



# **RACCOON** BUSINESS

**MARKETING**

**DISTRIBUTION**

**BUSINESS  
DEVELOPMENT**

# Summary

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# What we do

- We are a marketing company made for **self-publishing studio**
- We want to help indie studios to **become important players in their marketing strategy**
- We aim to establish **fair** and **long-term relationships**
- We do not fund projects.



We **love indie games**, and we **know what it** is to own or belong to a studio.

We want to **help developers** to get the maximum from their games without vampirising them.

Likewise, we have a **unique model**, where the share is smaller until the development cost has been recovered.

# Transparent

Should you approve this deal? What could be the long-term consequences?

Sometimes, taking deals bring money to your studio but could damage the long-tail sales of your game.

Each situation is unique, we **provide you insights**, data & analysis while we share a deal with you to help you **make the best decision**.

# Knowledge sharing

Marketing strategy change regularly, and we benefit from other people **sharing their failures & success**, so we want to do the same!

If you want to **learn from us** and increase the skill of someone in the studio to take care of marketing yourself on your next game, that's fine!

# Emotion

We only **work with games & studios that meet our values** and that we **enjoy playing**. We defend inclusivity, ecology, feminism, and struggles for human rights.

We deeply believe that you will be **better at your job if you love the game** you are working on.



# Who are we?



**Mylène Lourdel**  
(she/her)  
**CEO**

*Marketing Strategy  
PR & Influencers Strategy  
Distribution*



**Galdric Borrat**  
(he/his)  
**Biz Dev**

*Business Development*



**Johann Verbroucht**  
(he/his)  
**Co-Founder**

*Marketing Strategy  
Advertising Strategy  
Steam Specialist*





# Who are our partners?

As we propose an **alternative model**, we draft some basic scenarios regarding studios who could use our help (not exhaustive):

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- You need **help for marketing**,  
but don't want to get a publisher in the loop as **you don't need funding**
- Your game **get traction on Itch.io**, and you think it could be successful on Steam,  
but **you don't know where to start**
- The **Early Access is doing well on Steam**,  
but you need help to get the best launch possible
- You handle marketing,  
but **need help for distribution and/or biz dev**





