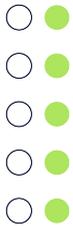


Curso para
**Conseguir Inversión para
Videojuegos Indies:
Presentación de Pitch**

Gerardo García Rodríguez





¿Para quién es este curso?

- Desarrolladores indies.
- Interesados en encontrar un publisher.
- Interesados en aprender a pitchear su juego.
- Interesados en la industria de videojuegos.



Curso para
**Conseguir Inversión para
Videojuegos Indies:
Preparación de Pitch**



**¿Cómo compartir
tu pitch para
conseguir
inversión para tu
videojuego?**

○ ●
○ ●
○ ●
○ ●
○ ●

¿Dónde compartir tu pitch?

Cada publisher tiene su
forma de contacto.

Developer Signup

Pitch us your game.

Game Name*

Your Name(s)*

Email*

Quick Pitch*

¿Dónde compartir tu pitch?

Lee detenidamente los
requisitos de cada
publisher o
convocatoria.

Packaging it all up about e-mails

- Have a short, tangible, interesting pitch
- Include a cool visual gif (under 2mb!)
- Include a link to a (within 5 seconds) interesting Youtube trailer — it can be unlisted btw
- Brief description, preferably in bulletpoints — don't forget to mention what you need
- A build that's easy to play

Congratulations! You have just increased your chances of getting published, featured by the media, or getting a grant. Even better, people will recognize your game now!

Now even if you decide to go alone, the groundwork you did will help your game become more successful.



**¿Video o prototipo
de tu juego?**

○ ●
○ ●
○ ●
○ ●
○ ●

¿Video o prototipo?

Video



○ ●
○ ●
○ ●
○ ●
○ ●

¿Video o prototipo?

