Stanford eCorner

Seeing Failure as Opportunity

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Kim's first game experience was a hugely successful online parlor game that was launched on AOL. Majestic, her second game, tried to stretch the Internet experience into the next generation of games, but didn't do as well, she says. The core team from Majestic was out of work and looking for another project, and stumbled into the Lord of the Rings.

Transcript

The first gig that I have was actually implementing an online parlor game site pogo.com under AOL, which was a huge hit, you know, poker and slingo bingo onto the AOL craft, it was like crack. And so two weeks into it, you know, we had 200,000 users it's a pretty big success. I then levered that experience to get on to the production team for Majestic. Had any of you guys heard of this game Majestic. Yeah. I'm one. I think you are the only person I fought. So Majestic was this online thriller that was going to phone you, text you, and do all this cool stuff. It was really trying to stretch that whole internet experience into the next generation of games. I still believe in that vision about what Majestic was trying to do and the only problem was there's only you and meand my team of 20.

So I was actually the life-producer for that game and that was also another interesting experience because Majestic didn't do as well as it was expected to do and they canned it. So there was a point where all of sudden my entire team was gone because we either have to figure out other places for them within EA or had to let them go because the game didn't do well. And I remember sort of sitting there with my, sort of, you know, my sort of core team. There was like three of us that were left and going what do we do next? And just feeling like this thing that we have worked on for so long, you know, it was just gone. And this is sort of the lesson of entrepreneurism is that basically that core team of us, we looked around within our company and sort of thought about what we could do next and thought about what opportunities might be untapped and that's sort of where your entrepreneurialism starts within EA. And what we found was this thing called Lord of the Rings and...