



Pitching to Publishers: How to impress and what to avoid March 2012

Pete Smith
Executive Producer
Xdev Studios - Worldwide Studios|Europe



Twitter: @pete0151



XDEV

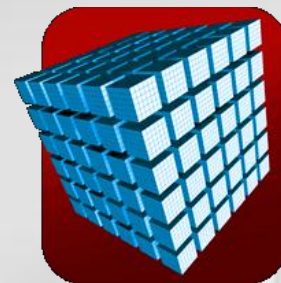
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lucid



Honeyslug



Mim



exient

quanticdream



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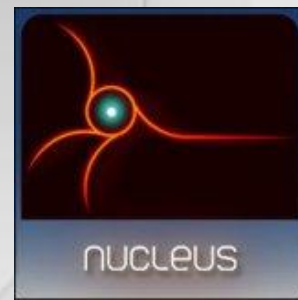
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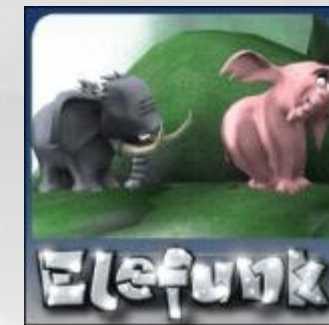
CLIMAX



inviZimals



smart
as...



PURSUIT
FORCE

EAT
THEM!

GO!
PUZZLE

GRAVITY
CRASH

HUSTLE
KINGS

BUZZ!
JUNGLE
PARTY

KILLZONE²

RAGDOLL KONG FU
FISTS OF PLASTIC

THE
FIGHT
LIGHTS OUT



SUPER
RUB DUB

WRC
FIA WORLD RALLY
CHAMPIONSHIP

CRASH
COMMANDO

start
the Party

GO!
SUDOKU

REALITY
FIGHTERS

Lemmings

SUPER
STARDUST
HD



MOVE
FITNESS



LittleBIG
Planet

MOTORSTORM

BUZZ!

