

GAME JAMS

A NEW FORM OF RAPID PROTOTYPING



DIGNITAS
TECHNOLOGIES

- MIKE BIANCHINI, DEVELOPER



FENIX DIGITAL
STUDIOS

- CHAD HOOVER, FOUNDER



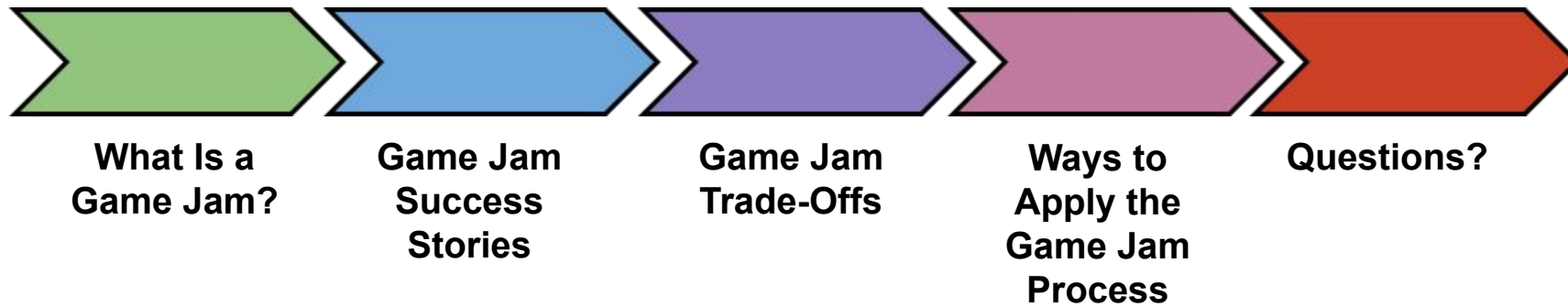
A SQUARE
GAMES AND SIMULATION, LLC

- AUSTIN PINZON - COO, CO-FOUNDER

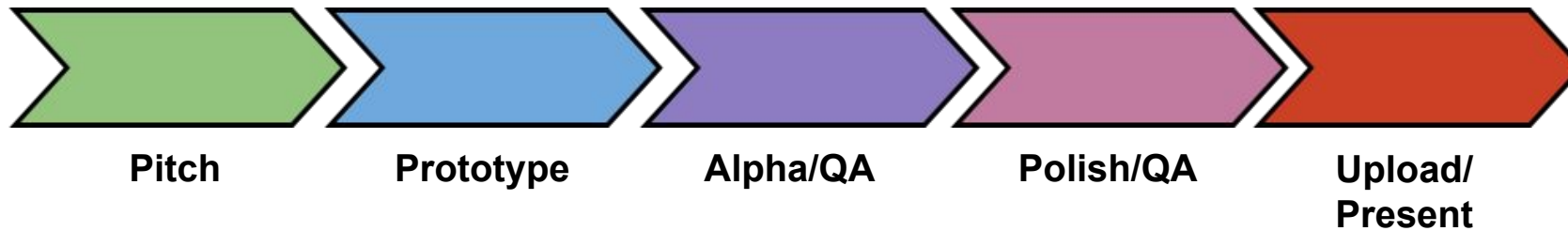
- ADRIAN LANNON - CEO, CO-FOUNDER



OVERVIEW

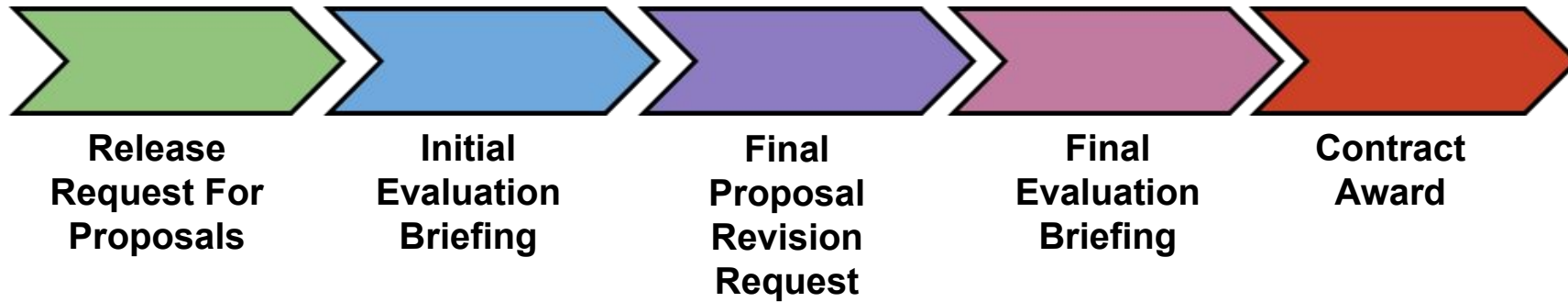


Presentation

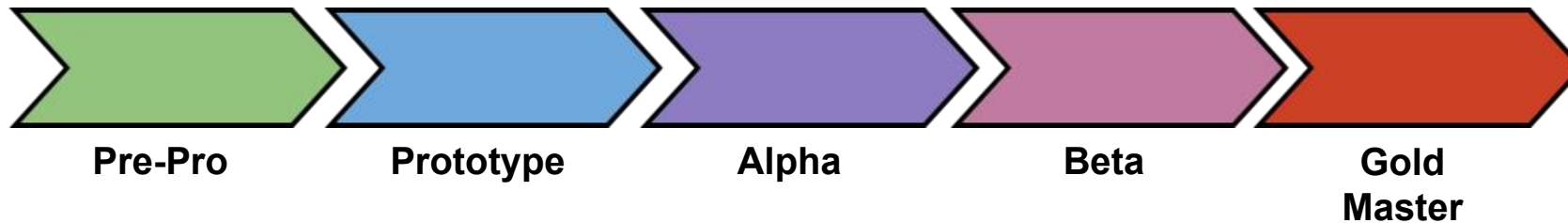


Game Jam - 48 Hours

INTRO



Request For Proposal - 6-10 Months



Game Development - 12-24 Months

WHAT IS A GAME JAM?



What Is a Game Jam?

- A short, time-boxed event in which small teams of programmers, artists, designers, and various other contributors that use tools to make a games or experiences.



TOOLS
THEMES
TEAM
TIME



Game Jam History

2002 0th Indie Game Jam



2022 Armed Forces Jam



- 20 years of Game Jams Events and Gatherings



GAME JAM SUCCESS STORIES



Game Jam Success Stories

- Many successful independent games started at game jams
- Global Game Jam, 7DFPS, and internal game jams have resulted in many successful titles



- | | | |
|----------------------------|------------------------|-----------------------------|
| ➤ Surgeon Simulator | ➤ SUPERHOT | ➤ Goat Simulator |
| • > 2 million copies sold | • \$100,000 < 23 hours | • > \$12 million in revenue |

Game Jam Success Stories

- **Game Jams are not limited to gaming**
- **Primary focus on innovation through gaming technology**
- **Several industry-related game jams in Orlando**



SPACE INDUSTRY



HEALTH INDUSTRY



MIL SIM INDUSTRY

Game Jam Success Stories



- **17 Projects Entered**
- **6 Challenge Categories**

- **Boo Boo Snap**
 - **1st Place** with cheerful AR Bandage Application
