The BIG INDIE PITCH

www.bigindiepitch.com

informationpack

steel sm **media**

What is the Big Indie Pitch?

Established in 2013, the Big Indie Pitch is a series of events that take place all around the world, giving developers everywhere an opportunity to get high quality feedback and valuable publicity – as well as several thousand dollars' worth of advertising across Steel Media's network of sites.

Benefits include:

- A high probability of coverage from *Pocket Gamer*, *148Apps*, and *AppSpy*, as well as from judges representing other outlets.

- Follow-on publicity from journalists who look for leads on *Pocket Gamer* and the other Steel Media sites.

- Attention from platform holders such as Apple and Google, who read sites like *Pocket Gamer* for insight into which games to feature on their stores.

- The opportunity for developers to refine their pitching skills.

- And for the judges, an early glimpse at what the often overlooked indie game community is working on.

- Free snacks and booze!

Past judges include writers and editors from *Pocket Gamer, Mashable, Touch Arcade, Edge, The Observer, Wired, AppAdvice, 148Apps, The Guardian* and more.

> ❝ *We got helpful feedback from publishers, journalists and evangelists, and formed lasting, meaningful connections. That would have been near impossible without this opportunity. Plus, amazing grilled cheese sandwiches!* ❞
>
> **Kati Nawrocki** Computer Lunch

How it works

1 Submit your app

2 Meet the experts

3 Get the recognition

4 Boost your success

We normally accept around 20 submissions through a form on *PocketGamer.biz*, though we urge hopeful developers to show up on the day as we're often able to squeeze more teams in. Pitchers demonstrate their games to 5 pairs of judges in 4-minute speed date-style slots, after which they're free to relax, do some networking, have a bite to eat, and await the announcement of the winner and the runners up.

" It was really fun, and the 4-minute format was surprisingly effective. It kept you on focus and excited throughout the 5 consecutive pitches. Thanks again, it was a pleasure to be part of. "

Scott Barrett Black Powder Media

Previous BIP attendees

Here are just some of the games you heard about first through the Big Indie Pitch:

FOODO KITCHEN
Tutu Lab

- Winner of the Big Indie Pitch
- #1 kids' app in 43 countries
- Featured on every continent, widely reviewed

SKULLDUGGERY!
ClutchPlay Games

- Official selection for PAX 10 Indie Showcase
- Top 25 in multiple countries and categories
- Widely featured
- Widely reviewed
  9/10 from *PG*
  8.6 on Qi

DEEP LOOT
Monster and Monster

- Top 25 in several countries and categories
- Featured
- Widely reviewed
  8/10 from *PG*
  7.8 on Qi

EPIC ERIC
232 Studios

- Top 10 in several countries and categories
- Featured
- Widely reviewed
  7/10 from *PG*
  7.8 on Qi

PAKO
Tree Men Games

- Number 1 in multiple countries and categories
- Featured in almost 100 countries
- Widely reviewed
  7/10 from *PG*
  7.7 on Qi

CREATERRIA
Incuvo

- Top 25 in multiple countries
- Featured in multiple countries
- 79% from *Games Master*

CHIPPY
GLITCHE.RS

- Number 1 app in UK simulation category
- Top 10 in multiple categories
  7/10 from *PG*
  7.8 on Qi

BOUNDEN
Game Oven

- Featured more than 100 times on the App Store
- Top 10 in several countries and categories
- Widely reviewed
- Covered by the *NYT*

TIMBERMAN
Pawel Jedrysiak

- Featured
- Number 1 app in multiple countries and categories
- Widely reviewed and covered
- Feted as the next *Flappy Bird*

RGB EXPRESS
Bad Crane Ltd

- Top 10 in several countries and categories
- Featured over 1,000 times
- Widely reviewed
  9/10 from *PG*
  8.6 on Qi

ONES TO WATCH

SWAP QUEST **Rebusmind**
PIXEL POWERS **LambdaMu Games**
BULLET BOY **Pomelo Games**
WIZARD GOLF **Floor 27 Industries**

What is the **Very** Big Indie Pitch?

The clue's in the name. The Very Big Indie Pitch is the bigger sibling of our regular BIP event.

Entrants still have to be selected from the submission process, the finalists still get 4 minutes at each table, everyone gets excellent, useful feedback on their games. And the top 3 teams get to share a promotional prize worth $thousands.

There are 4 key differences from a normal Big Indie Pitch:

- There is a larger number of teams taking part

- The event is typically run within our PG Connects conferences, meaning it's a two-day affair (Day 1 hosts the pitching, Day 2 enables the top 5 teams to showcase their games to the conference delegates)

- The winners are decided not only by the judges but also through votes from the conference delegates (the voting process takes place during Day 2 while the top 5 teams show off their games)

- The promotional prize value is bigger

> **❝** In terms of getting face time with press, the Very Big Indie Pitch was hands-down the single most important pre-launch event that we participated in this past year. If we hadn't gotten into that event, we would be in a very different place right now. **❞**
>
> **Amy Dallas** ClutchPlay Games

Excusively at **POCKET GAMER CONNECTS** Global Mobile Games Industry Conference

What is the **XR** Indie Pitch?

Strap on your headset: the XR Indie Pitch is the immersive sibling of our regular BIP event.

VR, AR and MR projects are welcome, and that includes mobile as well as PC-based games. As usual entrants must be selected from the submission process. Because of the nature of XR experiences, in an XRIP the judges come to you: you'll get 10 minutes to demo your project. Everyone gets excellent, useful feedback on their games. And the top 3 teams get to share a promotional prize worth $thousands.

There are 3 key differences from a normal Big Indie Pitch:

- There is often a fewer number of teams taking part
- You'll set up your XR kit at a table and judges will circulate
- Judges spend 10 minutes at each table

> **❝** *The XR Indie Pitch is a great opportunity for indie XR developers and studios. Having industry professionals play your game and give you invaluable feedback is just one of the reasons why you should be there.* **❞**
>
> **Yağız Hatay** Codemodeon

Excusively at

XR CONNECTS
Global VR+AR+MR Industry Conference

What is the **PC** Indie Pitch?

Get your mice and keyboards ready: the PC Indie Pitch has arrived.

Based on our leading mobile focused Big Indie Pitch and VR/AR/MR focused VR Indie Pitch, the PC Indie Pitch puts the spotlight on those indie developers working in the PC field, whether that be for Windows, Mac, or Linux. As usual entrants are shortlisted from an initial selection process before being invited to pitch on the day. At the PC Indie Pitch itself each developer will get around 5 minutes with each table of judges in order to showcase their project, while also answering any questions our expert judges may have. As always, there's both instant, and post-event feedback provided to developers, alongside a great opportunity to network and a share of a promotional package worth $thousands.

Please note:

- Given the nature of the pitch, we recommend that pitchers bring their games on laptops as there will not be space to set up a desktop computer.

Also part of

Global PC Games Industry Conference

www.bigindiepitch.com

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