From team to company:

practical business basics

for game founders

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Hi!

I’m Suvi Kiviniemi (they/them)

Game industry specialist at Metropolia UAS

LGIN.fi (join us maybe?)

Former game studio founder

A studio is not about a game.

Sure, every game matters, but think further.

If you just want to make a game, well, make a game!

A studio is a continuous dev process

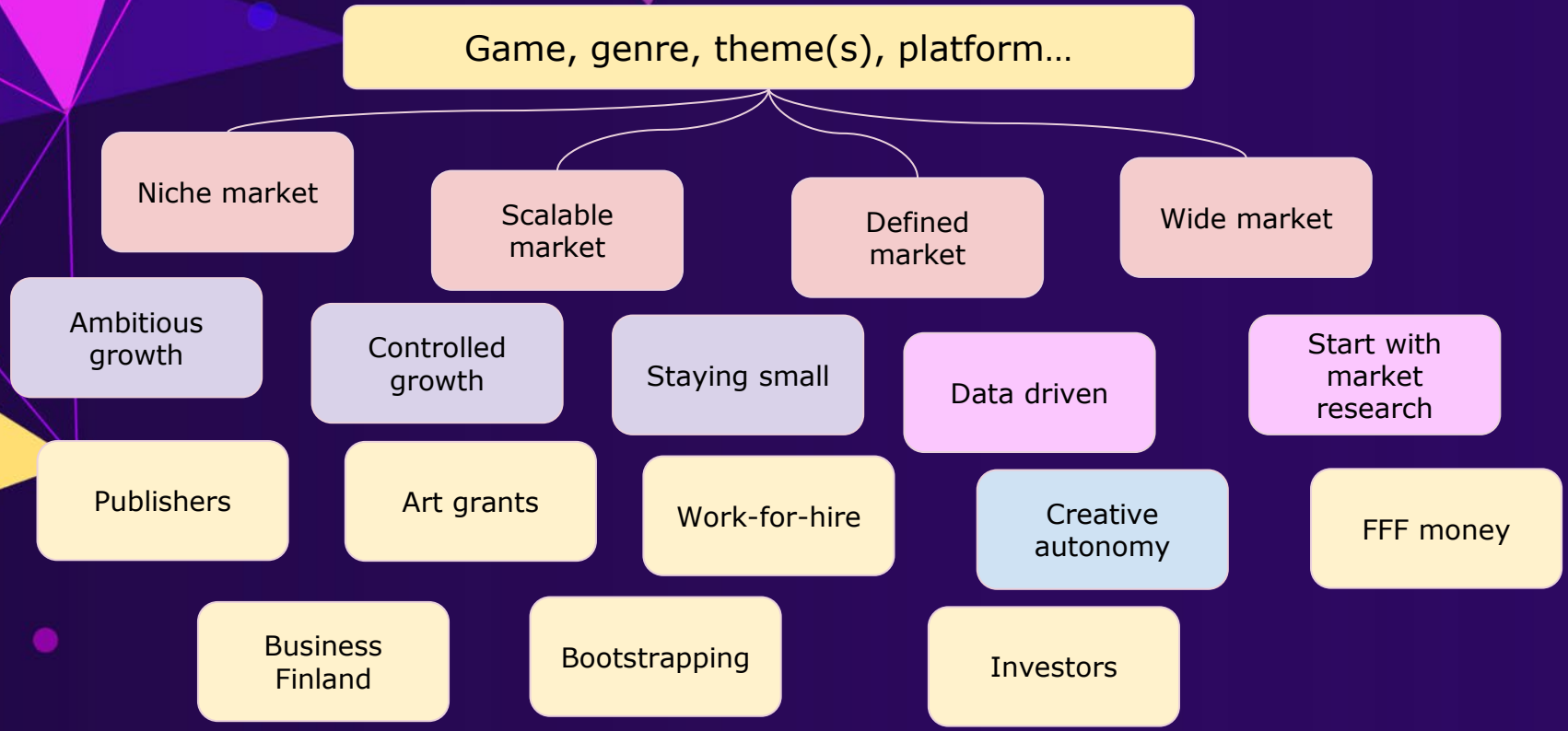
We're ok at [*concrete skill n*] and want to get better.

We're pretty good at [*concrete skill n*] and have some audience for it!

