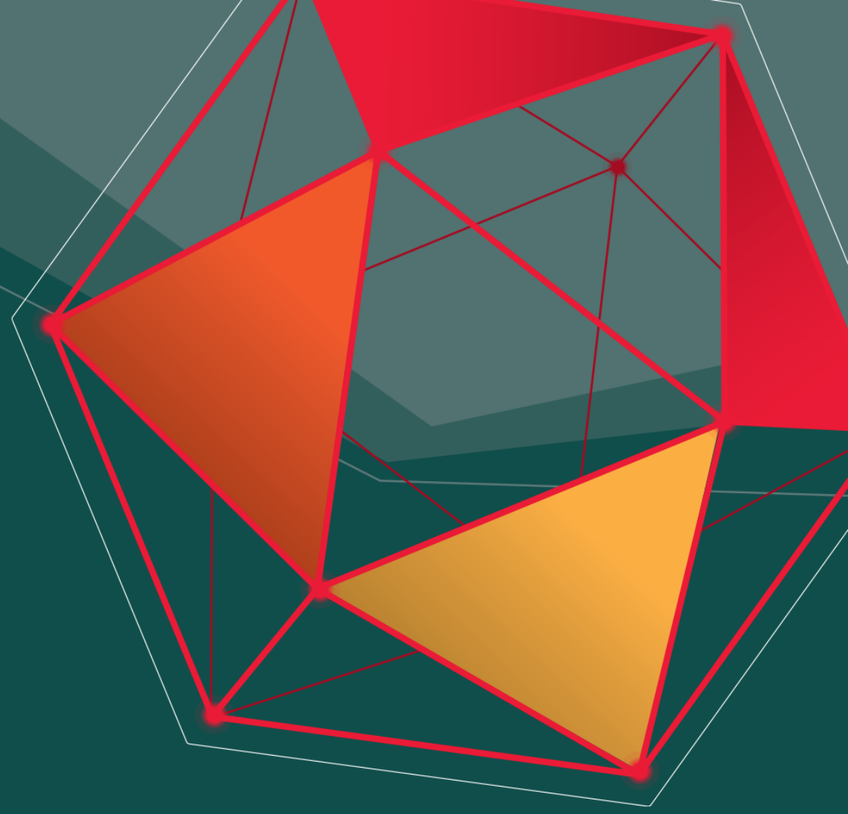
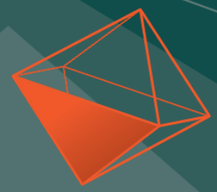
INDEPENDENT GAMES SUMMIT