 - **Covered on Fox 35 News** and given access to events and consultation
- **Zen Bloom**
 - **2nd Place** with VR meditation application
- **bARK**
 - **3rd Place** with AR distraction therapy application

Game Jam Success Stories

“The Navy and other military branches need the simulations they use to train service members to be higher quality, more accessible, and more frequent to keep up with competitors. Tapping game developers in the private sector is key to doing that.”

- Capt. Dan Covelli

Game Jam Success Stories

- In 2021 Armed Forces Jam was formed to meet the demand of a growing industry
- Brought from concept to reality in a matter of weeks
- Widely accepted by the military simulation industry and received great support
- Winners of the jam were able to demonstrate their capabilities at I/ITSEC 2021



Game Jam Success Stories

- **1st Place - Small Arms Collaborative Training Environment (SACTE)**
- **Use of Force Trainer and Shoot House**
- **Earned contracts while showing at I/ITSEC**



- **Winner of Amentum Challenge - Hat Trick**
- **PC and VR Drone game featuring human recognition and teamwork**

Game Jam Success Stories

**How does this apply
to Military Simulation?**

Game Jam Success Stories

- **Military pipelines and acquisition can be a lengthy process**
- **Visualizing a concept early can reduce cost later**
- **Military Hackathons**
 - **TALOS Time Hack Rapid Prototyping Event**
 - **Rapid Integration of Artificial Intelligence Event**
- **Utilizing the growing community of game developers produces results**
 - **Crowd-sourcing problems**
 - **Connecting real-time visualization to data**
 - **Gamifying training**

GAME JAM TRADE OFFS



Game Jam Trade-Offs

Use the right tool for the job!

