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February 12, 2009 13 min read Two women who love games make history in an area long considered a bastion of young men. Felicia Day and Jacqueline Beauchamp's innovative ideas have given groundbreaking deals with Microsoft Xbox. Day has parlayed her award-winning web show about online gamers, the Guild, in a hit distributed worldwide through Microsoft's triple platform Xbox LIVE, MSN Video and the Sun Marketplace. Hers is the first internet series to be distributed across the triple platform. To read the story of the Day, click here. Like a day, Beauchamp loves video games. So she decided to create a company and develop her own games, starting with the Black College Football Experience. Her company, Nerjyzed (pronounced as energized) is the first black development studio to create a game for Xbox 360. To read the story of Beauchamp, click here. From web junkie to web entrepreneur, a successful actress creates a hit web series. No less a web titan than Microsoft clicks it. Chances are you saw Felicia Day on TV. She has appeared in such shows as Buffy the Vampire Slayer, House, Monk, Strong Medicine, Mystery Woman and Windfall. She's been in several films, including Bring It Again, June, Emmy Award-winning Warm Springs and most recently Prairie Fever with Kevin Sorbo. Felicia Day, left, with fellow members of the Actors Guild Sandeep Parikh, Amy Okuda, Vincent Caso, Jeff Lewis and Robin Thorsen. Day said there were two constants in her life when she was a child: Video games and acting. With her father, who was a U.S. Air Force doctor, the family moved frequently, so her mother at home Day and her brother, Ryon. The day turned into video games early on as a means of entertainment, and theater became a means of socializing for the home-schooling of a teenager. You can audition for the play, and three months later it's over. It's the perfect transition activity you can do as well as being able to communicate with people, day says. Although she majored in mathematics and violin performance in college, she moved to Los Angeles after graduating from the University of Texas at Austin to pursue an acting career. I worked regularly enough to pay the bills, she says. But there was also a lot of downtime between acting jobs. I'm sick of it, Day says. I've just given away a very bad video game addiction to World of Warcraft. I left and then I decided to write something. It's something quite naturally turned guild that started life as a half-hour pilot about a group of gamers. Day showed it to industry friends who declared the series too niche for television. But producer Kim Evie, who created the web series The Magnificent Tiny Chicken Machine Show, urged her to produce the pilot as a web series, which premiered in August 2007. They smashed the pilot into three episodes three to five minutes each and quickly gathered a loyal loyal database of online gamers and techies. The day ran out of money after the first three episodes, so she put up a PayPal button - and viewers used it. After three weeks, we had a budget to shoot the next episode. And that's how we got through the rest of the season, Day said. Microsoft Perspective is a huge gamer and obsessive consumer of web video, Microsoft's Scott Nokas says he was immediately accepted by the Guild. Was the heart of Felicia's show, says Nocas, product group manager for Xbox LIVE video programming and original content. It was well written, well acted and it perfectly hit our demo goal. Thus, Nokas contacted Agent Day and made a deal to distribute the show in 26 countries with subtitles in nine languages (English, German, Spanish, Portuguese, Italian, French, Japanese, Korean and Chinese). The plus for the day is that she retains intellectual property rights on her show. As Nokas explains: When it comes to video, we are a distribution and marketing platform. Our core is not about making TV series, movies or video content. Our business provides distribution for great talent. We would rather have a long-term relationship with someone than own a part of IP. The guild quickly proved itself. It earned an audience of more than 1 million in its first five weeks on the triple platform, with 40 percent of those viewers originating outside the U.S., Nocas said. He praises Day. He says she has a rare ability to think about all aspects of production - not just writing and acting. It examines everything from marketing and distribution to the media, and how the show looks and sounds. This is one of the reasons why we love working with her and the entire Guild team. They were really great partners in all aspects of this project, he says. Marketing was the key to the Guild's success. The Internet is not just three networks. It's a monumental task to get the word out. But as a gamer himself, Day knew where her potential audience was going online and how he consumed his information. She posted information about her show on relevant video games and other forums, and used her Buffy fans as well. Her method of raising money means that the day can only download an episode every five weeks. But in retrospect, she believes this is what helped spread the word about the Guild viral. The actors were paid after the show aired. We released the DVD over the summer and it paid off all for their work, day says. We packed it in my kitchen. Suggestions to distribute her show started rolling in early. Day spent more than a year waiting for a deal that would allow her to retain intellectual property rights. That's when Microsoft stepped up. The second season of The Guild was launched on Xbox LIVE, MSN Video and Marketplace in November 2008. The guild currently has a worldwide audience of 14 million people in 26 countries, with subtitles nine languages. Thanks to Microsoft, the Guild can now present longer episodes on a weekly basis, with high production values and more crew. Day hasn't given up on his acting career - to date, web video isn't as lucrative as television or movies. But it's a changing landscape, Day said. The money is going to start coming and advertisers will see value in funding the current narrative. I hope that everything I do opens the door for other people to follow. At the same time, she says: If I happen to get a job, I have amazing people working with me who are able to cover it. It's already happened. She landed recurring roles on roommates, though the episodes have not yet aired. Sometimes it can get a little crazy, she admits, but at the end of the day, it's all worth it because I do what I want. Day advises another highlight of the video: Be prepared to work hard without money for a long time. Find out what you do for hours a day that you like, that you don't get paid, and then say, hey, I want to try to make money on this. I've been doing this for over a year and a half without making a dollar. If you are really passionate about it and you want to share it with people, you will find your audience and you can find money. The more people jump up and say, This is what I want to do, the more money will follow. Scheduled