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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



B.U.G.
BOSTON UNITY GROUP



- 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] [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:

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Whom'd I forget?

Ichiro's Giant Head

Ichiro Lambe

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