URL: https://stvp.stanford.edu/blog/videos/opportunities-for-start-ups

Earl shares his thoughts about the plausibility of starting a game development company in the current environment. He explains that with the release of new consoles and the growth in mobile technologies, it is a great time to start a company with a target audience in mind.

Transcript

The question was, it's an expensive proposition to start developing a game, so what about the idea of starting a developer company to build games right now? Is that hard? My answer is, a year ago, I would have said, "It's really hard.. Don't do it.. Run screaming for the hills.. Don't even think about it." I think what's happening in this last year is that with Xbox LIVE and Xbox Marketplace, we've seen examples of games that could be created by a small group that are sort of funding off a credit card the way that you see these small independent movies being funded, and they could find success selling directly to an audience, a kind of a captive audience, through that means.. So I think the world is changing a little bit in that respect, and it's interesting because a year ago I would have said it's just impossible for a small developer to really get up and running unless it's an experienced splinter group off a larger developer that's capitalized in some way.. Maybe they've got a shot, although it's highly risky.. So I guess, in summation, I think it's possible.. You need to think about what your audience is.. You need to think about what kind of game you're building.. To go and try to compete against "Madden" or to compete against one of these big movie licenses, that is impossible..

To create some kind of a smaller footprint game, an arcade game, a game that's for the cell phone, that's actually doable...