THE
SHOOT

F1
GRAND
PRIX

DEAD
NATION

tumble

HEAVY RAIN



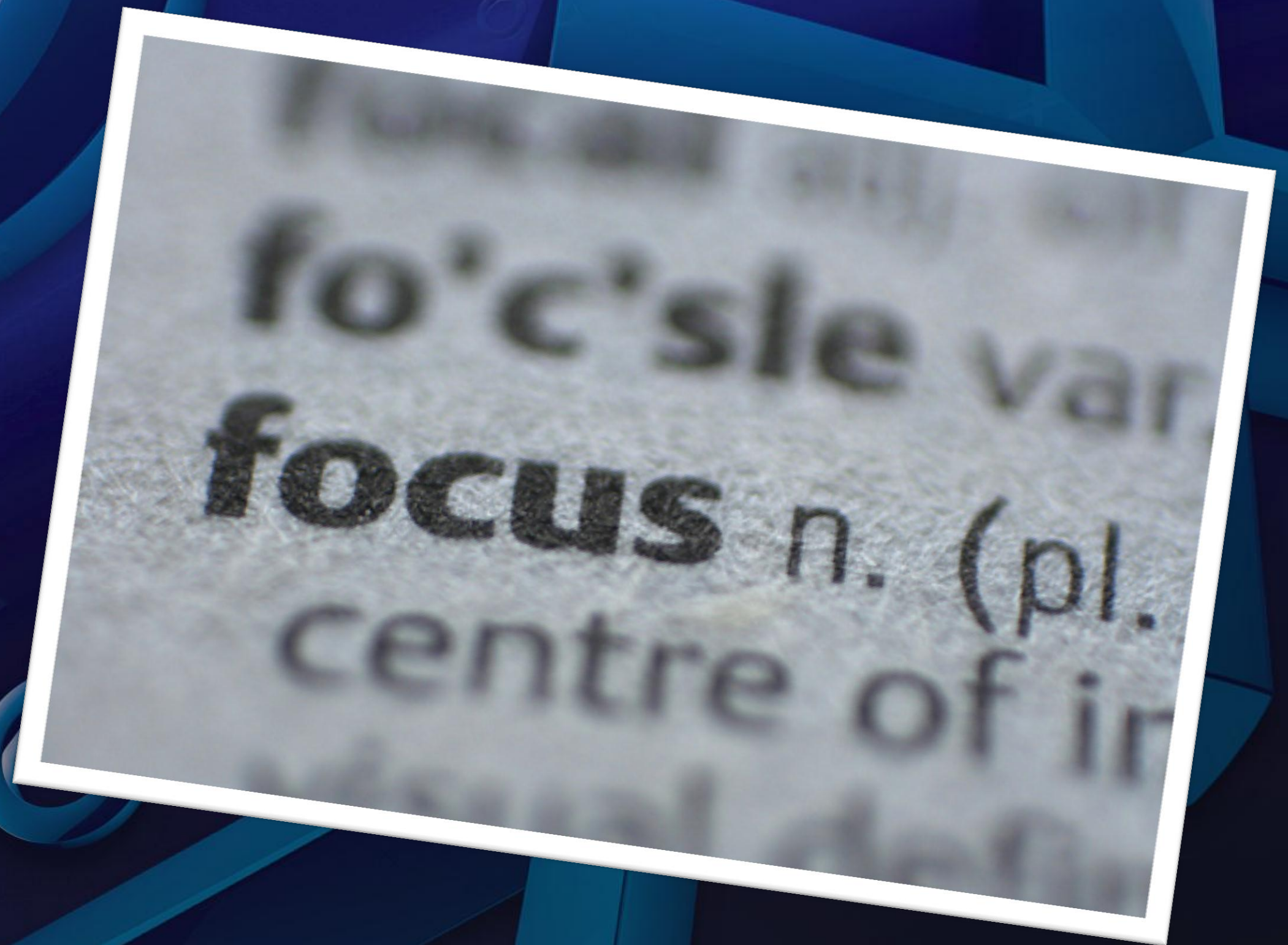
PITCHING TO PUBLISHERS: HOW TO IMPRESS AND WHAT TO AVOID





THE BIG IDEA

WHAT IS THE GAME?