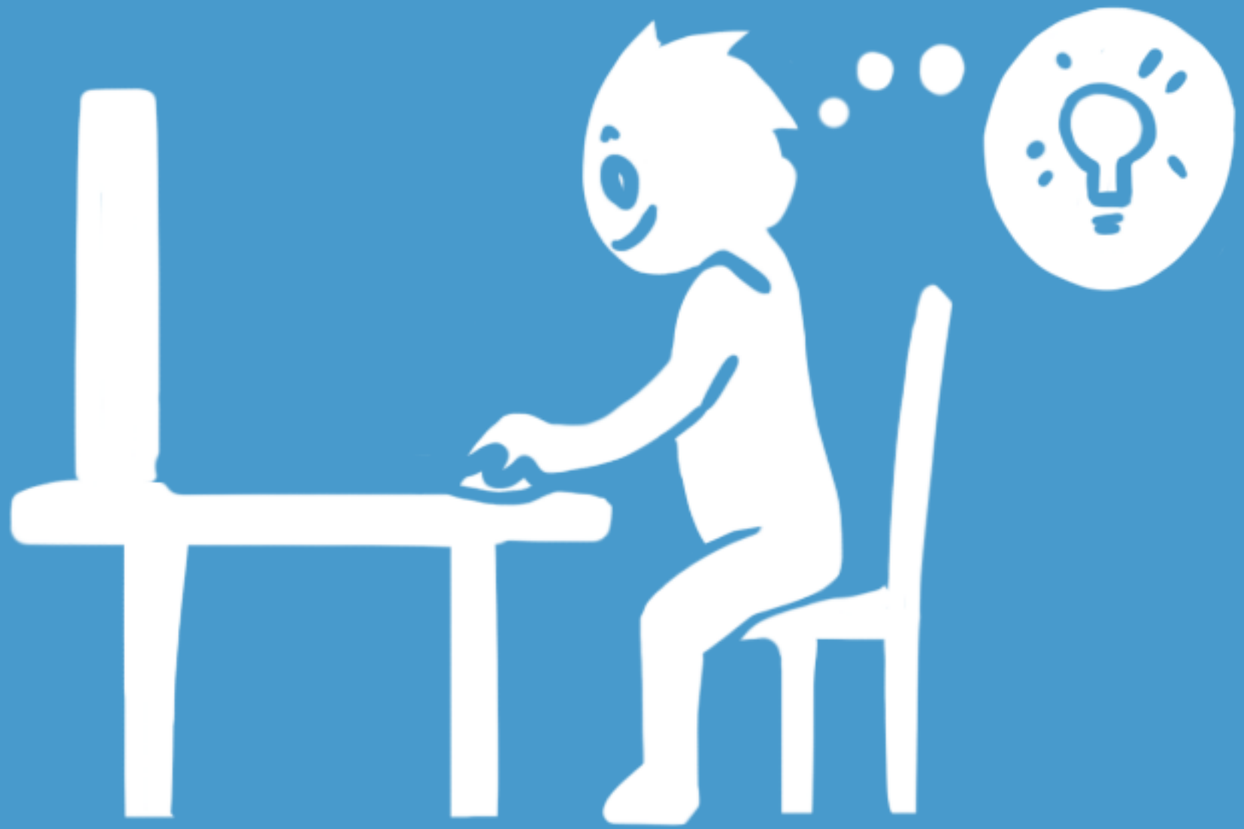


Power of the Pack: Success via Community-Based Development

Philomena Schwab
Co-Fawnder, Stray Fawn Studio

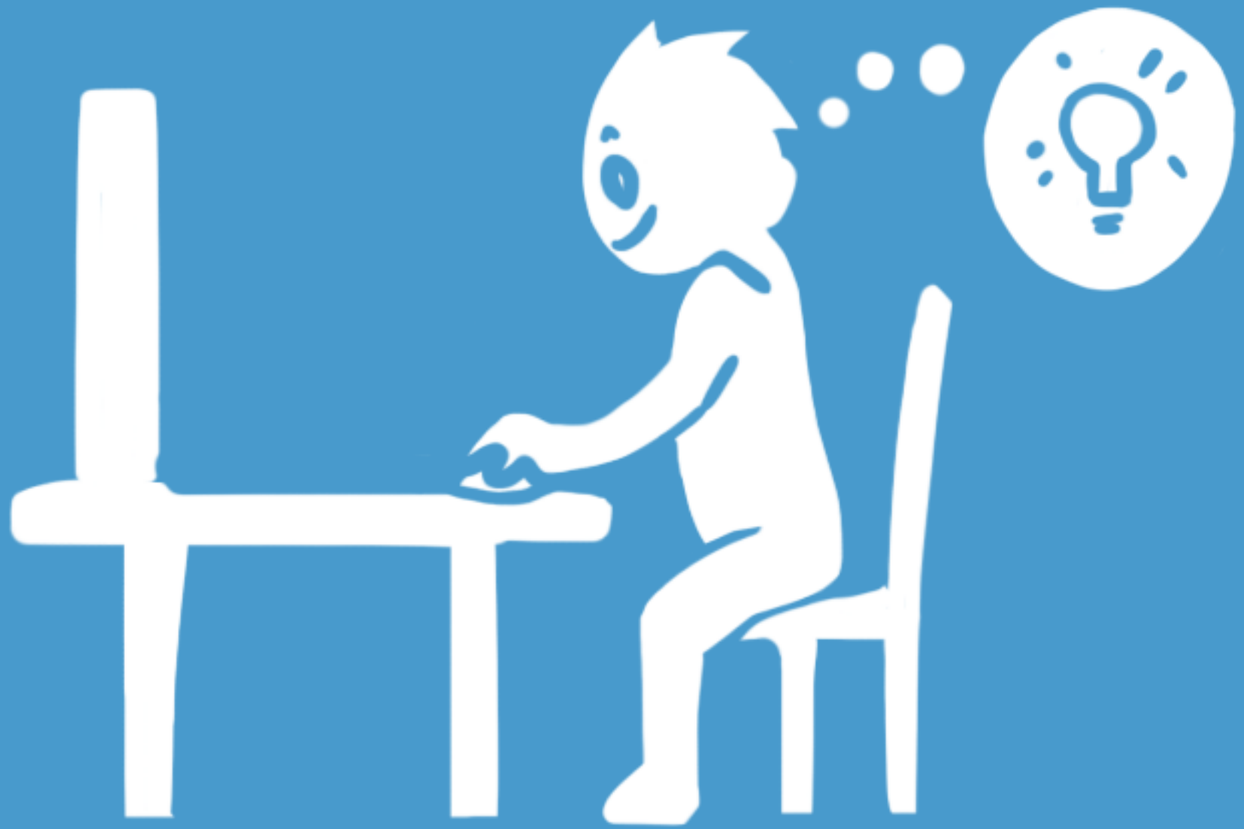