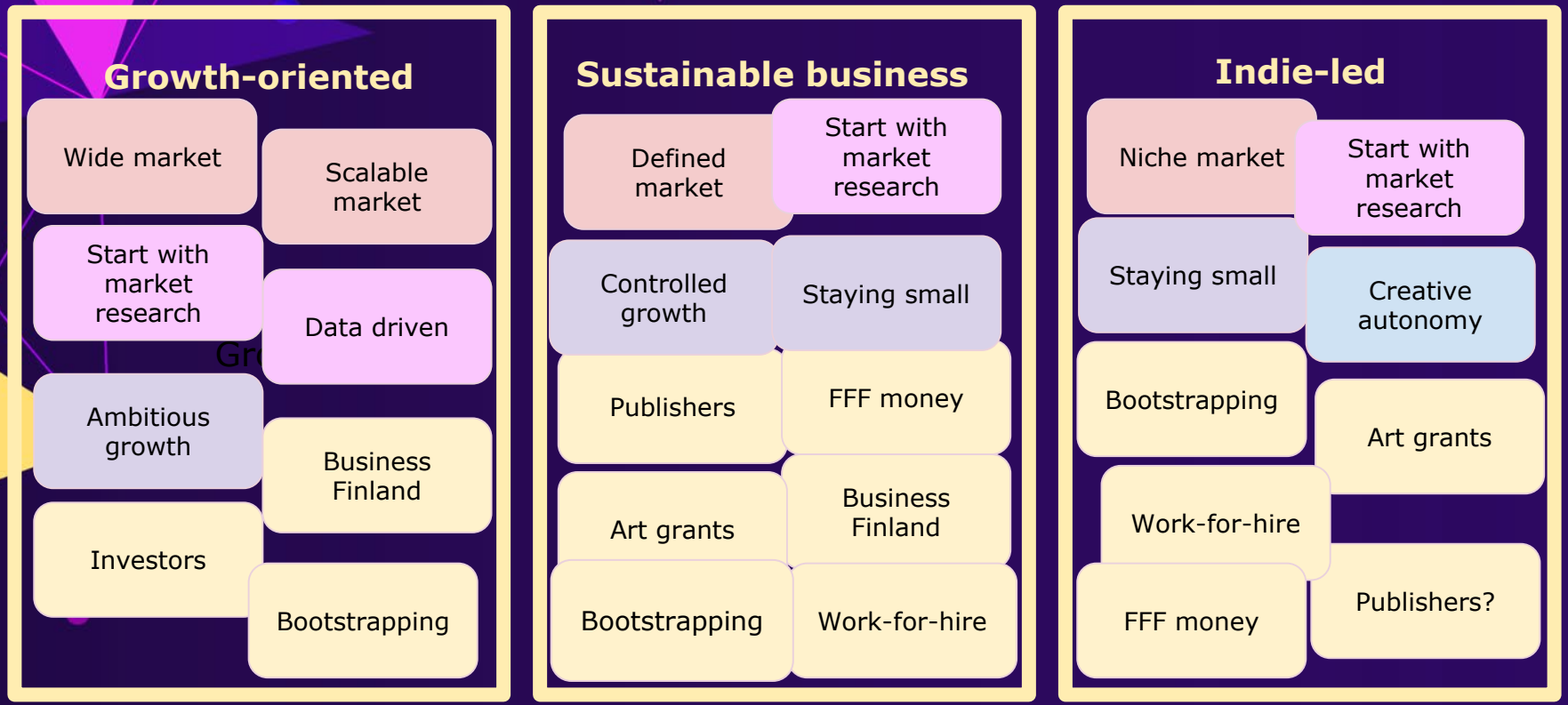
We're great at [*concrete skill n*] and our customers know it!

Pivot if necessary, but not (too far) out of your strengths.

Some decisions are made early on



Base them on where you're going.



Make sure your founding team agrees on goals!

You may think they do.

They still may not.

Talk more.

Contracts are for when things go wrong.
Discussions about them are for now.

First one: SHA (Shareholders' Agreement)

Protip: my Legal Requirement Checklist at lgin.fi/resources

Who’s responsible for what?

“Everyone’s job” can easily slip into “no-one’s job”.

Make sure someone will

1) know what needs to be done (in each area)

2) make sure it gets done

A wild obligation appeared!

Bookkeeping, VAT declarations, financial statements, YEL, general meeting invitations and minutes…

Income register, Tyel, unemployment insurance, healthcare contract, workers’ compensation insurance…

(This list is not complete.)


Stuff you can make really well
Stuff you want to make
Stuff people want to buy
Stuff you should make

The only real money comes from customers.

Do your market research.

Know who you’re making the game for.

Know why they want it, and lean into that.

Do marketing. Early.

Make sure you learn the lessons you pay for.

Each f***-*p is a lesson.

Each game is a lesson, or about a million.

Don’t be too rushed or too ashamed to learn the lessons.

You paid for them.

LGIN

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