Prototipo





Tips para editar un video de pitch

- ●
- ●
- ●
- ●
- ●

Tips para realizar un buen video

Conciso



- ●
- ●
- ●
- ●
- ●

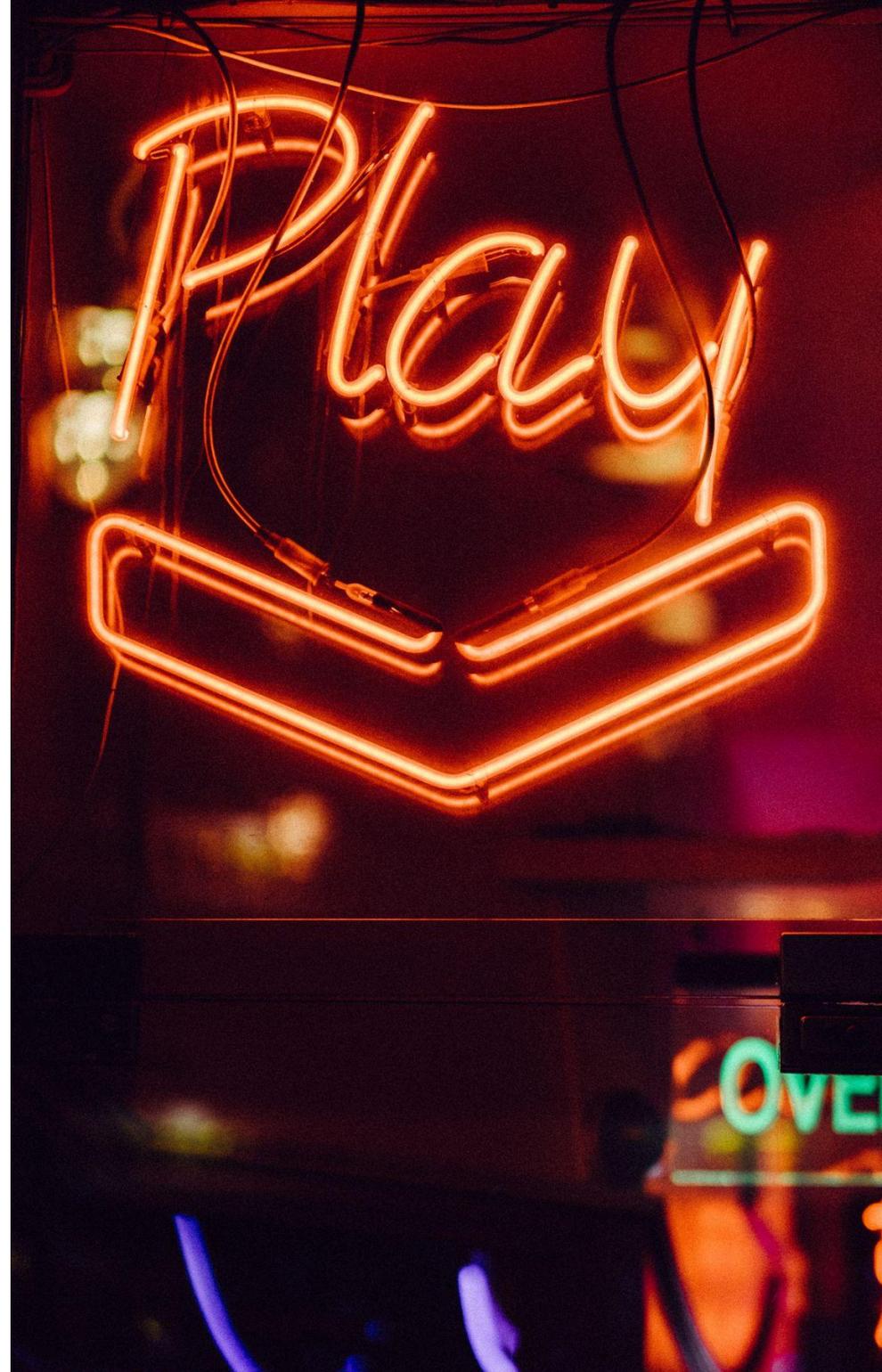
Tips para realizar un buen video

Corto (2-4 min
max)



- **Tips para**
- **realizar un**
- **buen video**

**¡Muestra
gameplay!**



- **Tips para**
- **realizar un**
- **buen video**

Los sonidos
se suman a la
música.





Reto

Graba y comparte el
video de tu juego.



Tips para realizar un buen prototipo

- ●
- ●
- ●
- ●
- ●

Tips para realizar un buen prototipo

Evitar exceso de
historia.



- ● **Tips para**
- ● **realizar un**
- ● **buen prototipo**

Comunicar
correctamente
el gameplay.



- ●
- ●
- ●
- ●
- ●

Tips para realizar un buen prototipo

Cliffhanger



- ● **Tips para**
- ● **realizar un**
- ● **buen prototipo**

Se toleran
imperfecciones





**Pitch presencial,
remoto y grabado**

○ ●
○ ●
○ ●
○ ●
○ ●

Diferencias entre pitches

Presencial



○ ●
○ ●
○ ●
○ ●
○ ●

Diferencias entre pitches

Remoto



- ●
- ●
- ●
- ●
- ●

Diferencias entre pitches

Grabado



Reto

Compartir qué tipo de pitch harías y por qué



Lenguaje corporal

○ ●
○ ●
○ ●
○ ●
○ ●

Lenguaje corporal

Amigable



○ ●
○ ● **Lenguaje**
○ ●
○ ● **corporal**
○ ●

Voz



- ●
- ● **Lenguaje**
- ● **corporal**
- ●
- ●

Velocidad



○ ●
○ ● **Lenguaje**
○ ●
○ ● **corporal**
○ ●

Sonríe



The background is a dark blue/black color with various geometric patterns. In the top left, there is a grid of white lines and four green triangles pointing right. In the top right, there is a grid of white circles. In the middle right, there is a grid of white dots. In the bottom left, there is a grid of white dots. In the bottom center, there are three wavy green lines. In the bottom right, there are white diagonal lines and a green triangle pointing down. A large, rounded rectangular box with a thick green border is centered on the page.

¿Cómo me visto?

○ ●
○ ●
○ ●
○ ●
○ ●

¿Cómo me visto?

Investiga el contexto



○ ●
○ ●
○ ●
○ ●
○ ●

¿Cómo me visto?

