



Pirate Games

Tropical Adventures
with the
Development Armada

Overview

- App developers from around the world meet in Thailand for 2-week hackathons aboard an armada of sailing vessels
- Each sailing vessel is host to 3 developers who set out to create apps; have adventures; and win fame, fortune, and glory
- Adventures are recorded and edited into 30 minute episodes used to promote app releases and drive brand awareness



Plan of Attack

The modern app development and publishing model has become too established, expensive, and exclusive. We seek to attack the model by making free (ad monetized) apps, opening up the development process to consumers (via video), and rejecting the expensive marketing model (with original, viral content).

- Original app content with themes too “dangerous” for traditional publishing channels
 - Violent, sexy, irreverent, political
- Disruptive viral marketing strategy
 - Freedom from platform charges
 - Freedom from UA costs
- Cross-marketing of games and video content



High Seas Hackathon

- Hackathon
 - An event in which computer programmers and others involved in software development and hardware development, including graphic designers, interface designers and project managers, collaborate intensively on software projects.
- 5 hours per day for 10 days
- Games and apps for PC, Mac, and mobile
- Teams of 3 developers (tech, art, design)



Adventure Schedule

- Location: Thailand, Andaman Sea
 - Krabi (base) to Lanta, Phi Phi, and other islands
- Time: October – March = Northwest Monsoon (preferred sailing season)
- 2-week (14 day) Adventures
- 1st two weeks of every month
- 6 Adventures per season



14-Day Structure

- Day 1: Intro Day
- Day 2: Team & Idea Formation Day
- Day 3 – 13: Development Days
 - 7AM to 12PM development (5hrs per day)
 - 1PM to ??? Pirate Fun (sailing, fishing, diving, etc)
- Day 14: Demo & Judging Day
- Day 15: Outro Day



Roles & Titles

Each sailing vessel will be commanded and crewed by 4~5 people

- Captain (1) – in charge of the sailing vessels
- Master (1) – the Captain's mate; care and feeding of the Mates
- Pirates (3) – the Development Pirates
 - Varying names, titles



Competition

- Prizes awarded based on which team does the most (or best) of the following:
 - App(s) created and/or Best app
 - Fish caught (speared, hooked, and other)
 - Beers consumed
 - Treasure found
- Panel of Judges
 - Online, viewer-based
 - Celebrity, industry leaders
- Prizes
 - Sponsor items (cameras, clothing, etc)
 - Pirate crown, trophy, flag



Shares (Booty)

Parent company will collect revenue streams and report/distribute to all participants.

- Dev Pirates are entitled to % of revenue generated by their apps
- Must vote on type of sharing (Pirates)
 - All for one, one for all = equal sharing
 - Every man for himself = no sharing among teams
- Sailing vessels (Captain & Mate)
 - Receive fixed % of success from apps



Distribution

- Piratedev.com website
 - Videos, images, blogs, apps
 - All apps 100% free, ad-monetized
 - PC (Steam), Android, iOS apps (side loaded)
- YouTube & Patreon
 - Adventure Videos (monetized)
 - App promos
 - Concept marketing & recruitment



Media Content

- 30min episodes of each Adventure
- 1~3min brand promos, extras
- Live updates via Twitch, Periscope
- YouTube, Patreon channels
- App promo videos
- Apps



Sailing Vessels

- 2~4 vessels per Adventure
- Captains and Masters are directly compensated for time, resources
- Each vessel receives a share of the Booty
- Base vessel “Synchronicity”
- Partner vessels run by sailing couples
 - SV Esper, 43ft Oyster Ketch
 - SV Thomas & Rikke, 45ft Cavalier
 - Other Cruising Couples



Equipment & Filming

- Mounted GoPros
- Handheld camcorders
- Portable sound recorders
- Wireless mics
- Lighting
- Daily logs for all pirates



Editing & Release Schedule

- 6 episodes, 30 minutes each
- ??? Mini-episodes, updates, extras
- Shanghai-based editing staff
- 4 week editing schedule
- Year-round content stream
 - 1 major episodes every 2 months
 - Mini content weekly, monthly



Legal & Structure

- Local Thai partner company (XXX Co.)
- Thai government support (Tourism Board)
- Global LLC & publishing via Spicy Horse Games International
- Legal Waivers for all participants
- Insurance for loss/damages to sailing vessels



Sponsors

- Sponsors such as Apple, Samsung, GoPro, Intel, Red Bull, etc
- Provide budget, hardware, consumables
- A platform to highlight their products in video episodes
- A test bed for new technology, APIs, and hardware



Selection Process

- Global pool of developers
- Video promos, Facebook, Twitter posts
- Application page (web)
- Vetting process
- Final selection (3 people per team)
- Alternates (?)
- \$500 deposit?



Revenue Streams

- Patreon Supporters
- YouTube (ads)
- Apps (ads)
- Branded Merchandise
- Sponsors (?)
- Kickstarter (?)



Backstory

- Combine sailing and development around a reality-style YouTube series (twitch, periscope, etc, etc). 3 devs per boat, 2~3 boats, 2 weeks out on the water. Teams compete to see who can make the most games, the best game, drink the most beer, catch the most fish, etc, etc. The video content serves as marketing for the app content. Everything is released free, with ad monetization. Theme it around "dev pirates" - allow participants to do lots of pirate-y stuff - walk the plank, gamble their shares, raid each other's ships, etc. It's a floating hackathon.
- The problem to solve is: "games and game development have become too corporate, too greed driven - dev pirates are going to steal back the treasure and fun!" We counter the establishment with a focus on irreverent, violent, sexy, vulgar, and otherwise "un-publishable" content, via a stand-alone web store, video, and social media.



About

Concept Creator:

American McGee

CEO

Spicy Horse Games

423 GuangFu Lu Bldg #4

Shanghai, China

<https://www.linkedin.com/in/americanmcgee>

