

ICHIRO LAMBE DEJOBAAN GAMES, LLC

UNITED WE WIN:
LESSONS LEARNED FROM COLLABORATION AND
CO-WORKING AROUND THE WORLD









(THE INTERNET)

Takeaways





Developers
Sans
Community



Community Leaders



Community Members



Pubs, Platforms, Hardware

Talk Roadmap



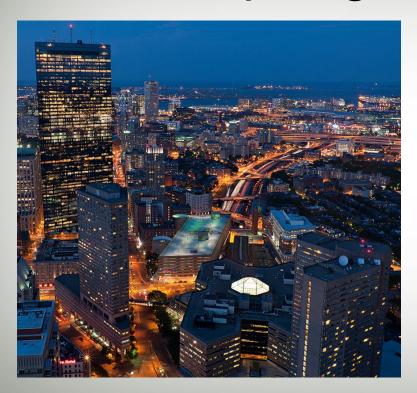
- 1. Sample community: Boston
- 2. Genesis and evolution of groups
- 3. Spinoffs and splinters
- 4. Curated groups/coworking spaces

Sprinkles: Lessons and possible actions

There may be time for tea after.

Spotlight: Boston





- 600k people (1M in area)
- Universities
- Game dev history
- AAA studios
- Successful indie games

Photo: Manu_H

Spotlight: Boston







indie game collective

Spotlight: Boston











- Academic
- PAX East
- Boston FIG
- Gameloop
- No Show
- Non-gamedev

That's just one city!



Imagine what else is out there...

- Austin (Juegos Rancheros)
- Victoria (Level Up)
- Montreal (Mont Royal Game Society)
- Vancouver (Full Indie)
- Philadelphia (Dev Night)
- Toronto (Hand Eye Society)
- ...and Seattle, London, Utrecht, Tokyo, SF, LA, and...





Let's create a community!

My Actual Point



- Devs are gregarious.
- There be a bazillion communities.

(But how do they begin? Onto part 2 of the talk.)

In the beginning...





Solo dev's train of thought:

- 1.I love making games.
- 2.I am going mad.
- 3.I really should talk to someone.

Genesis/Single Digits



- Casual start: café/bar.
- Sometimes hard-won: Level Up @ Victoria
- Sometimes a catalyst: Full Indie @ Vancouver

Lessons from leaders:

- Remember to start: Village of 400?
- Consistency is key: Brazil?

Double Digits+



- A community!
- Focused (e.g. game dev)
- Boston Indies ca. 2011: dozens, WiP games
- Full Indie UK: curated, 80 members, motile
- Small town feel: BBQ's, not flame wars
- Radical openness

Evolves into...

Hundreds/Thousands



- Open groups: more general audience
- Great for all: New voices/testers/opinions
- Downsides:
 - Cliques (OMG DON'T TALK TO RAMI")gma
 - Waiting lists
 - For some, signal:noise goes down -> discourse becomes general (example)

Hundreds/Thousands



- Shift:
 - Cheerleading (demo nights)
 - Old guard becomes mentors (examples)
 - Cross-promo by numbers
- Spinoffs begin...

Spinoffs/Splinters/Judean People's Front



- Single/double digits again
- Examples:
 - Social issues/tech/business
 - Also two in particular...

Secret Societies



- Groups [REDACTED], [REDACTED], [REDACTED], [REDACTED].
- Across the [REDACTED] [REDACTED] [REDACTED] lima beans.
- [REDACTED] Wallick [REDACTED] [REDACTED] Keenan [REDACTED] secret handshake.
- · Rosebud.

Curated Groups



- Similar objectives? \$5M? IGF? (Or any!)
- Examples: iAmDeanTate (former HMX), FI/UK
- Recently in vogue: the coworking space!



Coworking Spaces



- Me: independent hermitage (1999-2012)
- Indie Game Collective: 12 indies in Kendall Square
- Curated: full-time, accomplished, diverse skills
- Benefits:
 - Structure/focus (no FB, laundry)
 - Shared resources (printer, VO booth)
 - Cross pollination (Terrible Hot Dogs, Elegy)

Coworking Spaces



Next steps:

- Ask some dude on a street corner
- Innovation centers: \$100-\$550
- Starting a space? (Anyone here?)
 - Indie Game Collective (15): Michael Carriere
 - Philly Game Forge (18): Will Stallwood
 - Dutch Game Garden (43!): JP van Seventer

Side Note: Corollary Benefits



- Easier to interact with large organizations
 - Government
 - Valve (x2)
- COMMUNITIES SHOULD BRAG MORE!!!!11one
- "Quarterly touches"





LESSONS FOR ALL

"If you were standing before all the community leaders of the world..."

Special Thanks



In order of ascending height:

Andy Moore, Alex Vostrov, Jake Birkett, Kelly Wallick, Caroline Murphy, Will Stallwood, Zoe Quinn, Michael Carriere, Alec Shobin, David Kalina, Brandon Boyer, Paul Kirschbaum, Bruce Dawson, Adam Saltsman, Brendan Mauro, Tim Keenan, Shawn Pierre, Saleem Dabbous, David Rosen, Elliott Mitchell, Trevor Stricker, Adriaan de Jongh, Jan-Pieter van Seventer, Tim Ambrogi, Anna Sweet, and of course, Augusta Butlin

Whom'd I forget?

Ichiro's Giant Head



Ichiro Lambe
Dejobaan Games, LLC
ilambe@dejobaan.com
www.dejobaan.com

