ENTREPRENEURSHIP PATHS IN THE FINNISH GAME INDUSTRY

Follow the path from bottom to top

1 BEFORE FOUNDING A COMPANY: LAY THE FOUNDATIONS FOR SUCCESS

- DO YOU AIM TO BUILD A **BUSINESS?**
- DO YOU UNDERSTAND GAME BUSINESS FUNDAMENTALS?
  - *LEARN: education & incubators, literature, networks & events*
- FIND THE RIGHT PEOPLE FOR THE RIGHT ROLES
  - *Game industry networks & events*
- WHAT IS YOUR SHARED VISION AND GOAL?
  - RISK: Conflicts and loss of shared direction
- CHOOSE THE PATH THAT FITS YOUR GOALS

2 BUILD YOUR BUSINESS FOUNDATIONS

- TARGET AUDIENCE & MARKET
  - *Conduct market research*
- MARKET SIZE & CHALLENGES
  - *Does the idea have sufficient market potential for your chosen path?*
  - RISK: No commercial potential
- VALIDATE YOUR GAME CONCEPT
  - *Does the idea resonate with communities?*
  - RISK: Poor profitability and discoverability
- MONETISATION MODEL
  - *How will the game or business generate revenue?*
- PRODUCTION SCOPE & FEASIBILITY
  - *Is the plan realistic?*
- BUSINESS PLAN
  - *Consider market size and available resources*
- *HOW WILL THE BUSINESS BE FUNDED?*

3 FOUNDING THE COMPANY: COMMIT TO YOUR CHOSEN PATH

- FUNDING PATH
- INDIE STUDIO
  - CREATIVE FREEDOM
- SUSTAINABLE BUSINESS
  - REALISTIC PRODUCTION SCOPE?
  - STABLE CASH FLOW?
- GROWTH COMPANY
  - HIGHLY SCALABLE MARKET?
  - RAPID GROWTH?
- ADMINISTRATION & PAPERWORK
  - *Shareholders' agreements*

4 TEST & VALIDATE & ITERATE

- PROTOTYPE
- VALIDATE YOUR GAME CONCEPT
  - *Is the game feasible to develop?*
  - *Does the idea resonate with communities?*
  - RISK: No commercial potential

5 RELEASE PLAN & FUNDING

- RELEASE & MARKETING PLAN
- FUNDING APPLICATIONS / PLANNING
  - *How will the development and business be funded?*
  - *Self-publish or work with a publisher?*
- PITCH
  - *Pitch to a publisher or an investor?*
- SUFFICIENT FUNDING?
  - RISK: Game development slows down

6 PRODUCTION STARTS / CONTINUES

- PRE-LAUNCH MARKETING
  - *e.g. creating and growing a game store page and community*

7 SUCCESS OR END OF DEVELOPMENT

- UPDATES & FIXES
  - *Long-term game lifecycle*
- GAME LAUNCH & MARKETING!
  - *Are you reaching your target audience? Does the game perform as intended?*
- PLAYTESTING & METRICS
  - *Does the concept work? is further iteration needed?*
- DO YOU NEED TO EXPAND THE TEAM?
  - *Are resources sufficient for the production scope?*

NEOGAMES FINLAND RY | RESEARCH PROJECT FUNDED BY THE AEL FOUNDATION | GAME INDUSTRY ENTREPRENEURSHIP PATHS – FROM FOUNDING TO GROWTH

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