



How to pitch to publishers?

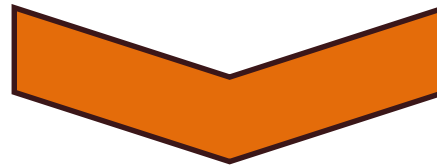
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INTERGAME 2013
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Agenda

- 1. Who are we?**
- 2. Before the pitch**
 - 1. Why pitching & what to pitch?**
 - 2. Preparing a pitch**
 - 3. Assets**
 - 4. Expectations Management**
- 3. The Pitch**
 - 1. Presenting an idea**
 - 2. How to behave**
- 4. After the pitch**

Who are we?

Introduction



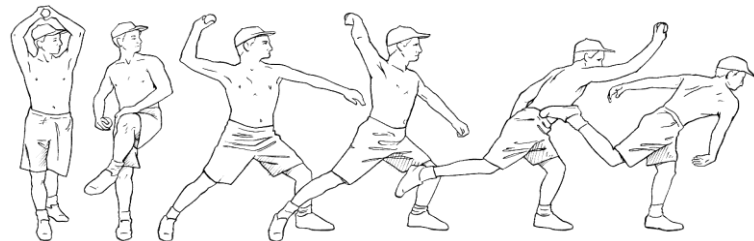
Before the pitch

Why pitching?

*“The pitch is basically you asking someone to give you a large amount of money to make something that doesn't exist yet – but **should!**”* Cameron Davis

Why?

- financing
- publishing
- licensing



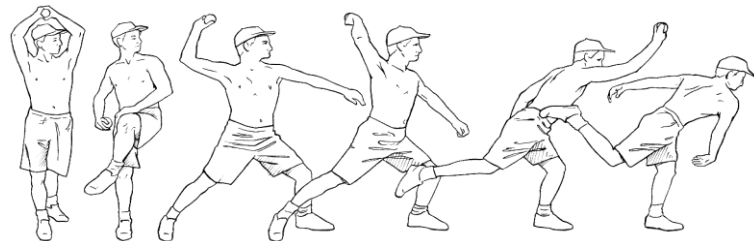
PITCH /pitʃ/ An effort to sell or promote something.

Before the pitch

What to pitch?

What?

- How many projects?
- Which publisher?
- What assets do we need?



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Before the pitch

Preparing a pitch

Do not underestimate the power of a good pitchdoc!

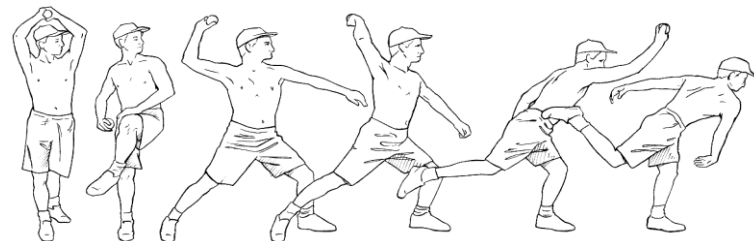
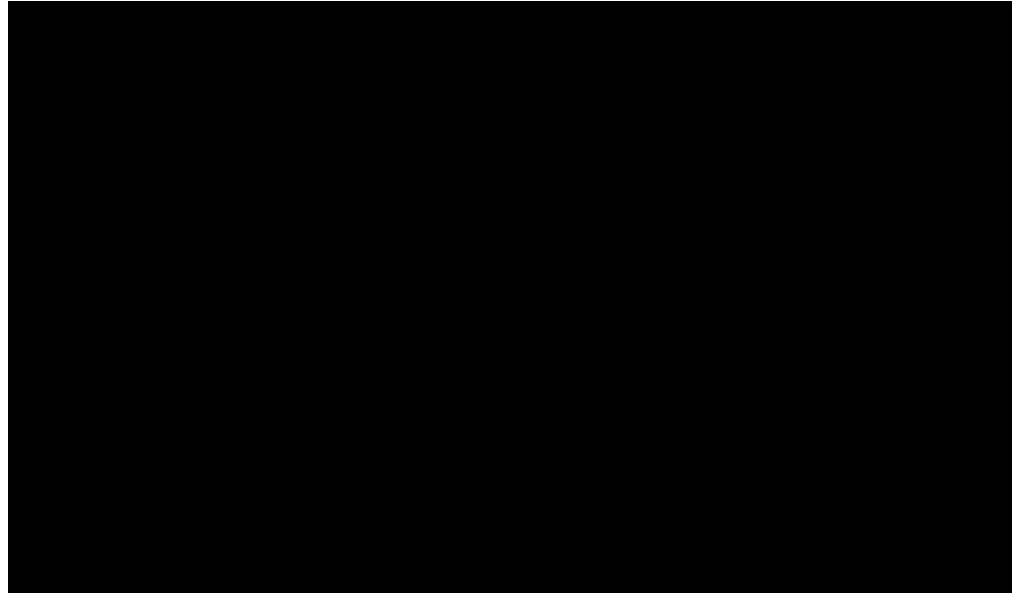


PITCH /pɪtʃ/ An effort to sell or promote something.