THE BIG IDEA



PRODUCTION ANCHOR



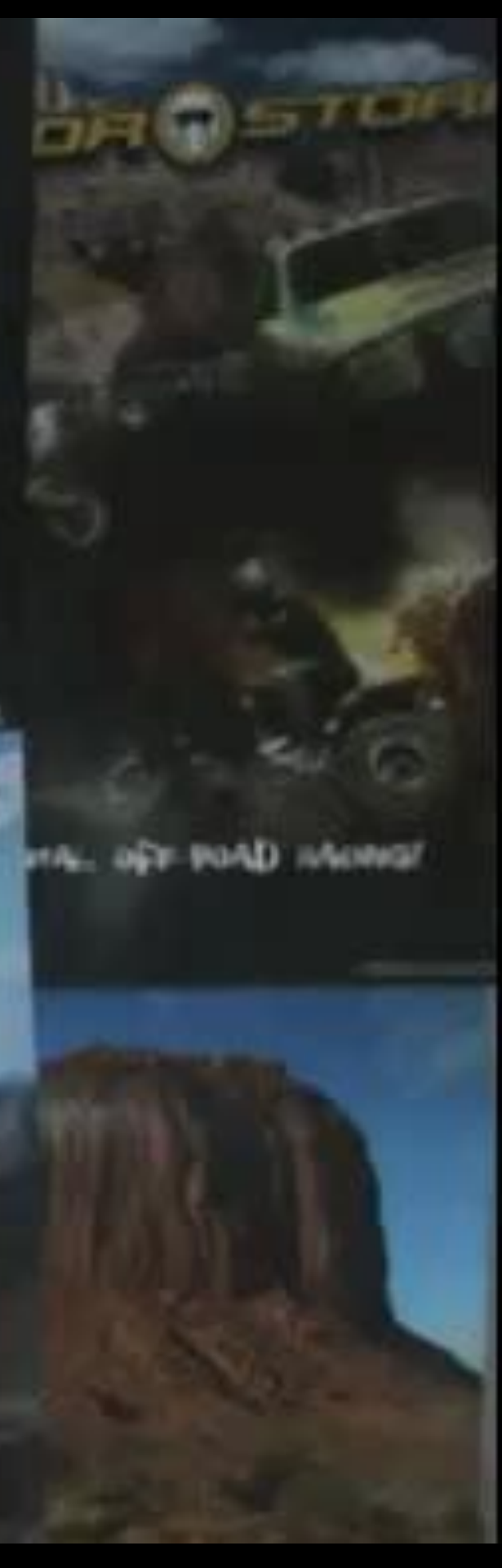


MotorStorm vs. EyeToy Lemmings

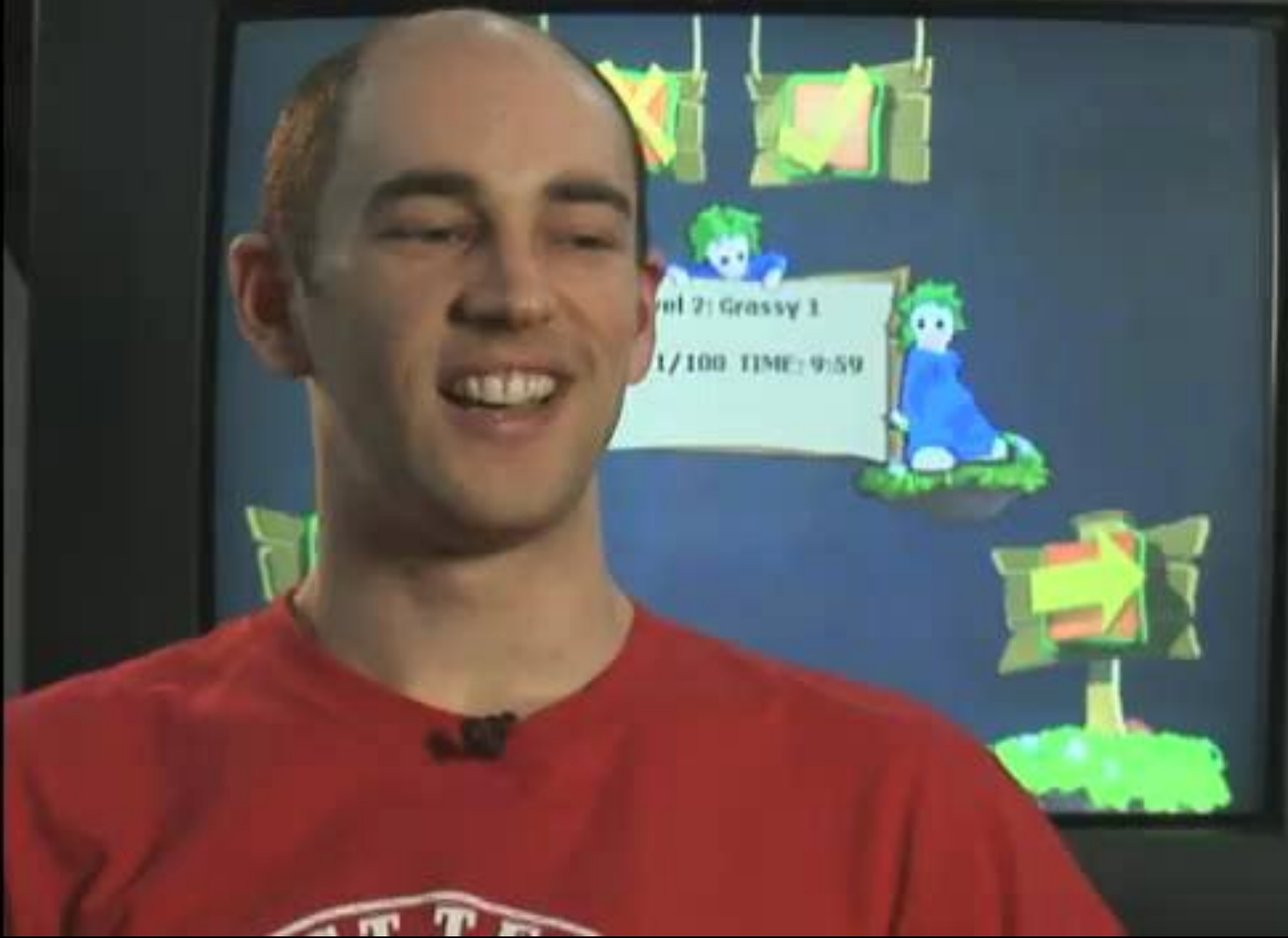




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IS MY IDEA ANY GOOD?



RELEVANT





DISTINCTIVE

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INNOVATIVE



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WHAT GAME IDEAS SHOULD I PITCH?



WHAT DO YOU WANT?

AAAAAAH!



THINK ABOUT THE OPPORTUNITIES





WHAT ASSETS DO I NEED?



KEEP IT VISUAL



PROVE IT!



