



Staying Alive & Redefining Indie

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Who Are You, and Why Should I Care?

In game industry since 1991

- Over 50 games shipped
- Selling tens of millions of units
- In over a dozen languages.
- From companies around the world

Co-Founded Boomzap Entertainment

- 90 people. 23 cities, 8 nations, 15 project teams.
- 31 Original brands. 100+ SKUs. 1000+ .EXEs.
- Profitable and growing for 9 years.

Is Boomzap an Indie Developer?

in·de·pend·ent [in-di-pen-duhnt]

adjective

- 1. not influenced or controlled by others in matters of opinion, conduct, etc.; thinking or acting for oneself: an independent thinker.**
- 2. not subject to another's authority or jurisdiction; autonomous; free: an independent businessman.**
- 3. not influenced by the thought or action of others: independent research.**
- 4. not dependent; not depending or contingent upon something else for existence, operation, etc.**
- 5. not relying on another or others for aid or support.**

5 Rules for Staying Independent

Cash Flow

Innovation is Overrated
Gameplay Ain't.

Talk to Everyone

Listen

Compare

Question

Disbelieve

Assume the Best of Your People
Assume the Worst of Their People

Accept Failure
Learn
Move on

Questions are Free.

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