Appropriate situations for a Game Jam:

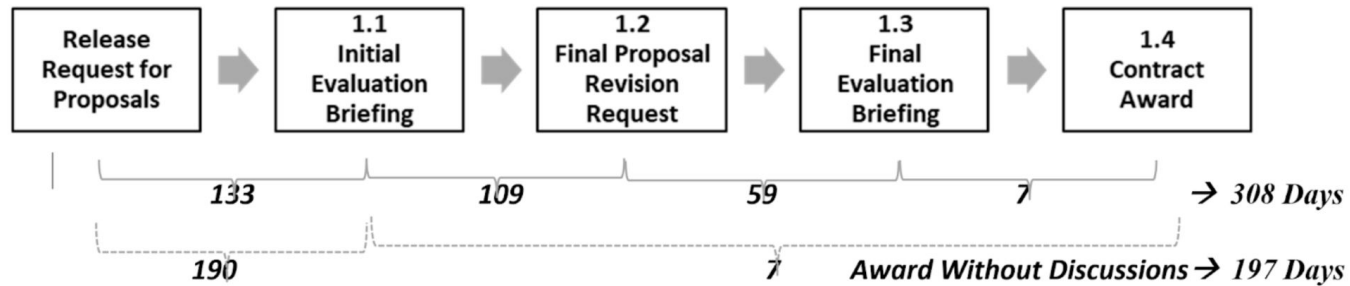
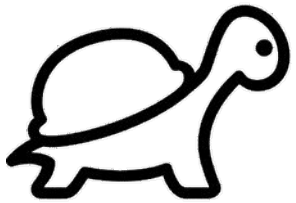


- Starting from scratch
- Unknown schedule
- Challenging problem



- Existing software
- Existing schedule
- Existing solution

Speed of Source Selection

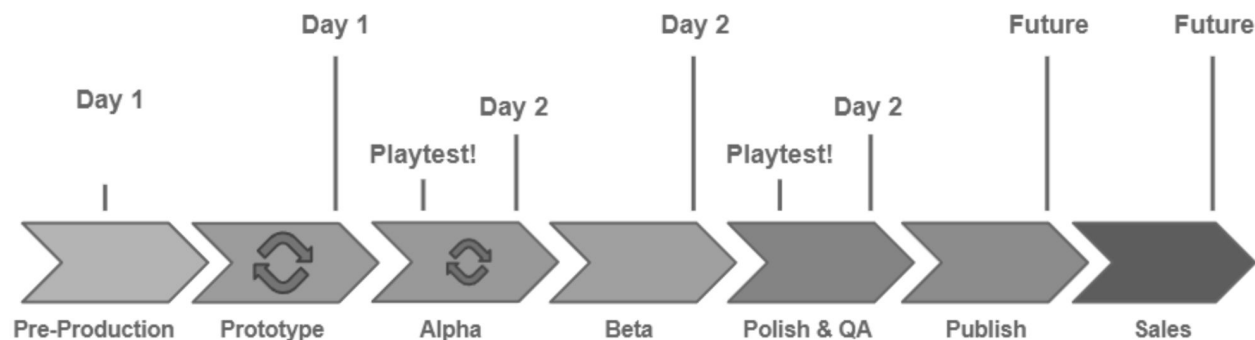
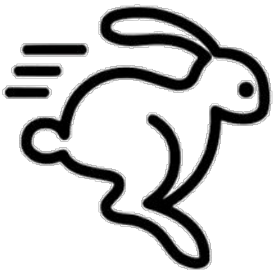


Air Force Acquisition Process

Source : U.S. Army DEVCOM Army Research Laboratory, P. A., 2020



- Real-time feedback
- Built-In functionality
- Missing details
- Focus on execution
- Limitation -> Innovation



48-hour Game Jam Experience

Source : Indienomicon, 2019

Game Jam Trade-Offs

Different Perspectives

- **Example:**
 - Fold your paper in half
 - Now, fold it in half again
 - Now rip off the right corner
 - Then fold it in half one more time
 - Turn your paper over and rip off the upper corner



Tighter Deadline could lead to Lower Quality

- **Mitigations:**
 - ~~Planning phase~~
 - ~~Code Reuse~~
 - ~~Clear Comments~~
 - Clean-Up Phase