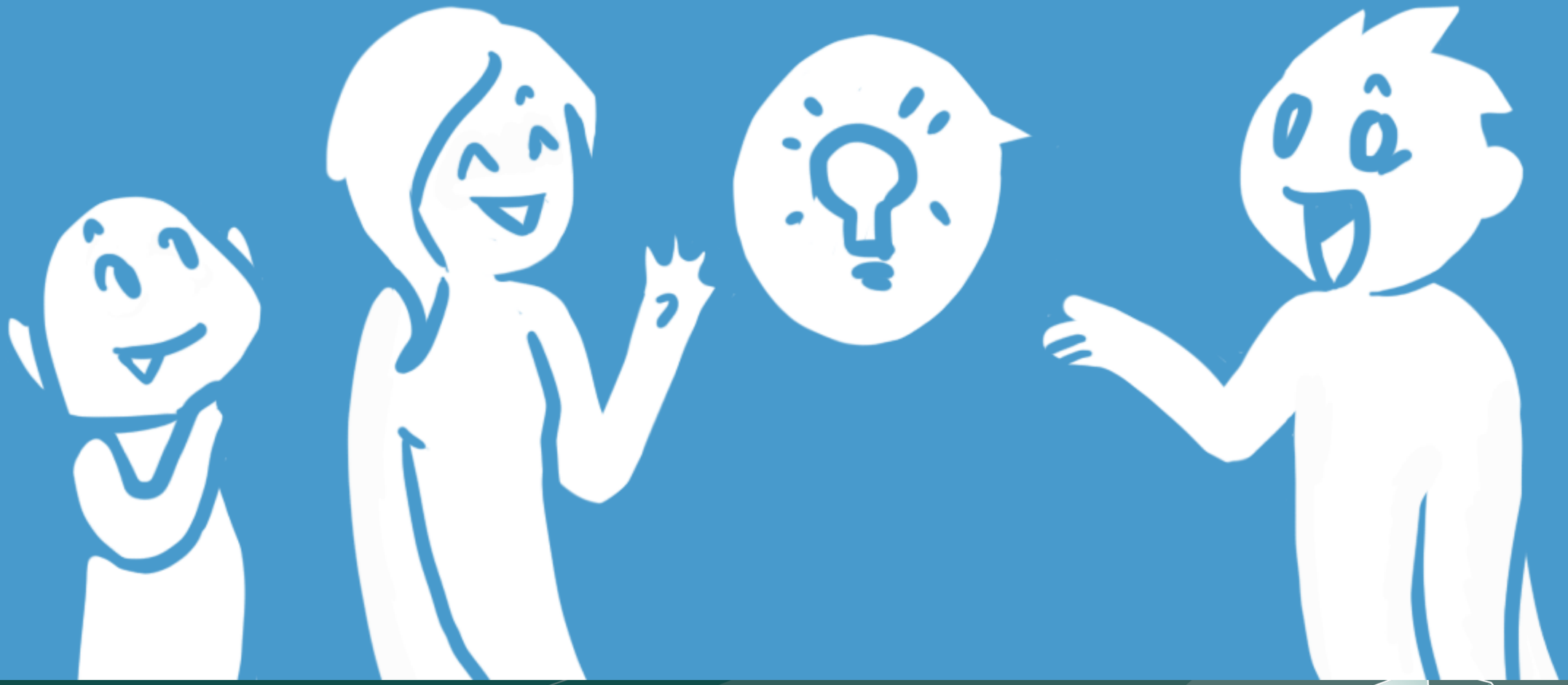
STRAY FAWN studio



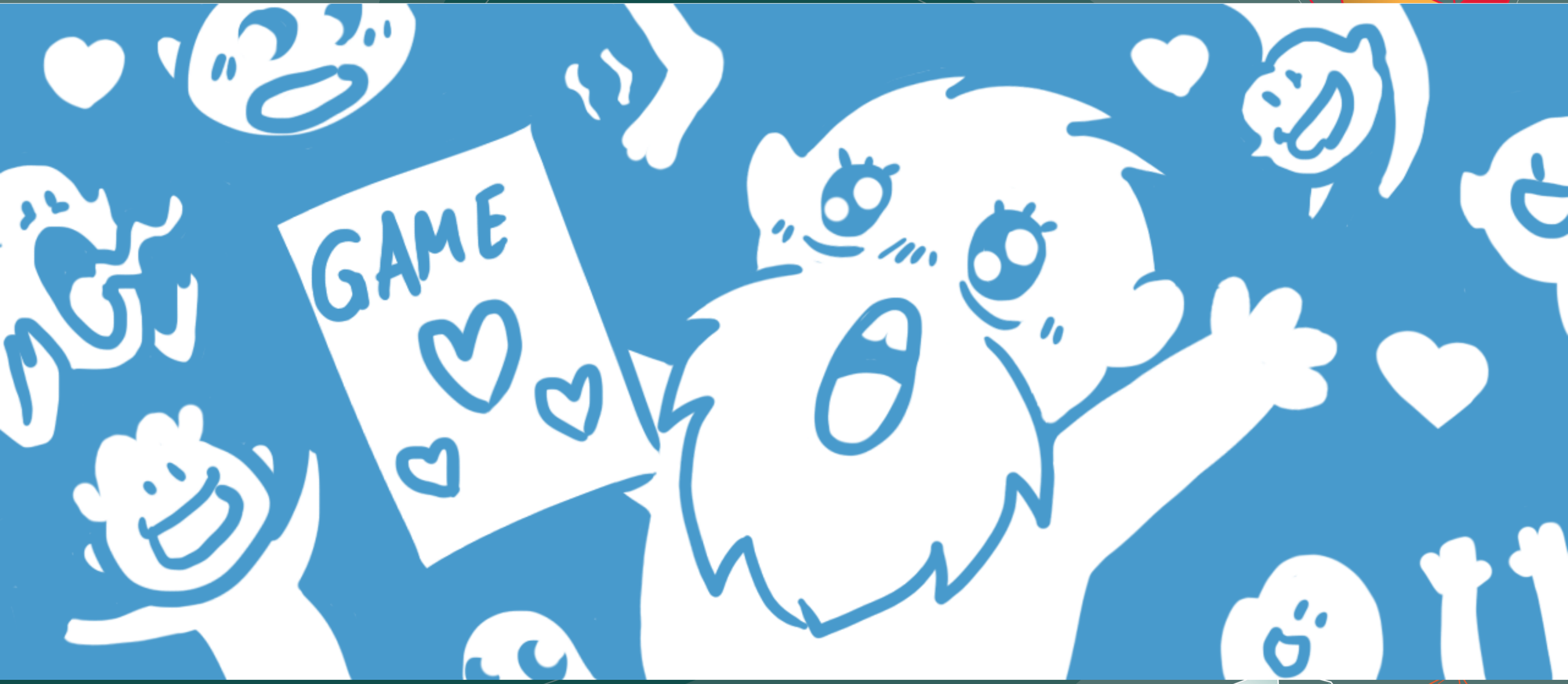
GAME

GAME





GAME


GAME

The us-state

Why get there?