WORST



BEST

Text Presentation

\$

Artwork

\$\$

Rip-o-matic

\$\$\$

Scenarios

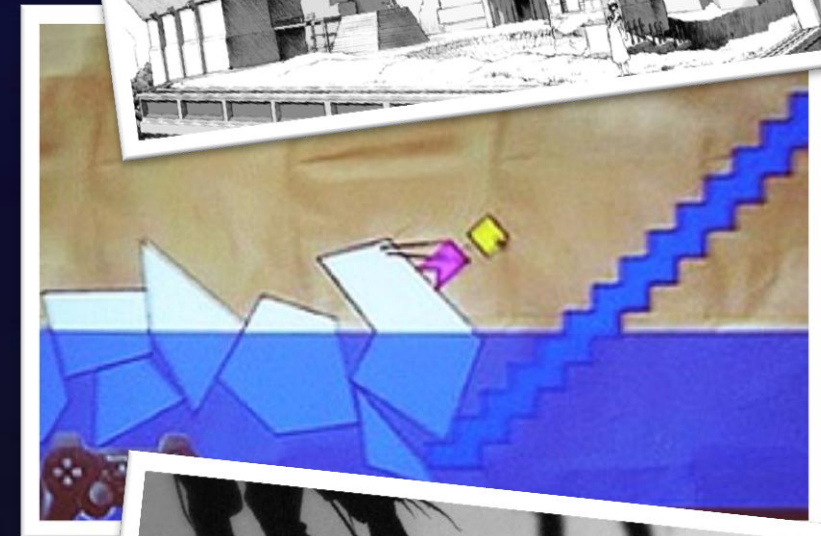
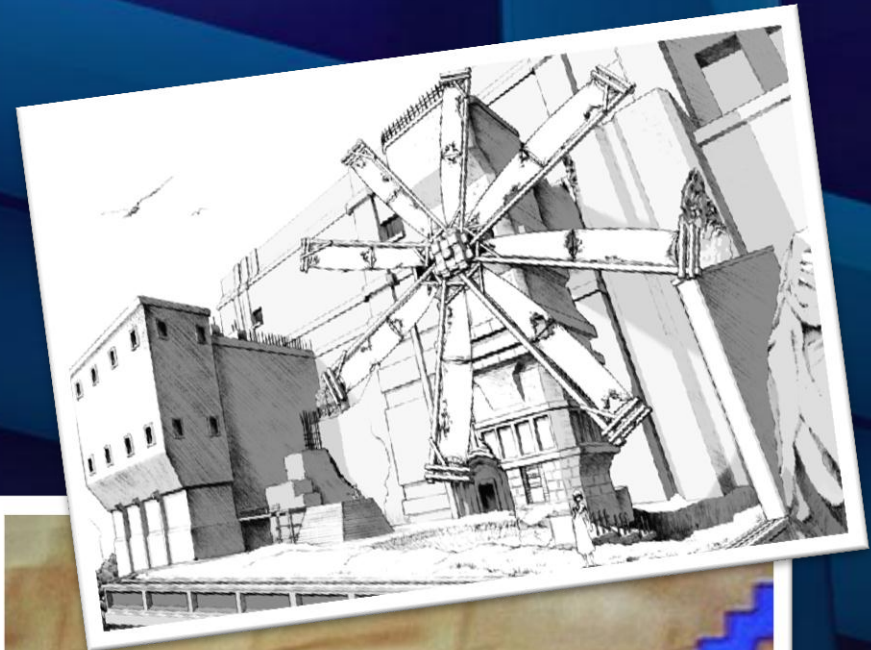
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Pre-vis movie

\$\$\$\$\$

Prototype

?





RIP-O-MATICS

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Why are kids so appealing?



RIP-O-MATICS

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RENDERS / PRE-VIZ



PROTOTYPES

MAKE THE PUBLISHERS LIFE EASY





HOW DO YOU COMMUNICATE IT?



LESS OF THIS





MORE OF THIS



DO THIS!



DO YOUR RESEARCH

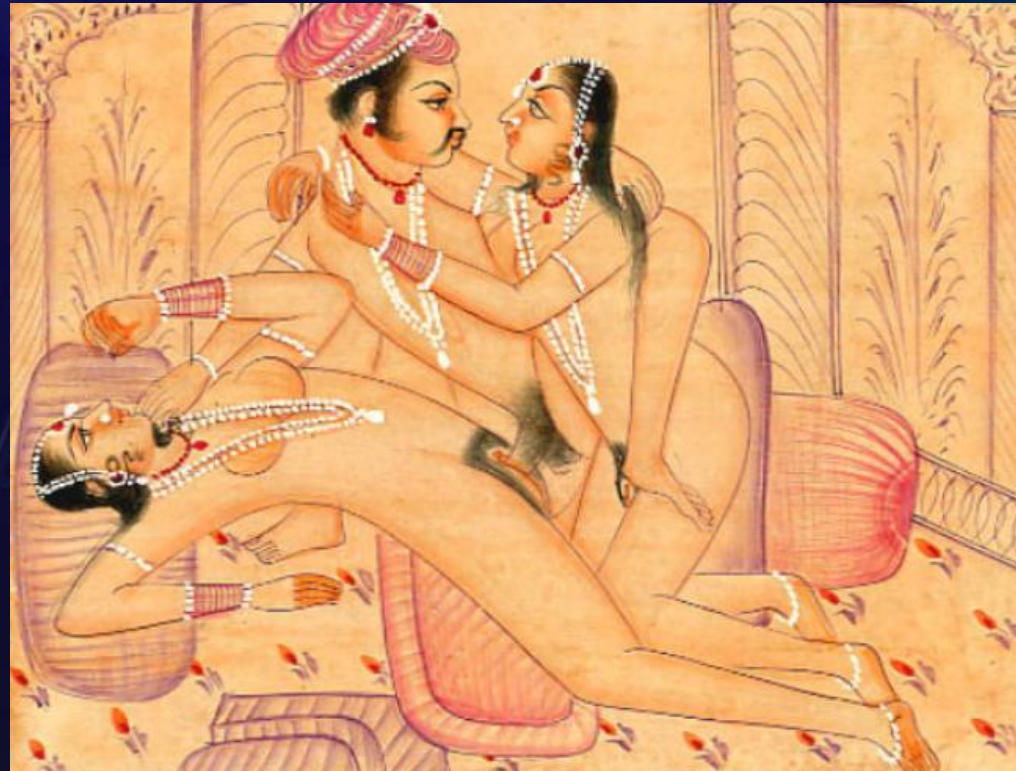




THINK ABOUT WHAT THEY WANT



+



= NO!