# Raccoon Business Projects



## The Wreck

*Global Marketing, Ads, Biz Dev, Distribution*



## Shotgun King

*Marketing Advices, Biz Dev, Distribution*



## Exogate Initiative

*Global Marketing, Ads, Biz Dev, Distribution*



## Spellcaster University

*Marketing Advices, Ads, Biz Dev, Distribution*



## Tin Can

*Marketing Advices, Ads, Biz Dev, Distribution,  
Console & VR ports*





# Our experiences



**Hero's Hour [PC]**

*Global Marketing, Biz Dev, Distribution*



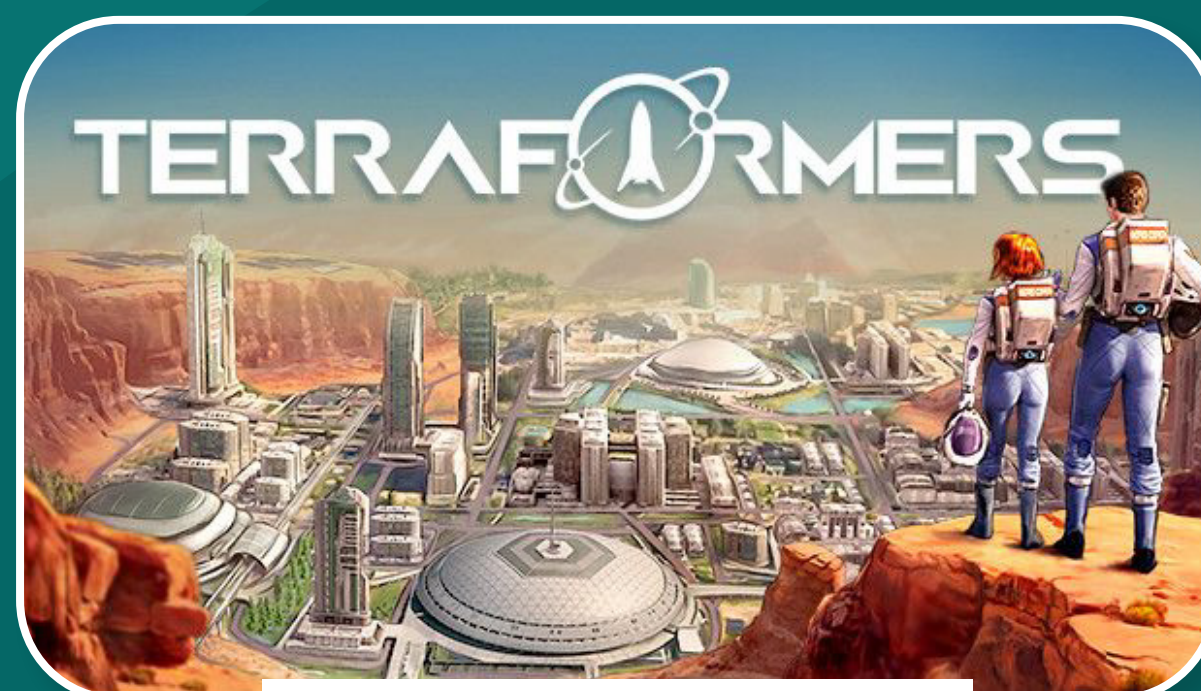
**Legend of Keepers [PC]**

*Global Marketing, Biz Dev*



**Haven [PC & Consoles]**

*Support for Marketing & Communication*



**Terraformers [PC]**

*Global Marketing, Biz Dev, Distribution*



**Furi [PC & Consoles]**

*Support for Marketing & Communication*





What we offer

## What we do

Help with the global Marketing Strategy  
(price, messaging, competition analysis, budget distribution...)

Steam Optimization, Relations & Data Analysis

Communication Strategy (planning, festivals...)

Advices & Operational Assistance  
(press, trailers, influencers, press kit, agencies management, ads posting ...)

Discounting Strategy post release

## Business Model

We take 15% of net revenue  
(not cumulative with Biz Dev or Distribution share)

As we want to support indie devs, the share we take drops to 10%  
until the game become profitable

You are still the page owner & you receive the money from  
Steam & Main Consoles partners

**Our contracts last for 3 years from the first release date of the game**

Business  
Development  
Business  
Development  
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Development  
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Development  
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Development  
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Development  
Business  
Development

## What we do

Partner Sourcing for Asian Market

Partner Sourcing for Consoles porting & Physical Distribution if needed

Opportunities with platforms (Streaming, Cloud, Bundles...) to receive cash and/or marketing support

## Business Model

We take 15% of net revenue made by deals we secure  
(initial money received at signature or generated revenue)  
This share is not cumulative with marketing or distribution share

We receive the payment and pay your shares  
no later than 30 days after we got your invoice