}

Initial Quality

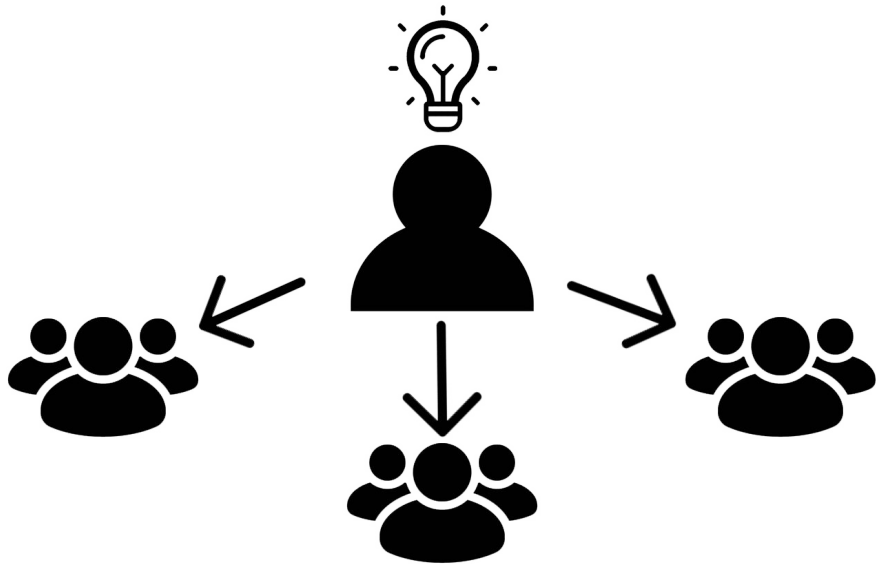
is not a requirement to evaluate whether it's a
Good Idea