La siempre
confiable



Suit up!



**¿Dónde presento
mi pitch?**

○ ●
○ ●
○ ●
○ ●
○ ●

¿Dónde es la presentación?

Conocer el
espacio

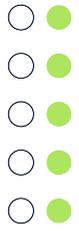




Lugar

Llegar temprano





Lugar

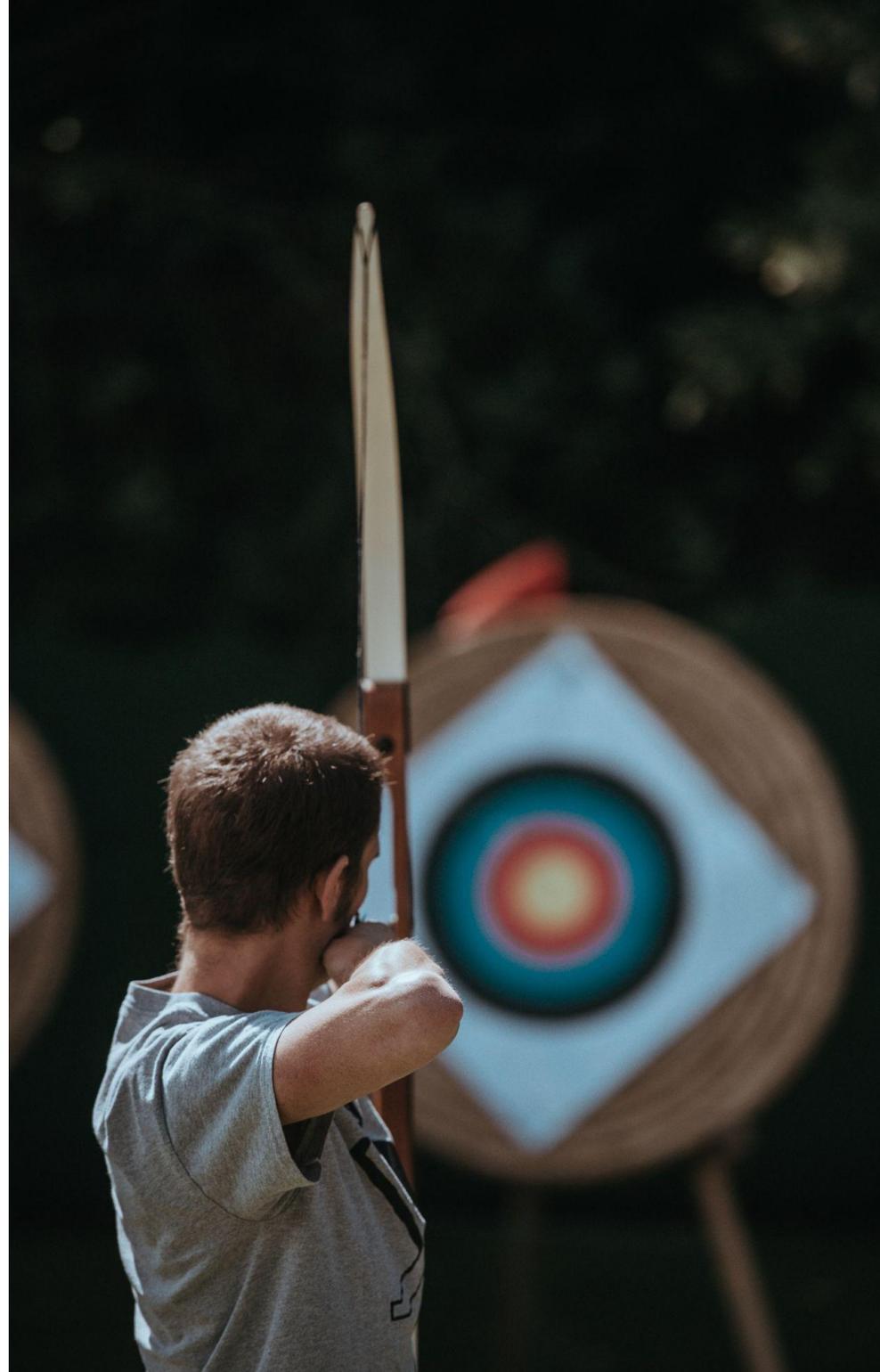
Conocer el equipo





Lugar

Practicar



The background is a dark blue/black color with various geometric patterns. In the top left, there is a grid of white lines and four green triangles pointing right. In the top right, there is a white diagonal line and a grid of white circles. In the middle right, there is a grid of white dots. In the bottom left, there is a grid of white dots. In the bottom center, there are three wavy green lines. In the bottom right, there are white diagonal lines and a green triangle pointing down. A large, rounded rectangular box with a thick green border is centered on the page, containing the text 'Practica tu pitch' in white.