Why?

Why?

- Constant feedback to improve your game
- Motivation & fun through interaction with players
- Marketing benefits

How to get there?

Make a game with hooks!

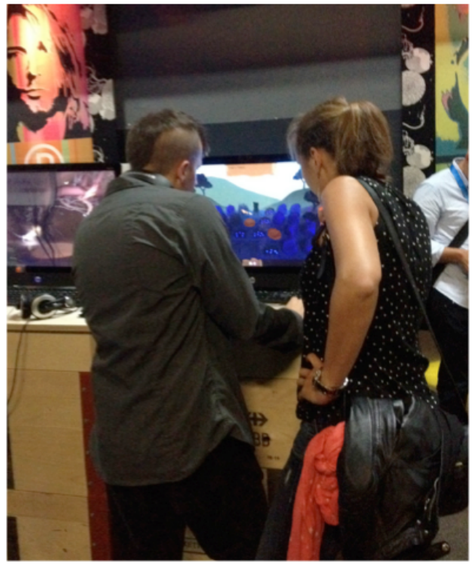
NICHE
a genetics survival game

Bonus points:

Bonus points:

+ Game is expandable
+ Game is visually appealing
+ Game is unique or better than similar games

Where to find people?



NICHE
a genetics survival game
niche-game.com
SEQUENCED
BEAT THE CHALLENGE
WIN AN EARLY ACCESS
KEY!
Ringling College of Art + Design

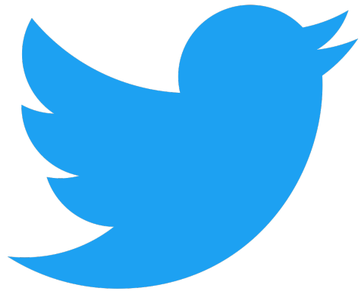
Like Niche? Sign up for our newsletter <3

Name	Email

MailChimp

Instagram

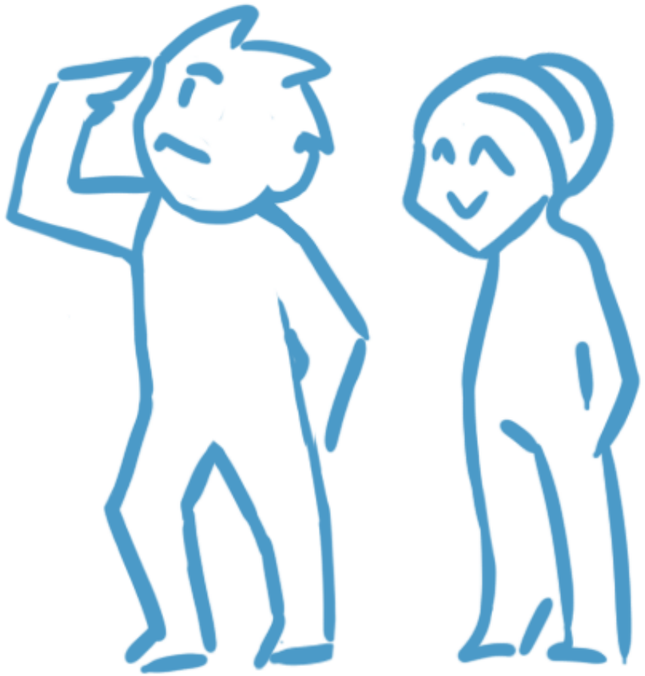
reddit



imgur

WARRIOR CATS

Where to bring them?