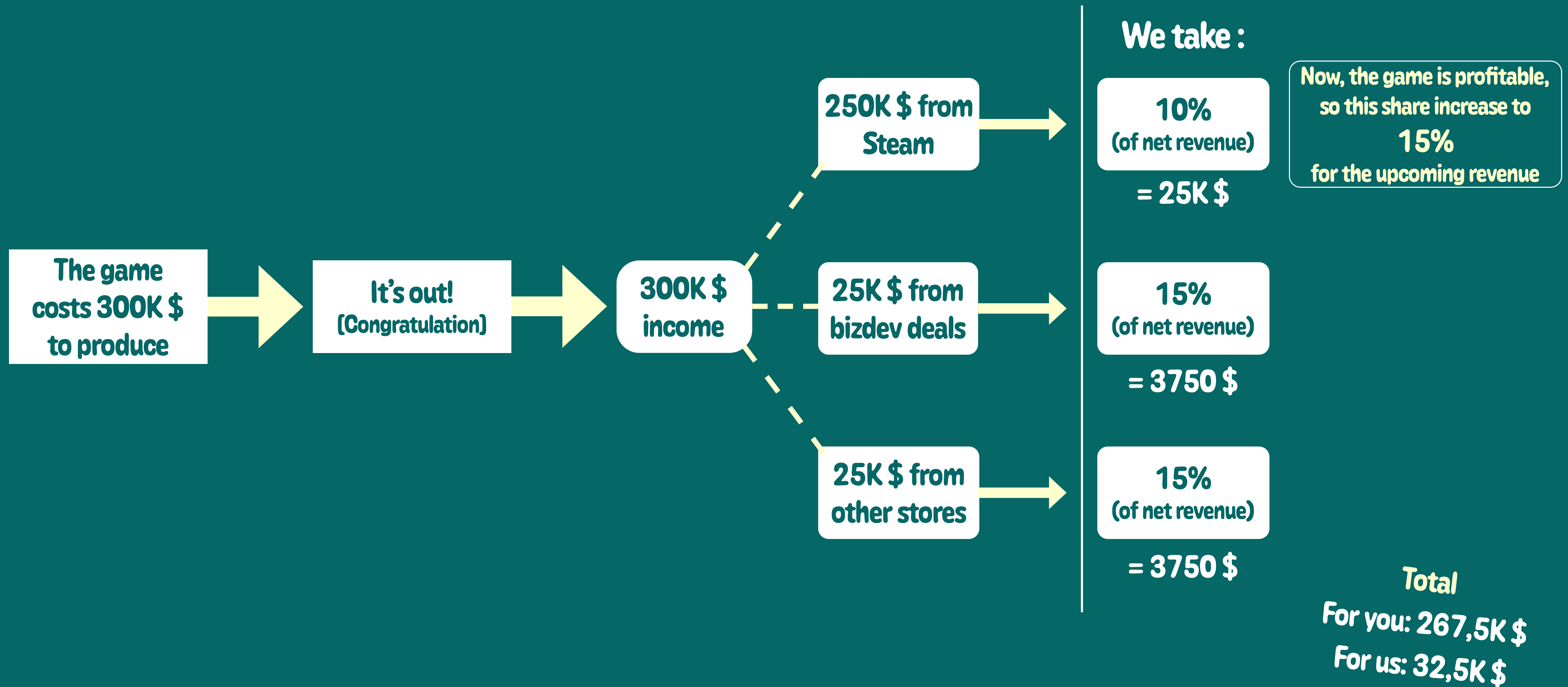
Our contracts last for 3 years from the first release date of the game

[illegible]

## Expertise to avoid gray market

**Our contracts last for 3 years from the first release date of the game**

# EXAMPLE







## Business Model

You can choose to only work with us for biz-dev and/or distribution,  
**or you can take the whole package!**

# Business Model – Appendices

## Why are we taking a % if we are only involved in marketing?

**First, marketing is an integral part of game development. It's also allowed us to work on some games which couldn't afford our services if it would be an upfront payment. If the marketing budget is limited, it will enable us to spend more on sales leverage.**

**Lastly, as we only get a % of revenue and work on a few games yearly, you can be 100% sure we will do our best!**

# Business Model – Appendices

## Why is the % increase from 10% to 15%, unlike publisher deals?

**Raccoon Business is a young company with few people, and not getting any flat fees for our marketing services could make us at risk.**

**10% was the bare minimum we calculated with no margin of error, while 15% would have been a better share for us. It allows us to work on riskier games.**

**However, the less money you get from the game, the more all pennies counts to keep your studio afloat. Then, we decided to increase the % when the game became profitable for you to get some securities on our side without it being at the expense of the studios.**



# RACCOON BUSINESS

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