Practica tu pitch

○ ●
○ ●
○ ● **Practica tu pitch**
○ ●
○ ●

Tip 1: al espejo.



○ ●
○ ●
○ ● **Practica tu pitch**
○ ●
○ ●

**Tip 2: grabando
tu voz.**



○ ●
○ ●
○ ● **Practica tu pitch**
○ ●
○ ●

Tip 3: frente a gente.





Reto

Practica por tu cuenta el pitch grabado sin editar y voz.

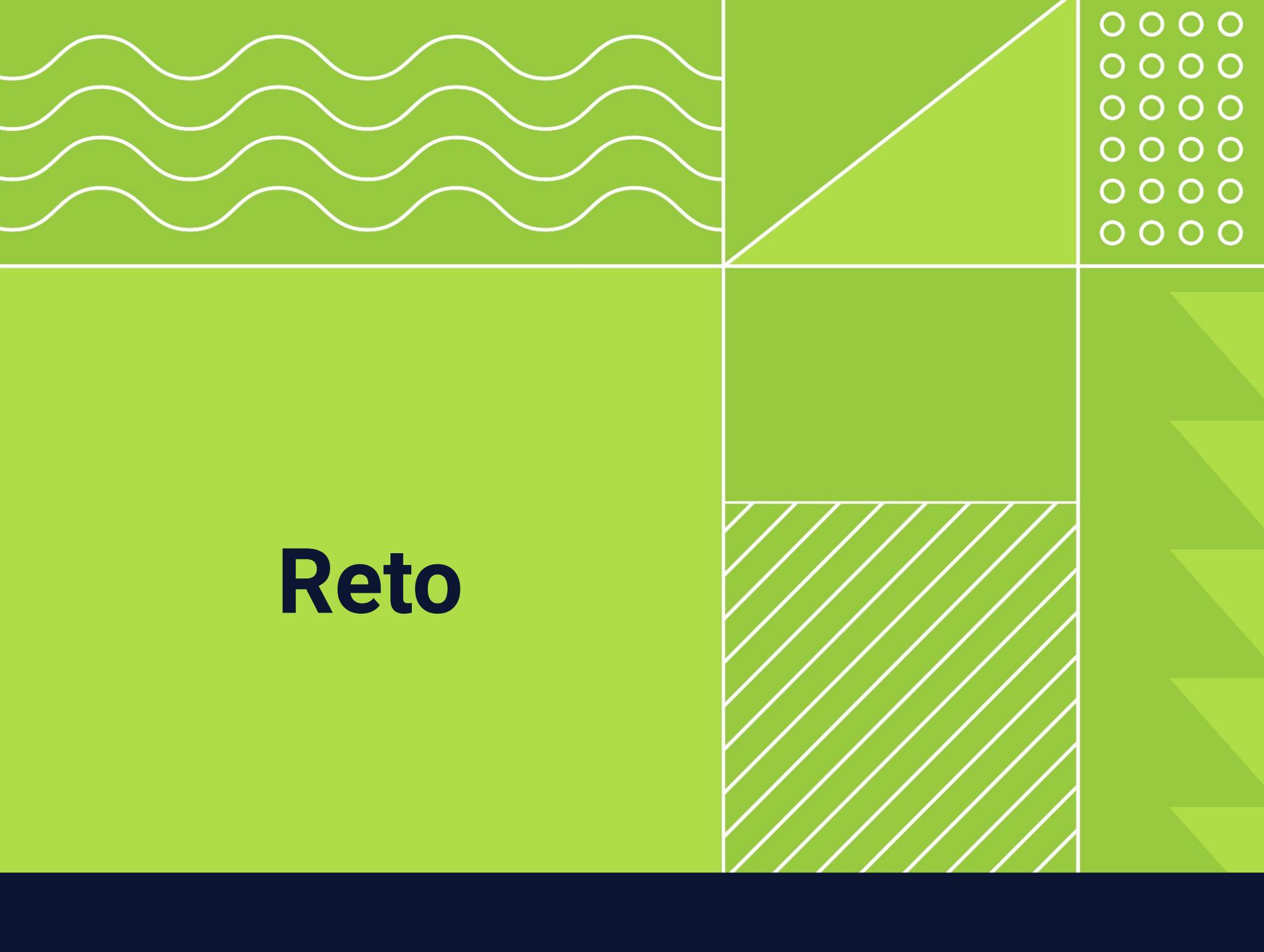
The background features a dark blue field with various geometric patterns: a grid of white lines in the top-left, a grid of white circles in the top-right, a grid of white dots in the middle-right, a grid of white dots in the bottom-left, and diagonal white lines in the bottom-right. A thick, rounded green border frames the central text area. In the top-left, four green triangles point right. In the bottom-right, a green triangle points down. At the bottom center, there are three wavy green lines.