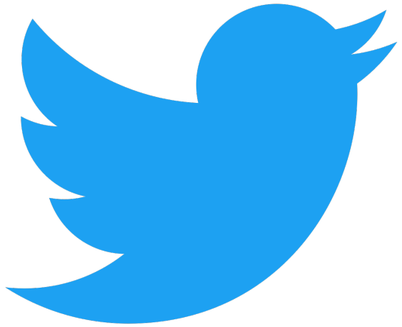


DISCORD

reddit

facebook | join our group +

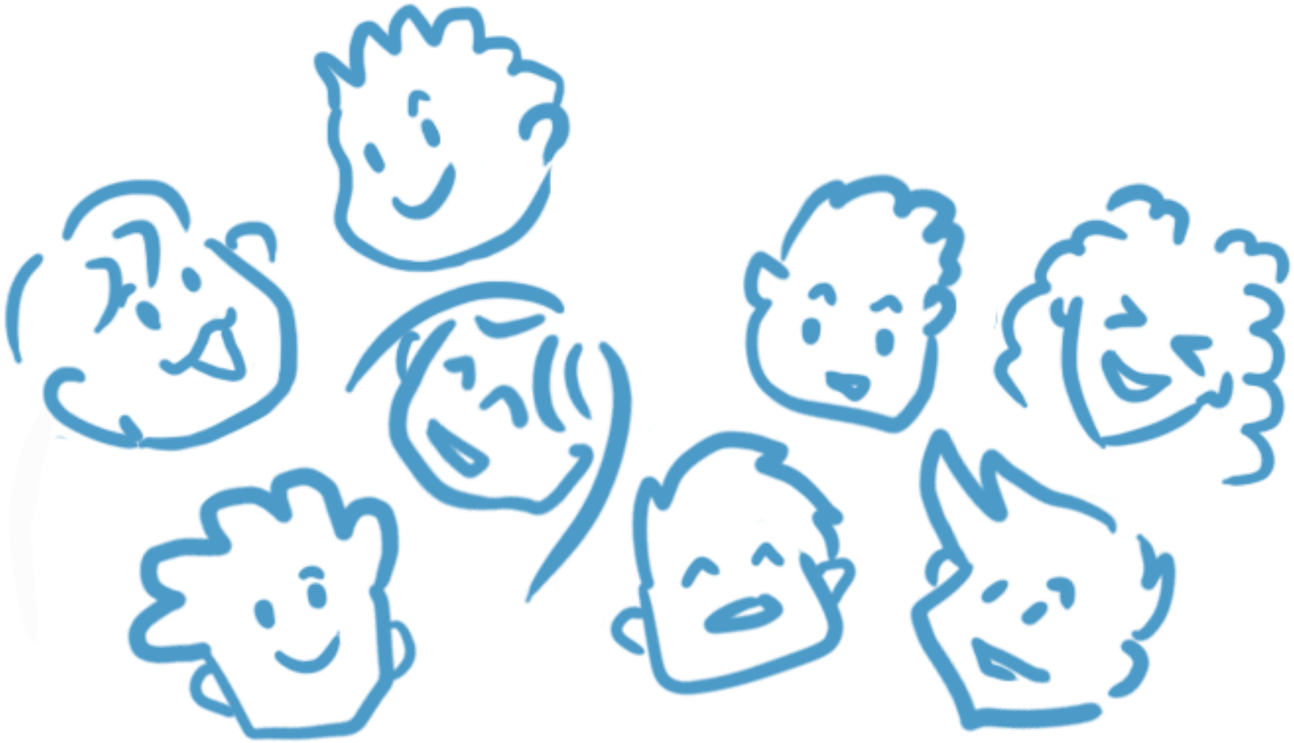
Forum

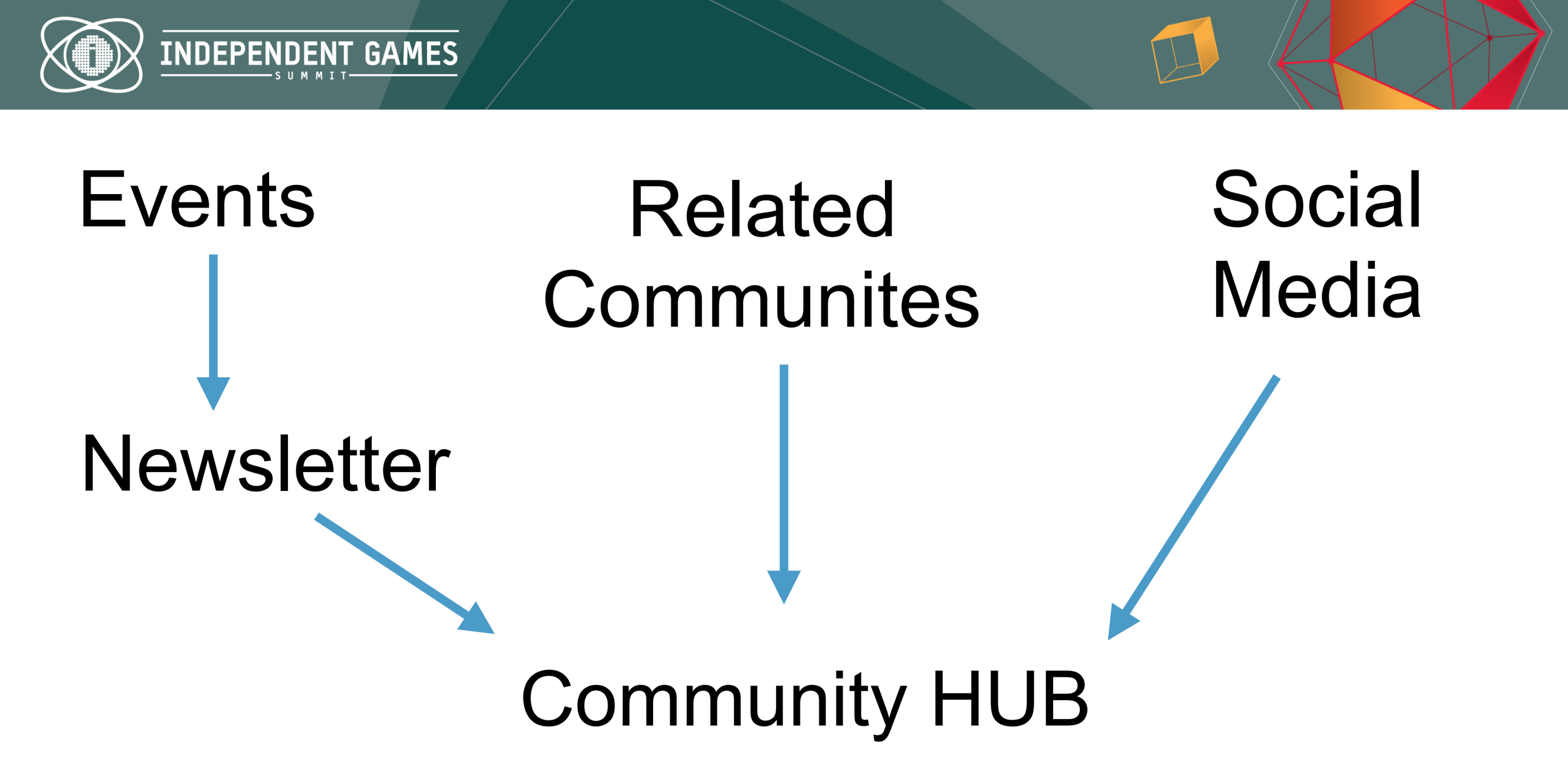


Instagram

