

Equity and Project Investment for Indies to AAA and Everything In Between



Leveraging New Models of Funding in Games

Welcome!



How to Fund a Game

01

Self Funded

02

Crowd Funding

03

Project Financing

04

Equity Investment

Project Financing

Advance Against Royalty Model

History

Financing Range

Publishers and their Role



Equity Investment

Investing in your Studio

History

Financing Range

Investors and their Role



Equity Investment

Investing in your Studio

Example Founder Journey

Key Terms

Unpriced/Priced Round

Convertible Note/SAFE

Lead, Follow-on, Angel, Strategic Investor

Pre-Seed, Seed, Series A Round

Acquisition



Which one is right for you?

Defining your Goals

Pros

Cons

Hybrid Approach



Pitching

Pitch to the right Audience

Focus on Project or Studio?

Define your plan

Find the right partners



Final Thoughts and the future of games financing

Envisioning positive change

Diversity

Accessibility

Community

Creating Change



Thank you!

Q&A

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