Estructura de pitch

○ ● Estructura ○ ● de pitch ○ ●

1. Portada
2. Outline*
3. USP
4. Estilo visual
5. Mercado*
6. Equipo*
7. Oportunidad
8. Plan*
9. Competencia*
10. Contacto*





Reto

The background is a dark blue/black color with various geometric patterns. In the top left, there is a grid of white lines and four green-outlined triangles pointing right. In the top right, there is a white diagonal line and a grid of white circles. In the middle right, there is a grid of white dots. In the bottom left, there is a grid of white dots. In the bottom center, there are three wavy green lines. In the bottom right, there are white diagonal lines and a green triangle pointing down. A large, rounded rectangular box with a thick green border is centered on the page.

Documentación



Documentación

Plan a detalle de entregables, duración y costo.



Reto

Crear la documentación
de tu proyecto

The background is a dark blue/black color with various geometric patterns. In the top left, there are four light green triangles pointing right, with a grid pattern behind them. In the top right, there is a grid of white circles. In the middle right, there is a grid of white dots. In the bottom left, there is a grid of white dots. In the bottom center, there are three wavy light green lines. In the bottom right, there are diagonal white lines and a large light green triangle pointing down. A large, rounded rectangular box with a light green border and a dark blue/black fill is centered on the page, containing the text.