MANAGE YOUR EXPECTATIONS

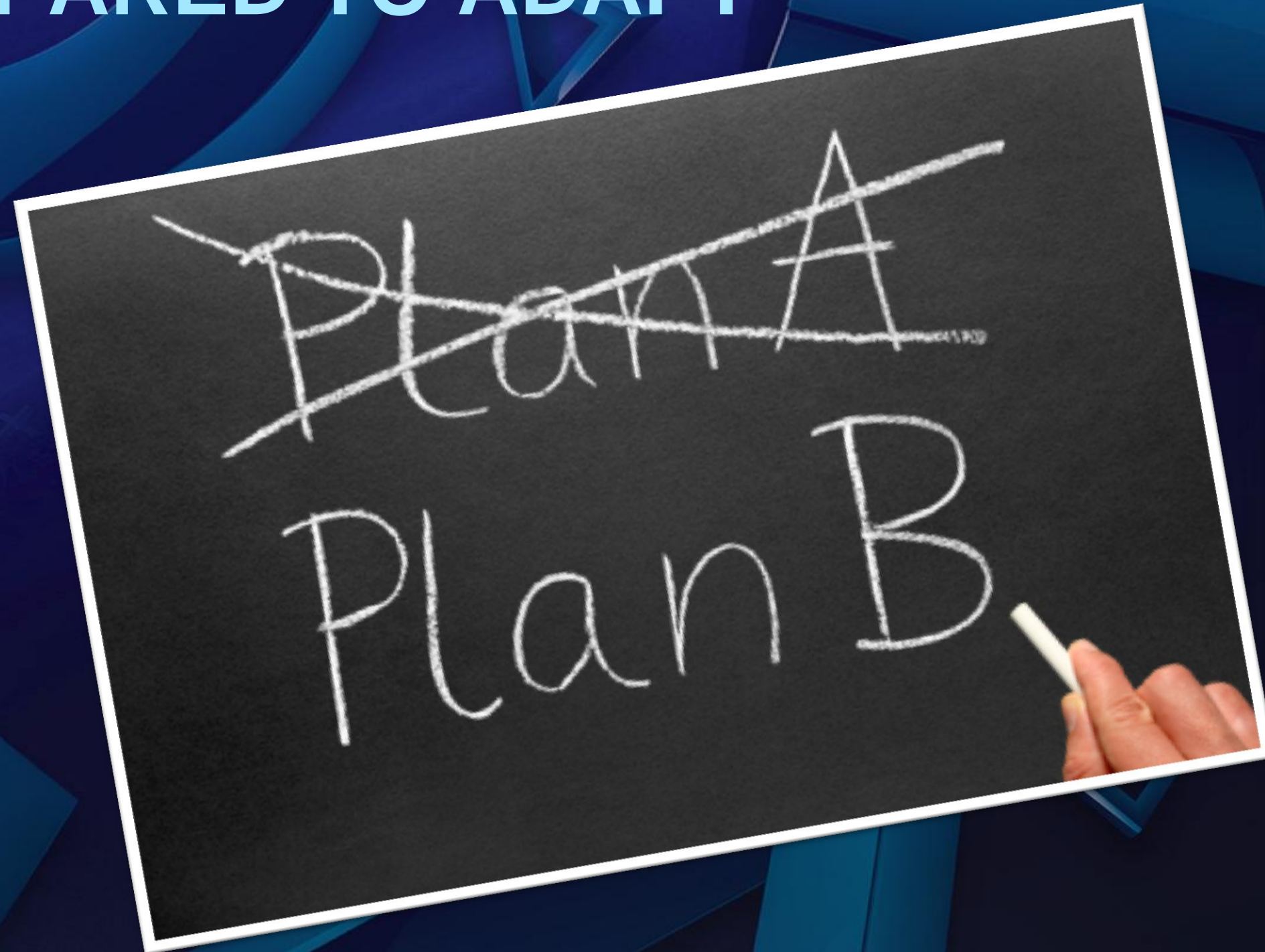
**i WANT EVERYTHING!
INSTANTLY!
AND DELIVERED BY
SEXY NAKED WOMEN
!!!!**

IP





BE PREPARED TO ADAPT





TAILOR YOUR PRESENTATION

FFS It takes minutes!!!

