publishing methodologies for impact games

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1990s
2000s

- Most Commercial Enterprises
- Most Not-for-Profit Organizations
- Really Bad Businesses
- Double Bottom Line/Blended Value
- Social Impact
- Financial Return
impact games: potential

agency

adaptive

complexity

motivation

systems thinking

problem solving

perseverance

creativity

collaborative

fail safely
Impact games: reality

Current State of Game-based Learning Sector

**level of promise**

**V E R Y  H I G H**

**scale of impact**

**V E R Y  L O W**

Investments in Game-based Learning Projects

*Despite strong funding support for research and positive research findings, there has been no scaling of impact and many of the best projects are at risk for being shut down.*

- **$100’s MM**
  - Strong philanthropic funding support has led to promising research findings
  - **Foundations and Government**

- **THE GAP**
  - Funding & expertise to commercialize products from successful research projects and scale impact
  - **Venture Investors and Traditional Publishers** are following segment but waiting for proof points of commercial potential
  - **Investors & Traditional Publishers**

Stages of Product Development

- **Research**
- **Development**
- **Productization**
- **Distribution**
- **Scaling**
E-Line partners with leading foundations, universities, government agencies and nonprofits to develop and publish games for learning, health and social impact.

- multi-stakeholder partnerships vs. tech-transfer
- game-based products vs. game-based services
- portfolio w/ stage-based $ vs. one-off grants
- impact informed design vs. impact & publishing informed design
slate

Foundations
curriculum-driven

Connect curriculum to interests

Pathways
interest-driven

Connect interests to curriculum

ARX

Gamestar Mechanic

fab

Talkers and Doers

The Real Robots of Robot High
services & initiatives

- empower women & girls in India/Africa
- national STEM video game challenge
- games and learning publishing council
- 3-D action game to improve number sense
- civic engagement in Jordan
- ASU center for games & impact
# Methodology

## Approach to Publishing Games for Impact

### Key Considerations

- Impact objectives
- Target audience
- Context of experience
- Platform alignment
- Game design alignment
- Business alignment
- Discoverability
- Sustainability
- Assessment models

### Concept Development

- Landscape Analysis
- Product Plan
- Research Plan
- Budget & Schedule
- Team Resources

### Production

- Creative Design
- Technical Design
- Production Plan
- Go-to-market Strategy
- Production Management

### Scaling & Optimization

- Promotion & Outreach
- Distribution
- Optimization
- Impact Assessment
- Financial Analysis

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