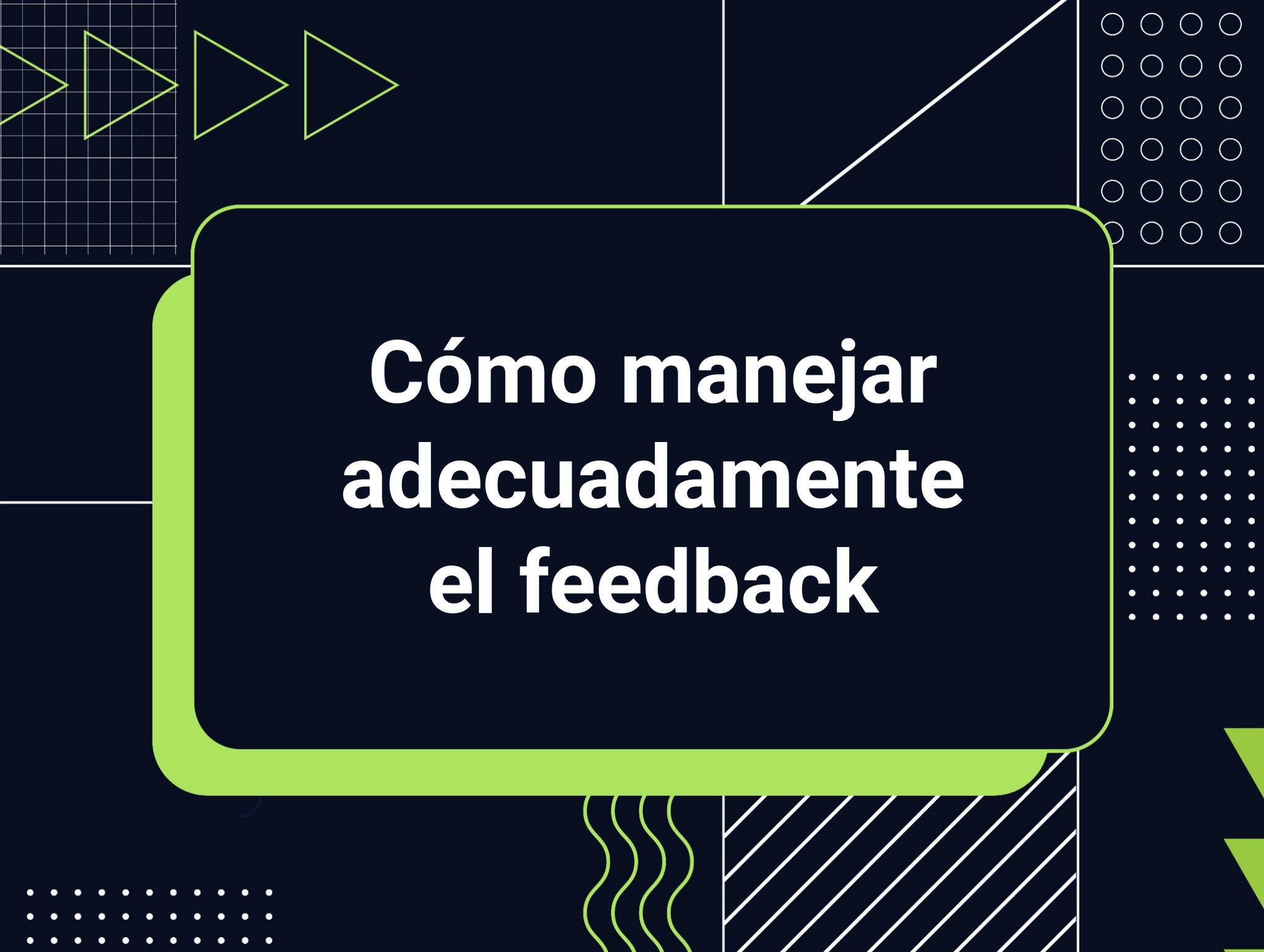
Recopilación de materiales

○ ●
○ ●
○ ●
○ ●
○ ●

Recopilación de materiales

- Video
- Prototipo
- Documentación





Cómo manejar adecuadamente el feedback

- ●
- ●
- ●
- ●
- ●

Cómo manejar adecuadamente el feedback

Aprende de tus
errores.