Key Info:

Alpha:

Beta:

Submission to Microsoft:

Budget

Price on XLBA

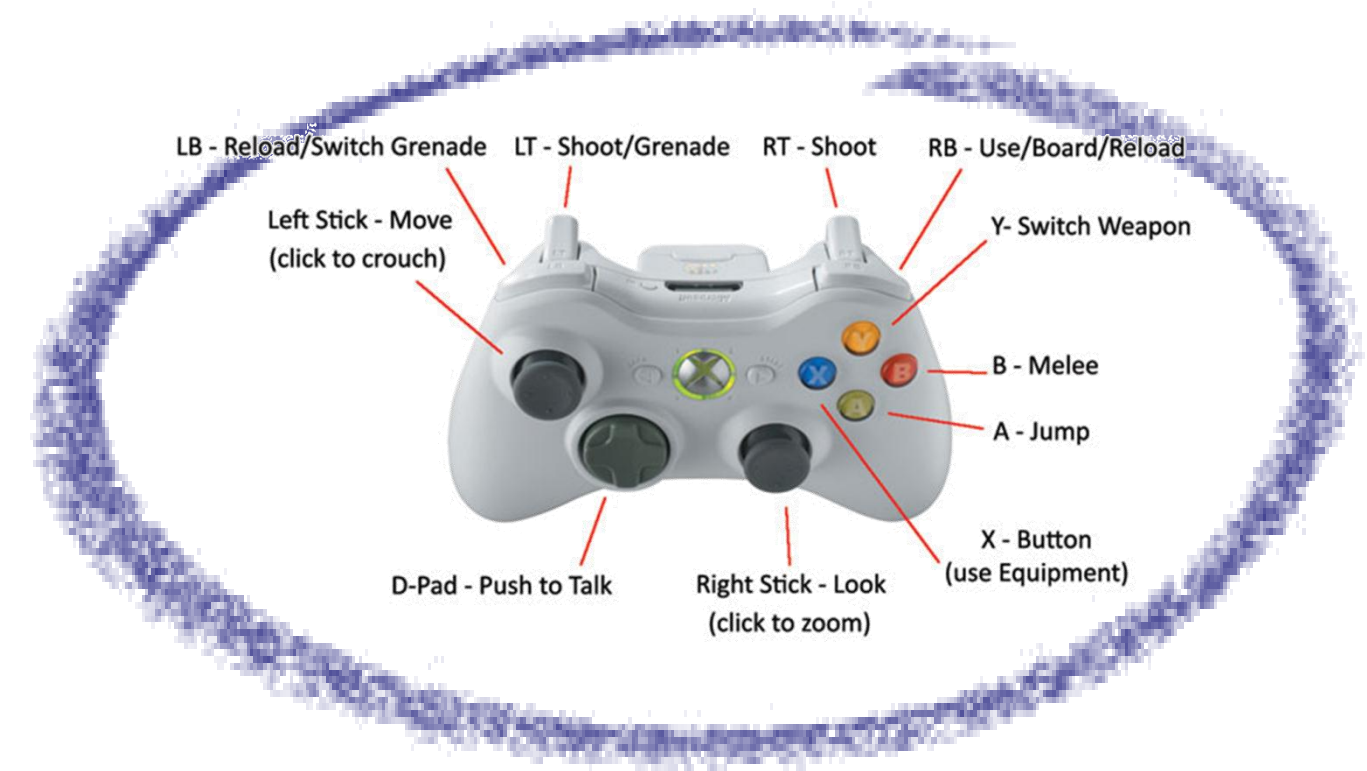
March 2012

May 2012

June 2012

\$1,000,000

1200 points





SELL YOURSELF





PRACTICE, PRACTICE, PRACTICE



DON'T DO THIS!

