



Stanford eCorner

The Entrepreneur in the Game Industry

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According to Arcadia Kim, Chief Operating Officer for Electronic Arts Los Angeles, an entrepreneur is someone who sees an opportunity that other people cannot see, tries to understand the competitive landscape around this opportunity, assumes the inherent risk, and relentlessly and persistently pursues success. Specifically in the game industry, however, the objective for the entrepreneur is to deliver fun, she adds.



Transcript

So one of the questions I'm thinking about this forum I was thinking, you know, you probably should've wrestled with the idea and definition of what entrepreneur is and so provides sort of throw out my ideas about what an entrepreneur might be at least from the book sense. It's somebody who being in that group wholly sees an opportunity that other people must certainly can't see, tries to understand what the competitive landscape might be and manage through for that competitive landscape, maneuver the process of the development as well as assume the risk on their own about what the condition might be and relentlessly pursue that given the lack of resources or visibility, and what other people might say. The reason why I wanted to sort of start off with that definition is because any game developer regardless of what position that you might be in are sort of pursuing after some vision that is very nebulous and very hard and difficult to understand nor communicate or try to deliver and that's sort of the idea of fun. And so at the core of what we're trying to do is delivering fun. The challenge of delivering fun especially in the gaming world is that you got sort of three things that are always constantly moving and it's art changes on a regular basis in terms of far of what games are doing, the barb of what entertainment is doing, changes on a regular basis, technology. Moore's Law holds, you know in the software world, technology is changing on a regular basis and also the design of what games you're doing is also changing on a regular basis. I always say, you know, games are sort of the worst attributes of consumer goods. Isn't it because you're always still pushing stuff down the line and that's a really strong distribution. It's the worst characteristic of a movie business because you always try to chase after something bad and it's going to be hot. And then it's also the worst characteristic of a software business because you have to grapple with technology.

In all of this in sort of the name of fun and it's something that you can't even describe or say unless you sort of taste it and so, you know that's the sort of challenge that, you know, as Erin and I work in our everyday jobs. You know, trying to nail down what fun is and give somebody a taste of something that you don't even know if you tasted it before. And that's the sort of the challenge that the entrepreneur takes when trying to make a game.