programming goes out the window. No one wants to see a bunch of white people having fun in a coffee shop - we've already seen it. Let's tell a more interesting story that hasn't been told. People crave something they haven't seen before. The Internet is a natural way out. Looking back, Day says she wanted to know how to delegate better. I burned myself. Feel free to reach out and other people will help you. At the time of management, she says: Make a to-do list and actually do it. Those are things that look really monumental and difficult - when you get to the rhythm of actually doing things on your to-do list, you'll realize that nothing is really that monumental. Business Play When is a 40-something video game entrepreneur has the fun, it really works. Jacqueline Beauchamp is one of those happy entrepreneurs who work on what she loves most: video games. I love it. I like being around young people; I love competitiveness. I love oh that if we could do it, because actually when you sit competing also, where the whole creative muf-set comes into play. Once you really follow this passion, you never feel as if you are working the day of your life. Beauchamp challenges the stereotype of a young male gamer. She's a 40-something black woman, bringing diversity to the video game industry and educating the rest of the world about the black experience. And her Black College Football Video Game Experience is starting to perform that always knew that she led this direction, even as a child in awe of animation, multimedia and the entertainment industry. You can never become something you haven't seen. Since the little girl grows up, animation has always been a big part of what I wanted to do. So it was envisioned as Nerjyzed (pronounced as energized). Animation has evolved into video games. Video games are driving scripts and vice versa. There's convergence between them, and what better way than being able to know how to do both and knowing how to make this experience cross different media? Beauchamp says. For 10 years, she worked as a computer designer at IBM. Then, deciding that it was time to move along the path to follow my passion, she chose to work in multimedia at Motorola. I was the first African-American woman to become head of the semiconductor division, she says. But her passion and desire to do never went away. Every time she participated in technical panels or multimedia panels, there were few blacks and even fewer women. She kept thinking that someone had to correct this discrepancy. After eight years at Motorola, she says: I realized that someone had to be me, she says. In 2004, for example, she created Nerjyzed Entertainment with several other partners. Geimer's Entrepreneurial Advice - These are some of the tips that are tips for young entrepreneurs: Whatever the industry is, make sure you are ready. Not just out of the product or the tactical aspects of it, but the business side of it. After all, that's what we do. We are business. 1. Never underestimate the power of your network. Always make sure you have a plan A via E and know when you need to go from one plan to the next in creating these different scenarios. 3 Just know that the answer is no it's just another opportunity to enter through another door. Because there's a yes somewhere. 4 Failure is never an option. Even if it's not, what would it look like? Unlike many entrepreneurs, Beauchamp says she had a very good idea that she was getting herself when she decided to become an entrepreneur. I think the biggest fight and challenge, whether it's a female entrepreneur or any entrepreneur, is not preparing in all aspects: Knowing what success has to look like, and making sure I know all the steps and elements that will be needed in preparation to make sure it happens, says Boshan. One of the things is knowing what your strategy is going to be and making sure the strategy will sound. Then from there, looking for the right capitalization in financing this strategy and then setting up an appropriate team to implement that strategy. These were the three steps that I made with my board and other founding members in moving Nerjyzed to a level where it is. Beauchamp held six up months on her business plan alone: We wanted to make sure that our strategy and business plan were sound. And once we did that, knowing that we could field the right team, we felt we could get the company capitalized. When Nerjyzed was founded in 2004, the sport - particularly football - games were No.1. Now music interactive games No. 1 and sports games No. 2. We are in a great position because we provide both, says Beauchamp. What Nerjyzed created is the Black College Football Experience, which combines the two leading genres of gaming by incorporating football with a rhythm-based interactive music experience that includes drum competitions and interactive halftime shows. The band's music is a true track of school bands. Interactive halftime shows reflect the styles of marching music and the precision of the bands. We licensed 45 music tracks from old school to new school, from Beyonce to Destiny's Child and Earth, Wind and Fire. You can go into call mode and play head-to-head drum challenge with a rock band, says Beauchamp. In addition, gamers can just watch the show at halftime and listen to all the music from each school that has been recorded. Initially, the company was self-funded. As soon as we found out we had something solid, we started going out and working on a capitalization plan, says Beauchamp. But the founding partners - four of them at the time - chose not to ask for venture capital. Instead, they went to high net worth individuals and secured \$8 million. She and Frederick Johnson are two partners left over from the original foursome. Even with funding, the journey was not completed. Nerjyzed was to be approved as a Microsoft developer. It doesn't hurt that the creative director of the design company is a former Microsoft employee. They could look at the application application and look at your team and know who you have on board. She advises all entrepreneurs to lend a helping hand in creating a network of people around you sooner or later. It's so important. These are really advisers and people that you can pick up the phone and say: I have a call in this area and we need to explore possible ways to address it. The power of the network is extremely important. You have to build a relationship one by one, she warns, always knowing who you want to get to. Beauchamp is proof that you can succeed in a down-to-life economy. I think it all started with the right plan and the right strategy. And have the right product. Product. ultimate history of video games pdf. the ultimate history of video games audiobook. the ultimate history of video games steven kent pdf. the ultimate history of video games volume two. the ultimate history of video games review. the ultimate history of video games book. the ultimate history of video games download. the ultimate history of video games español pdf

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