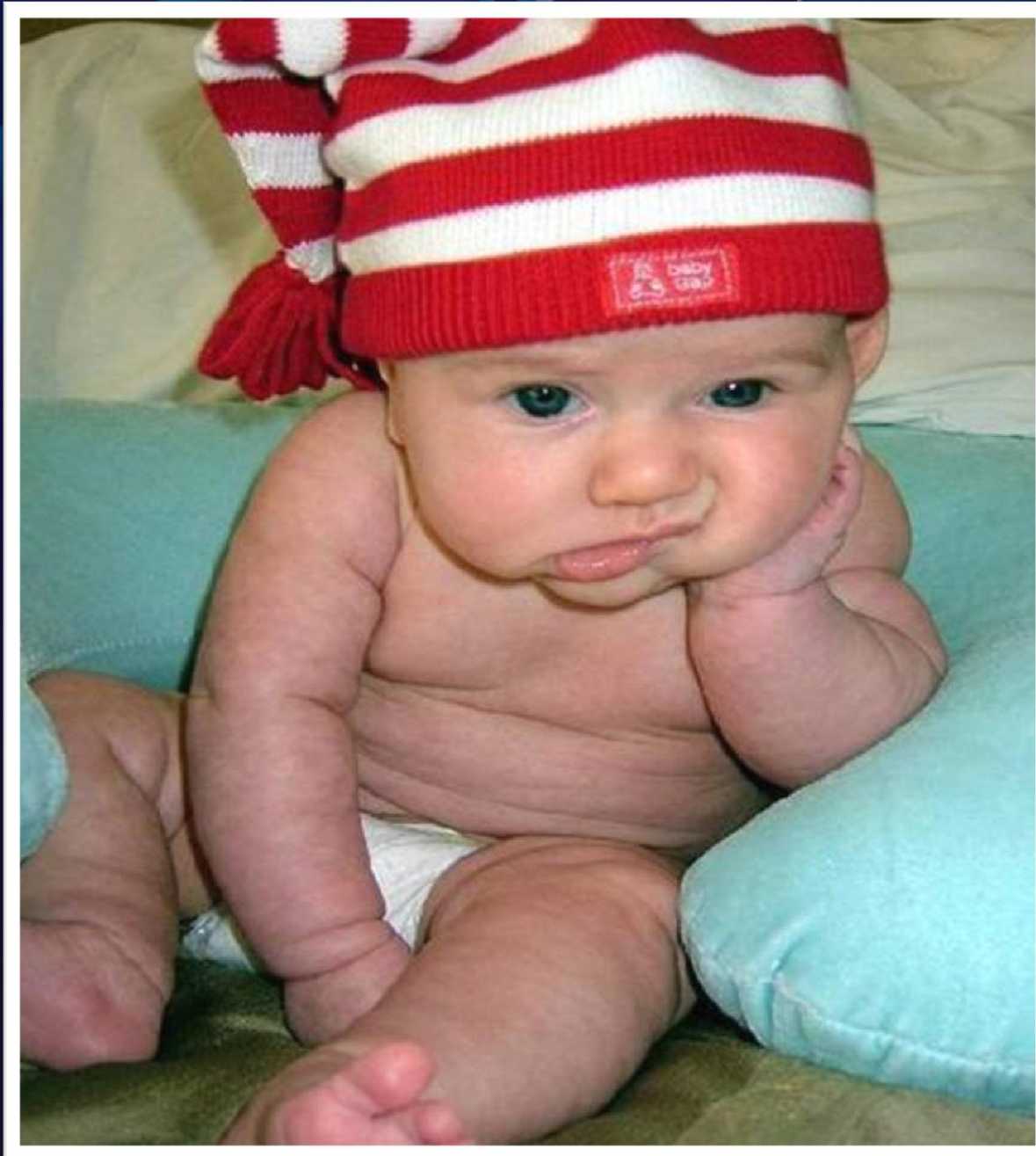
DON'T DO IT.



STAY AWAY.