- ●
- ●
- ●
- ●
- ●

Cómo manejar adecuadamente el feedback

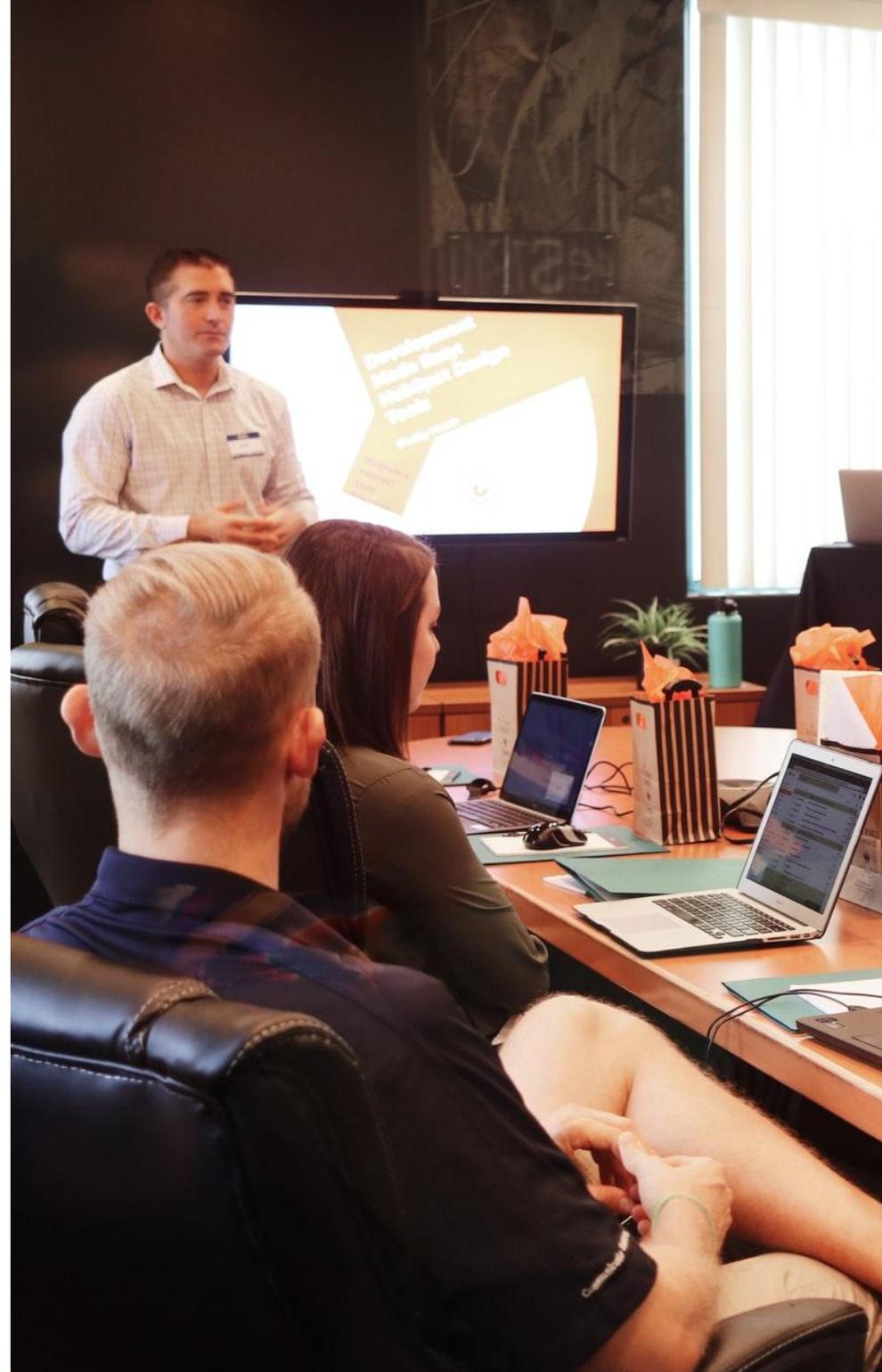
No interrumpas



- ●
- ●
- ●
- ●
- ●

Cómo manejar adecuadamente el feedback

Contesta de manera concisa.