YouTube

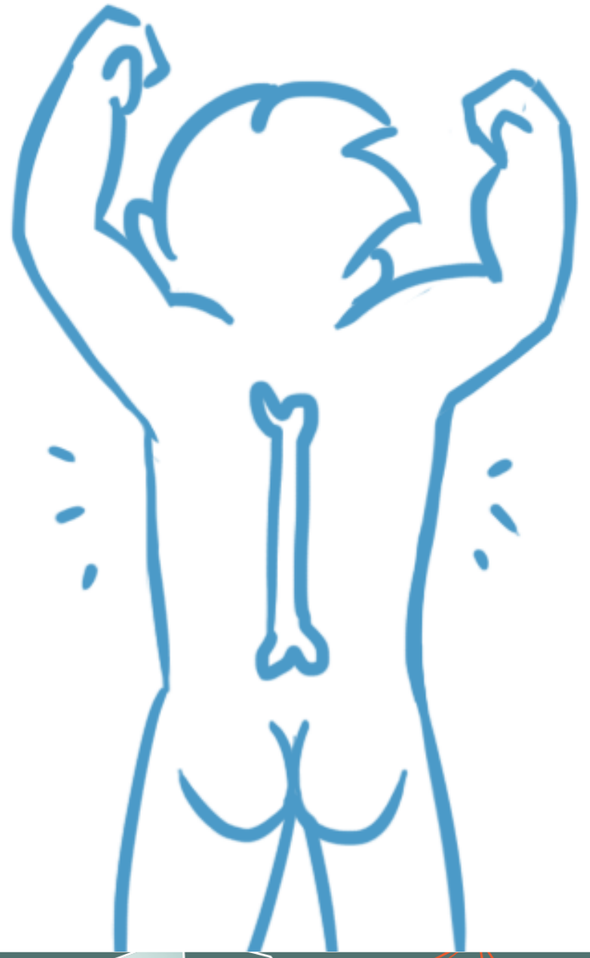
Not a community




Events
Related Communites
Social Media
Newsletter
Community HUB

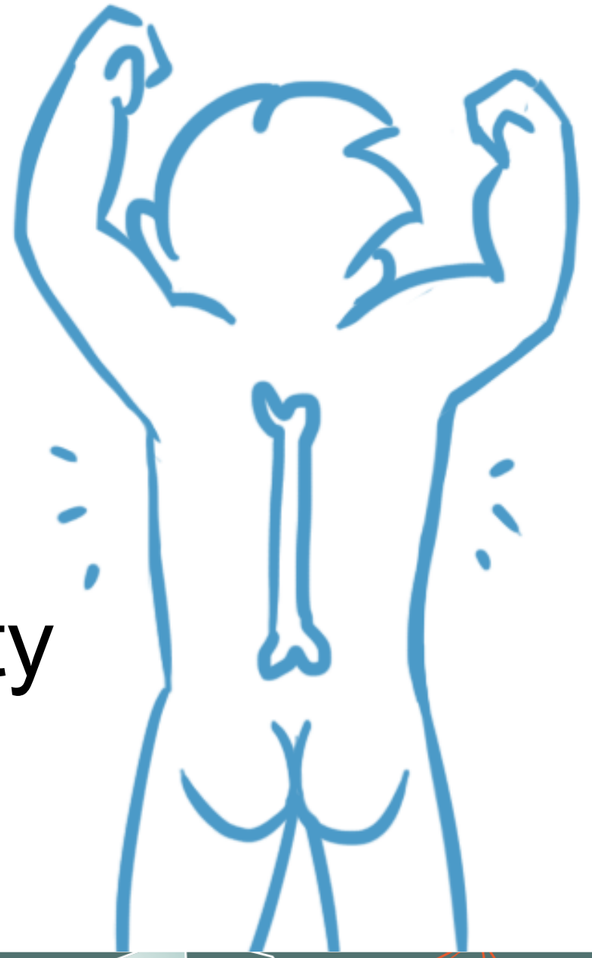
How to handle them?