Before the pitch

Bring video footage or something playable



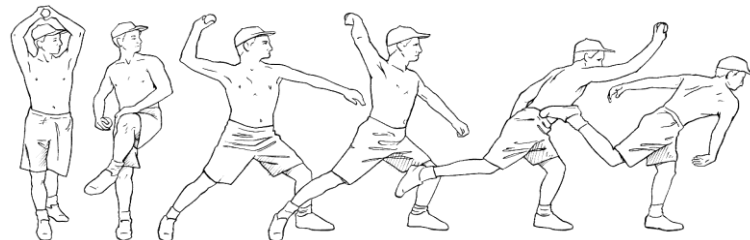
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Before the pitch

Preparing a pitch

- Know your game inside out
- Specify your target consumer
- Know every publisher you'll meet
 - Find out, what they are interested in
 - Play to their strength
 - Ask other developers
- Know budgets
- Prepare an elevator pitch
- Prepare a mindmap of the key elements of your presentation
- Practice your public speaking skills & body language
- Deal with NDA stuff way before the meeting



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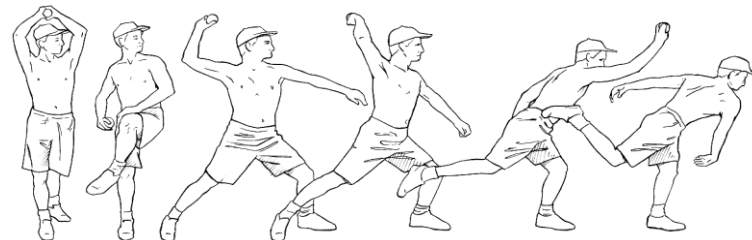
Before the pitch

Manage your expectations

“The more you ask for, the more difficult it will be.” Pete Smith

Keep Your Expectations In Check!

- Don't be over-confident
- Expect to make a mistake
(apologize but never be defensive)
- Expect to fail
(Don't make it personal, don't insult the customer but ask for reasons and learn)

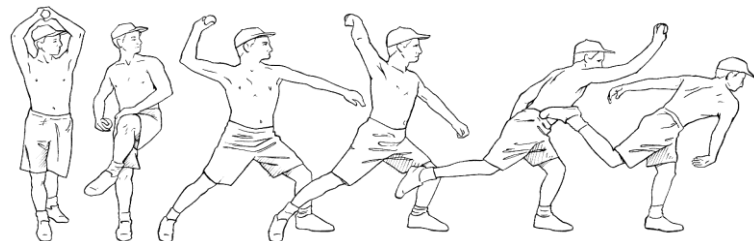


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The Pitch

Presenting an idea

- Be confident and convincing
- Visuals – keep them simple and bold
- Sell not just your idea, sell yourself as a company
- Show passion
- Present the benefit of a collaboration (win-win situation)



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The Pitch

How to behave

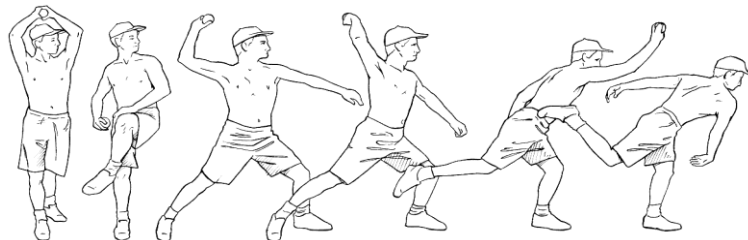
Do...

- ... say »Yes!« to the publisher – think positive!
- ... try reading peoples faces: Are they in a good mood? Adjust your approach accordingly.
- ... introduce yourself and hand over your business cards
- ... get straight to the point
- ... conquer the nerves
- ... speak slowly and clearly
- ... be open and professional – accept criticism

Do not...

- ... say „No!“ or „...but“
- ... be boring
- ... bitch about the competition
- ... be late
- ... be hungover
- ... leave without

Action Items



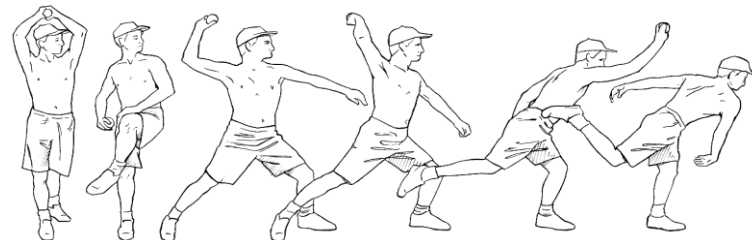
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After the Pitch

Specific Next Steps

Follow Up!

- Consistent & organized
- Establish timeline
- Stay in contact
- Provide material
- Prepare to deal

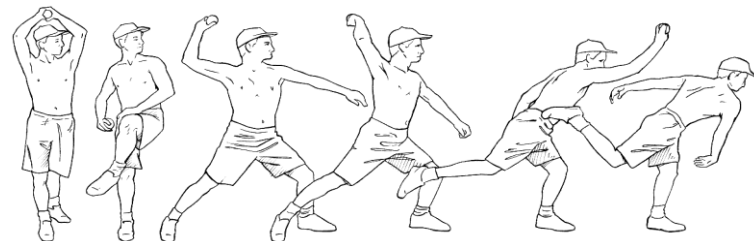


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After the Pitch

Sign it!



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Contact Us



Thanks for your
attention!

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