○ ●
○ ●
○ ●
○ ●
○ ●

Cómo manejar adecuadamente el feedback

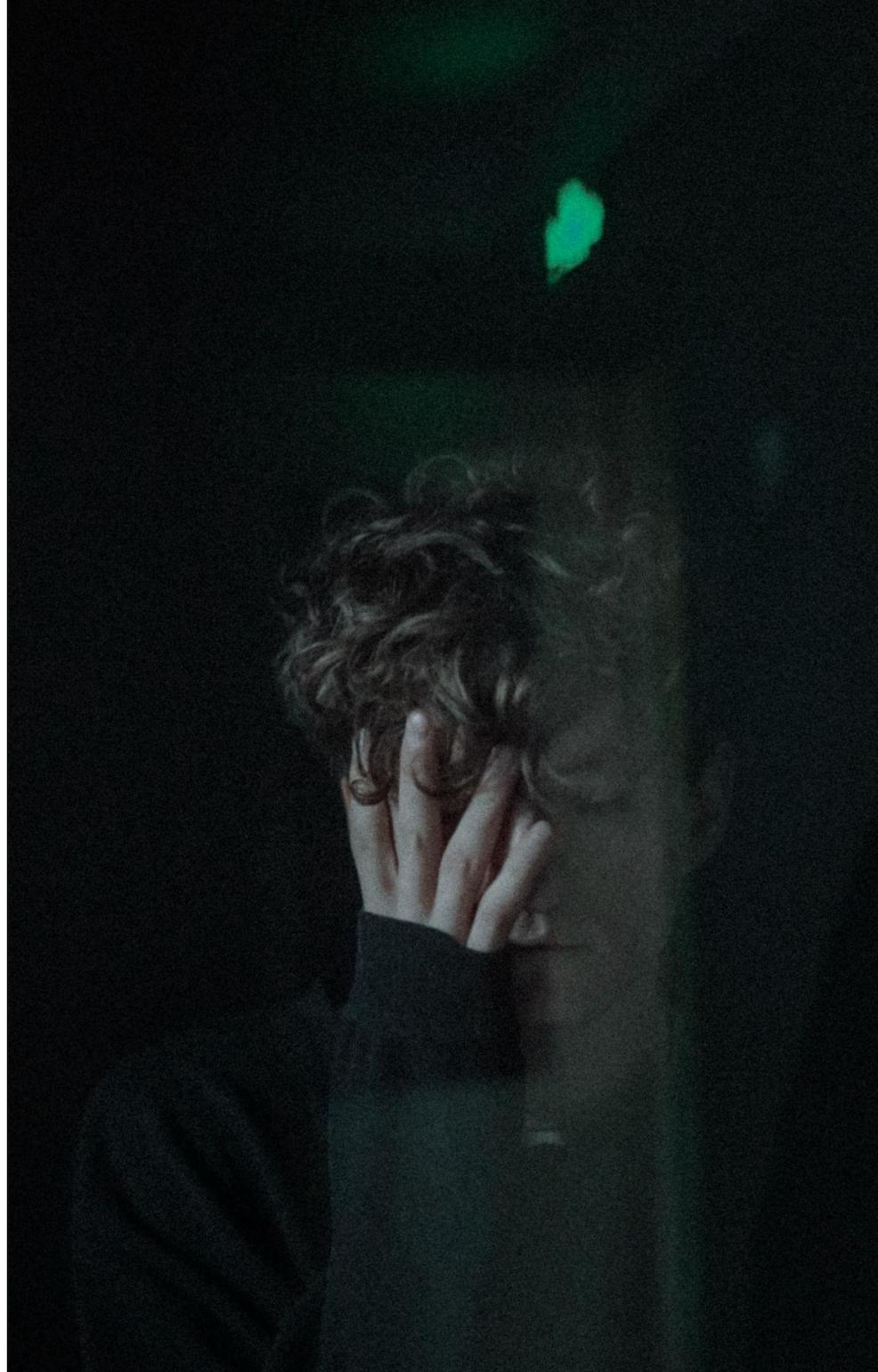
Maneja tus
emociones



- ●
- ●
- ●
- ●
- ●

Cómo manejar adecuadamente el feedback

No muestres
desesperación



Reto

Comparte el feedback que
tuviste en tu sesión de práctica

The background is a dark blue/black color with various geometric patterns. In the top left, there is a grid of small white squares. To its right, four white triangles of varying sizes are arranged in a horizontal line. In the top right, there is a grid of white circles. In the middle right, there is a grid of white dots. In the bottom left, there is another grid of white dots. In the bottom center, there are three wavy white lines. In the bottom right, there are several parallel white diagonal lines. A large, rounded rectangular box with a thick green border is centered on the page. Inside this box, the text "Proyecto final" is written in a bold, white, sans-serif font.

Proyecto final



¿Qué aprendimos?

- Tips para presentar.
- Variables al presentar.
- Lidar con pitch.
- Eventos para pitchear.
- Que anexar al pitch.





Termina el proyecto

Graba un pitch de tu
juego y compártelo