Forming the back bone



Forming the back bone

- Establish a tone and rules
- Make people feel welcome / at home
- Show people that you are human
- Show benefits of being in the community
- Grow slowly (let people make friends)



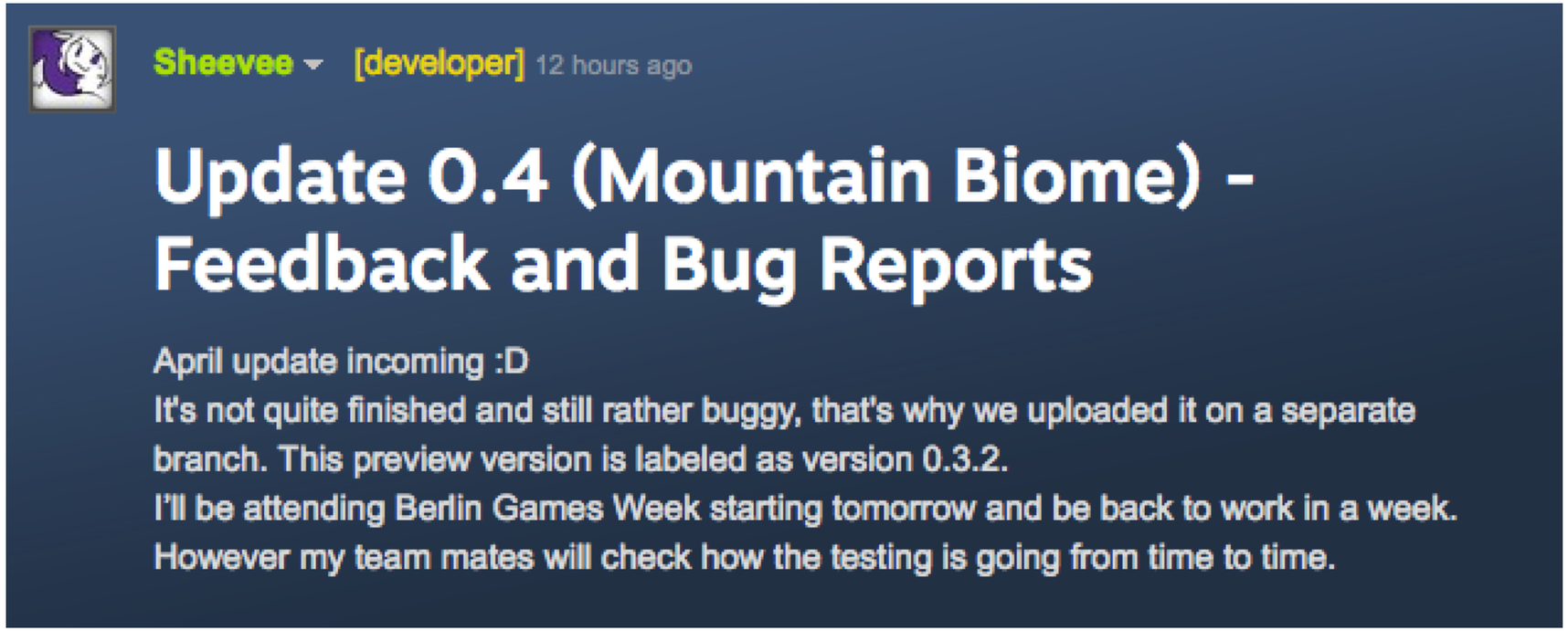
Keep growing

Keep growing

- Listen to feedback
- Implement suggestions (sense of ownership)
- Make community feel understood
- Communicate clear vision
- Be honest and transparent

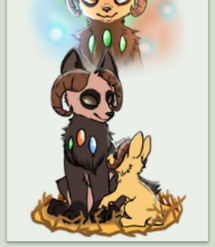
What to do now?

Feedback & QA

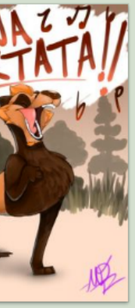

Sheevee [developer] 12 hours ago
Update 0.4 (Mountain Biome) - Feedback and Bug Reports
April update incoming :D
It's not quite finished and still rather buggy, that's why we uploaded it on a separate branch. This preview version is labeled as version 0.3.2.
I'll be attending Berlin Games Week starting tomorrow and be back to work in a week. However my team mates will check how the testing is going from time to time.

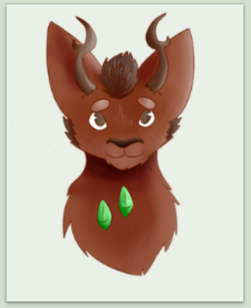
Localization

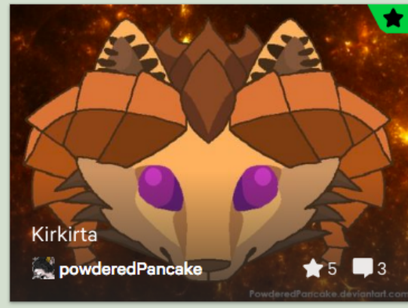
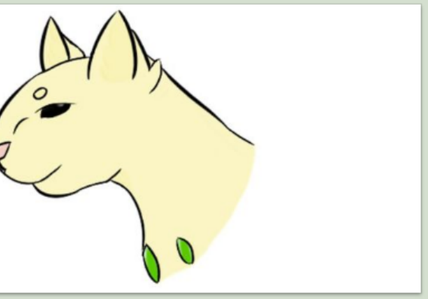
Social Media Content