DON'T BE BORING



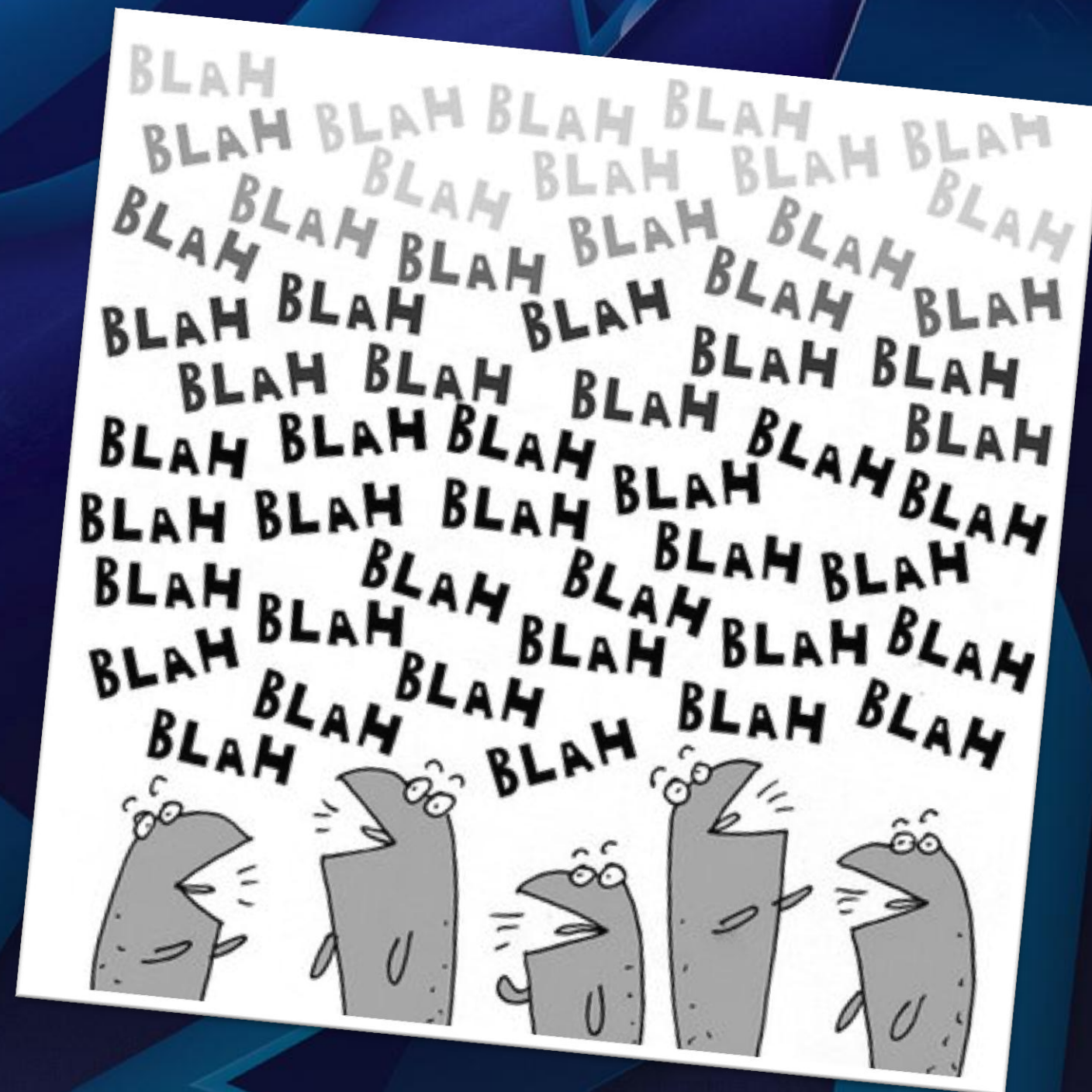


DON'T BITCH AND WHINGE





DON'T SPEND THE WHOLE TIME ON THE PITCH



DON'T BULLSHIT



DON'T TEACH THE PUBLISHER HOW TO SUCK EGGS





DON'T TURN UP LATE

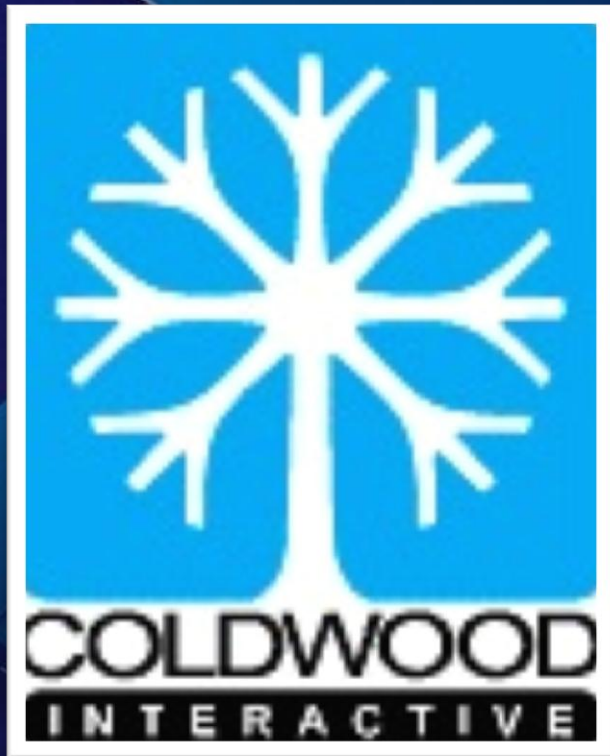


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DON'T TURN UP HUNGOVER







DELIVERING YOUR PITCH



“A good idea told badly sounds like a bad idea”

– Steven J Cannel, US TV Producer



GET STRAIGHT TO THE POINT





ORDER OF PRESENTATION

1. **WHY IS THE GAME GREAT**

2. Costs/Dates/Schedule/Current status

3. Who are you? Why do you rock?

4. Remind them **WHY THE GAME IS GREAT**

WHO PITCHES?



BUSINESS CASE





YOUR SUMMARY

- Remind them what a great idea this is!
- A short re-cap...
 - High Concept
 - Key Features
- WHAT ARE THEY GOING TO REMEMBER?

TAKE AWAYS

- 1 pager
- All assets USB stick
- Branded goodies
- Bribes





But don't forget one vital
ingredient....



Passion





IN SHORT

- Pitching is incredibly important
- Look at the opportunities
- It's all about the game
- Have fun!



THANK YOU

XDEV
External Development
Studio Europe

E-mail: pete_smith@scee.net

Twitter: [@pete0151](https://twitter.com/pete0151)



QUESTIONS?



XDEV
External Development
Studio Europe

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Twitter: [@pete0151](https://twitter.com/pete0151)



Random images

