

Game Startup Competences

Martin Sillaots

Tallinn University

What competences game startups need to be a successful?

How they have changed?

How to achieve them?

14 Mentors

7 Startups

Success

What does it mean to be a successful
game startup?

Independent, Investment, Last, **Money**,

People like, People play, Potential,

Profitable, Published, Repeat, Scale up, Value, Vision,

Well known, **You like what you
do,**

Skills

What startups need to be successful?

Analytics, Art, Attract investors, Attract publishers,

Business thinking, Communication,

Design, Discoverability, **Financial**

management, IP management, **Management**,

Marketing, Monetization,

Networking, Pitching,

Programming, **Publishing**, Reaching, Selling, **Team**
management, Understanding market

Abilities

What startups need to be successful?

Able to grow, Able to learn, Considering, **Creative**,
Enterprising, **Flexible**, Passionate,
Persistence, Pragmatic, Self-honesty, Talented

What has changed?

Past

Competition is harder,

Free to play, Freemium,

Game as a service, Game projects are bigger,

Harder to find talents, Mobile platforms are evolving, Need to manage and understand your user base, New distribution channels, Publishing techniques are better accessible, Quality

standards are higher, Self publishing is harder, User

acquisition more expensive,

Younger entrepreneurs

What will change?

Future

Android fragmentation, Bigger teams, Closed customer communities, Consolidation, Cross media, **Cross platform**, Crowd sourcing, Different business models for app stores, Digest the free to play, **Google Glass**, Integrated business and game design, Investing in teams, not on games, IP value is recognized by banks, Market for companies, More difficult to hire people, More flexibility, **More fragmented market**, **More powerful mobile devices**, Moving from mobile to PC, Network of apps, **New mechanisms for discovering games**, New payment models, **Oculus rift**, Paid application revenue will drop, Premium games become as a design object, Smart watches, Windows phone

How to achieve?

Be open, Company culture, **by Doing**,

Dunno, **Hire and outsource**, Network, Read,

Short time courses, Social events, Soft launch,

University, Vendors

University?

How to organize the study?

Applied, Case studies, Companies, **Experts**
and Coaching, Learn by doing, Make and
publish, Multi-curricular course design, Social events, Game
jams, **Playing and analyzing games**, **Project**
problem and team based, Real world clients,
Specialization, Story based, Teach programming instead of
philosophy, Teachers should have one foot in the industry

University?

What subjects should belong to the curriculum?

3D Modeling, Analytics, Art, **Business**,

Design, Digital design, Documenting, Finances, Game as a service, Gamification, History of games, Incubator programs, Leadership,

Marketing, Math for games, Monetizing, Production,

Programming, Psychology, QA, Real time graphics, Sales, Sound, Team building, Unity C#, UX

Questionnaire

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End

Martin Sillaots

martinsillaots@gmail.com