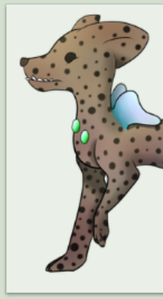


Meme

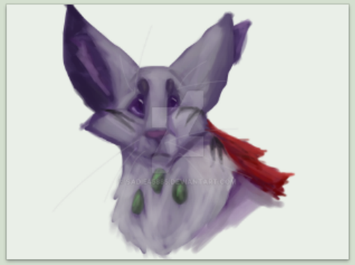


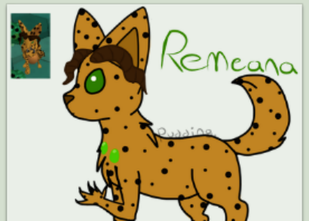
Nukkiruan
X
Lako


NACHE

Kirkirta
powderedPancake
5
3


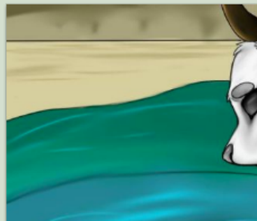


SO... SHOULD WE HIGH-FIVE NOW OR WHAT? ARE WE FRIENDS OR SOMETHING?!?

Qunii



Remeana

Jessi Mew's Harmony Islands

Anakoana


Funding

KICKSTARTER

$74’000 + $75’000

NIMBATUS
THE SPACE DRONE CONSTRUCTOR
KICKSTARTER

If we don’t ship 50’000 units, we can no longer update the game

The us-state
Let’s sum it up!

Create a game with hooks

Create a game with hooks

Create a game with hooks

Create a game with hooks

Find interested people

Create a game with hooks

Find interested people

Bring them together

Create a game with hooks

Find interested people

Bring them together

Treat them well

Treat them well

Treat them well

Grow together

Treat them well

Grow together

Treat them well

Grow together

Rock!

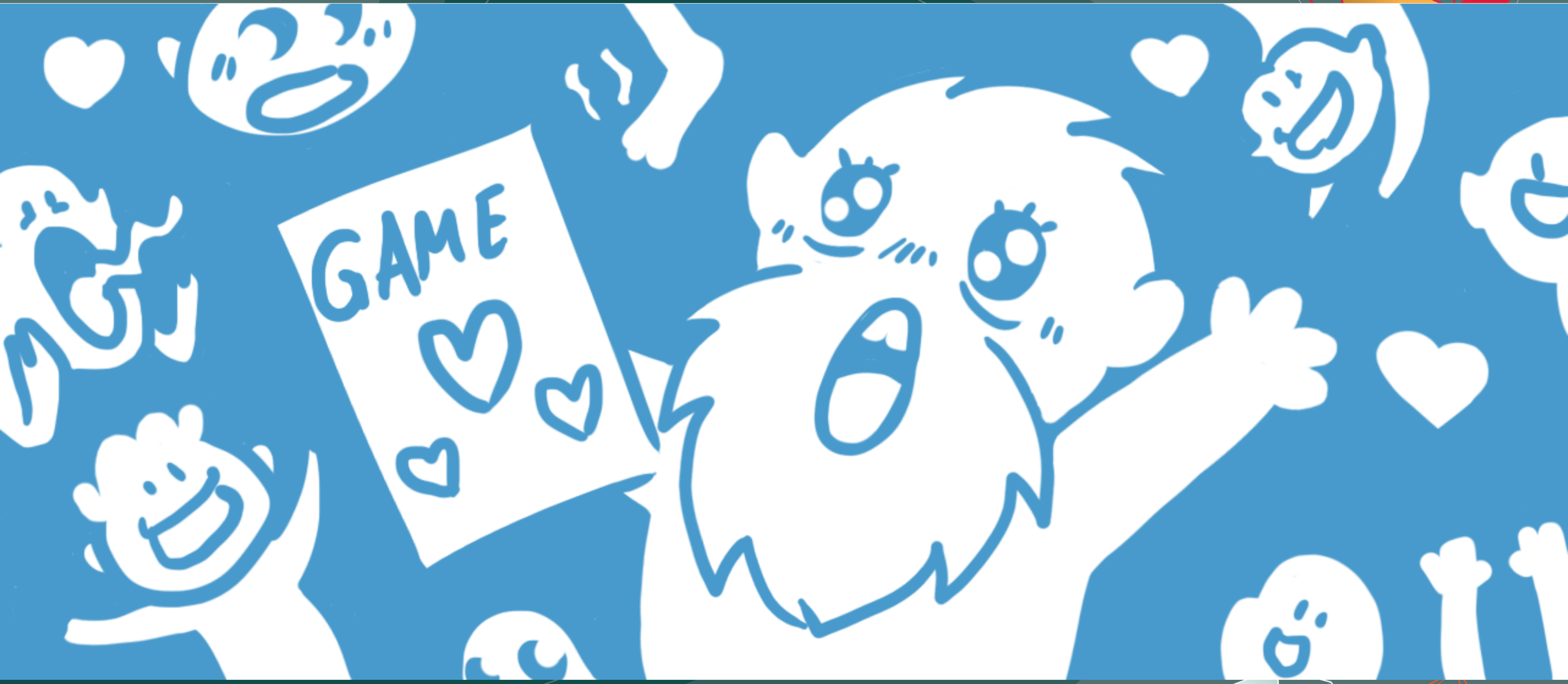
woohoo!

GOGOGO!!

yaaay

us-state!!!

Rock!


GAME

STRAY FAWN studio

strayfawnstudio.com
philo@strayfawnstudio.com

Build communites with other devs!

PlayfulOasis.com

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level