Life as a pro Indie

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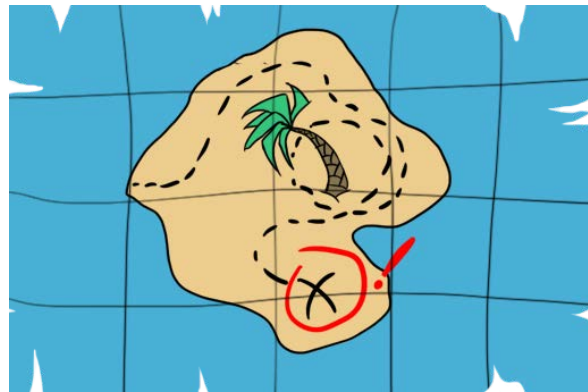
Goal

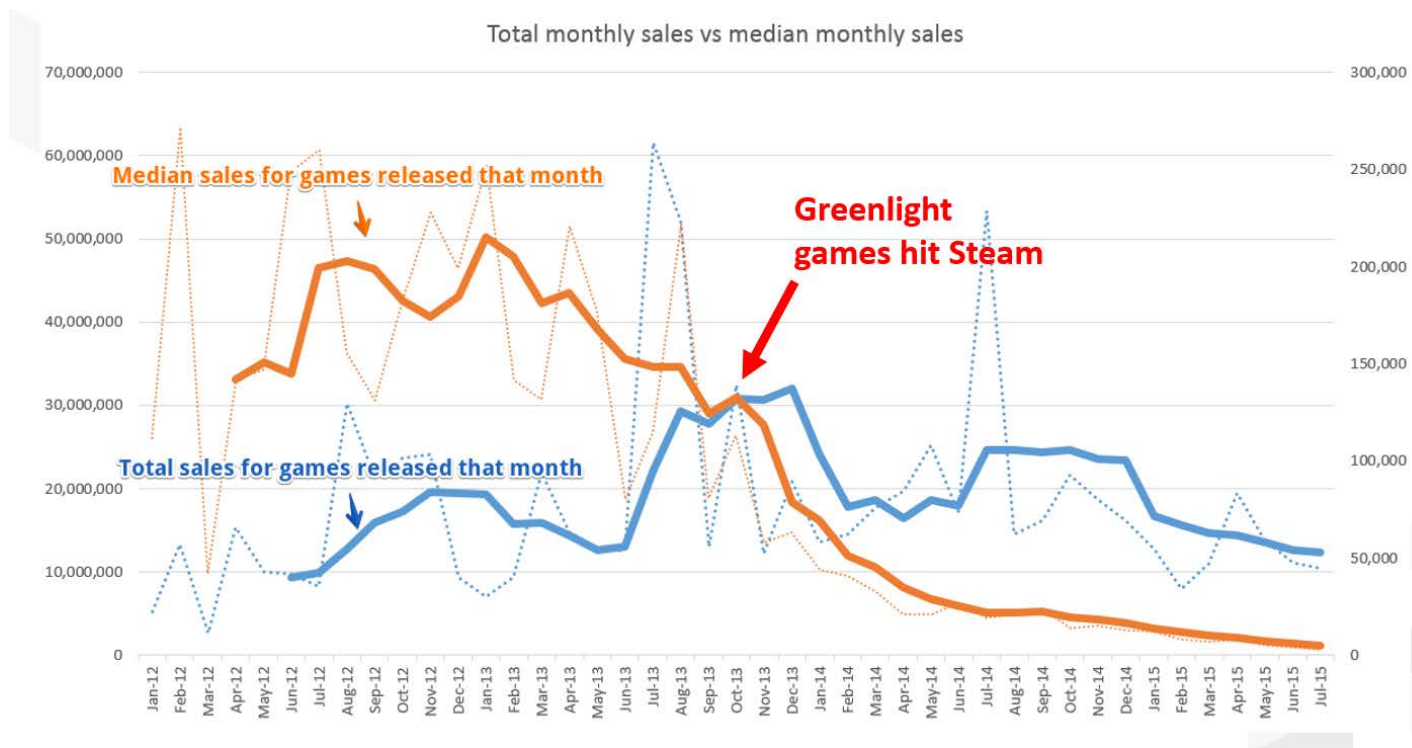My thoughts
- Indie market
- How to be successful at making games

Indiepocalypse?

Total monthly sales vs median monthly sales

Democratizing development

Lowering the barrier of entry
- Unity, Unreal, Lumberyard
- Middleware
- Asset stores
- More educational resources
- Open Storefronts

Hobbyists & Indies

Hobbyists
- Making games out of passion &fun

Indie
- Making a **business** out of making games

Novelty

Interesting to **look at** & play.
- Production quality
- Watercooler **crazy**
- Limited time & attention

Influencers -> Twitch & Youtubers

VR? Mobile?

Other Tips

- You'll be more productive when working **face-to-face**

- Take **ownership** of the project

- **Communicate**
  - Tell everyone what you're doing, what's up with your schedule
  - Misunderstood expectations are the biggest source of trouble

- **Start** with placeholder graphics

- **Playtest** early, playtest often

Iterating & Milestones

- Get to your Minimal Viable Product fast! **Prototype! Prototype!**

- The first 90 percent of the code accounts for the first 90 percent of the development time. The remaining 10 percent of the code accounts for the other 90 percent of the development time.

- Target **milestones** as delivery dates and work backwards in what goal you want to reach.

Failure

Make a lot of them.

Failure is common! **Embrace** it!

Don't make it **personal**.

Don't dwell. Take stock, **learn** and adapt.

Release the need for **approval** of others.

Failure is a step of **necessary experience** to succeed.

Monthly Mixer

Game Jams

Dev Talks

Questions?

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Read: The Art of Game Design