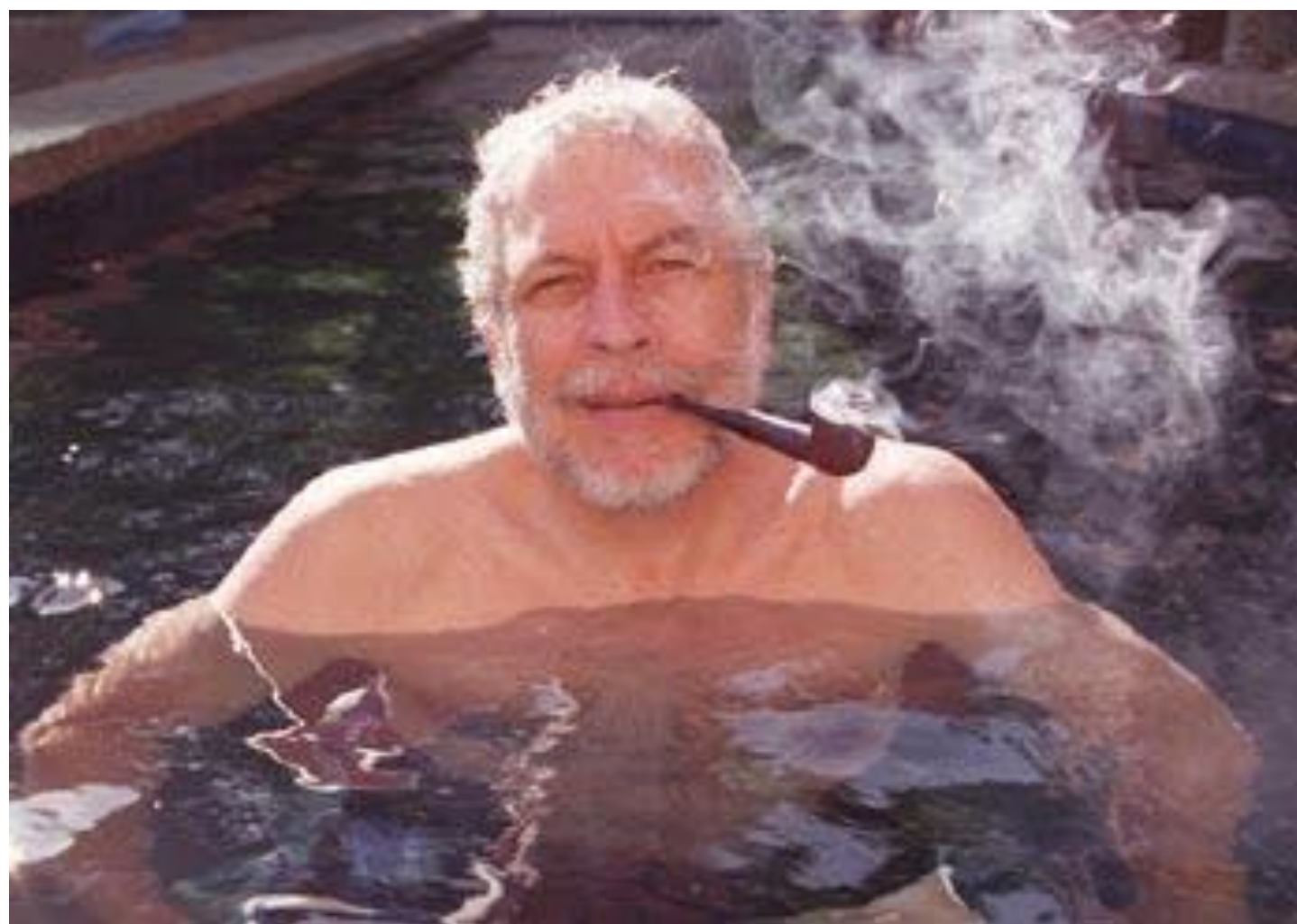


More Information

- Killer Queen:
 - Twitter: <https://twitter.com/KillerQueenGame>
 - Facebook: <https://www.facebook.com/KillerQueenGame/>
 - Website: <http://killerqueenarcade.com/>
- Personal Twitter: <https://twitter.com/alanwdang>



Questions?



Thank you!