WAYS TO APPLY THE GAME JAM PROCESS

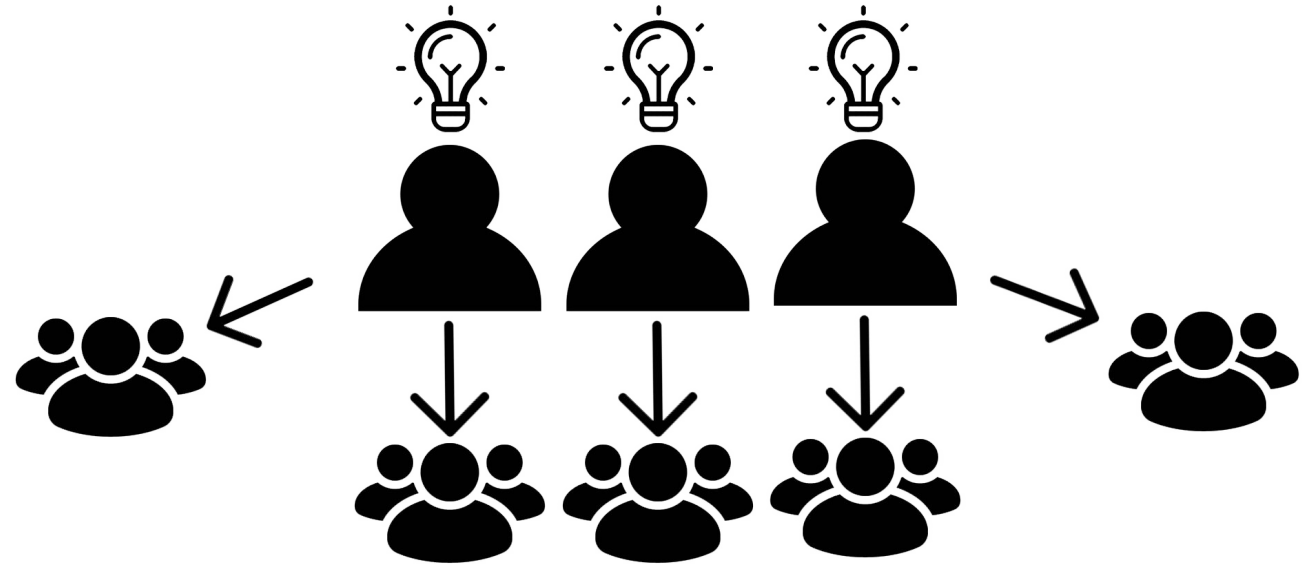


Ways to Apply the Game Jam Process

Single Customer

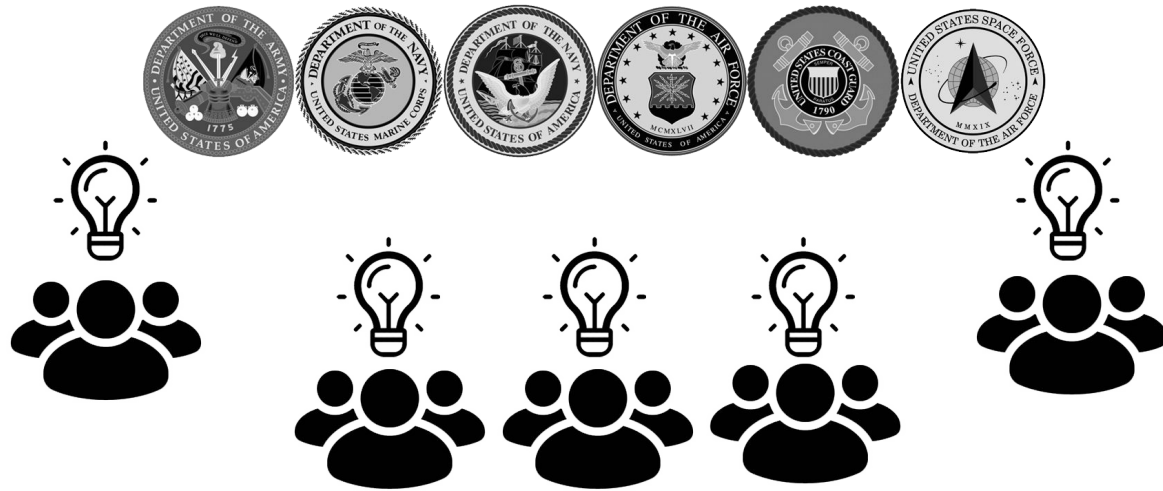


Multiple Customer

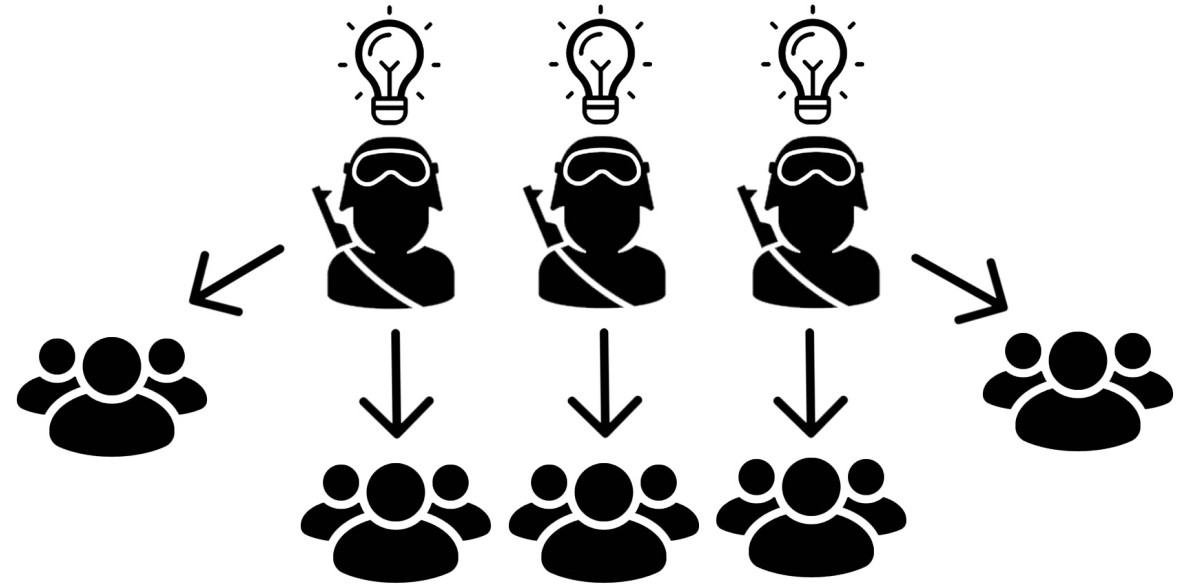


Ways to Apply the Game Jam Process

Military Branch



Troops



WHAT IS NEXT?



What's Next?

I have a need.

**What would it take for us to
collaborate on a game jam?**

THANK YOU

[TinyURL.com/
GameJamWhitePaper](https://TinyURL.com/GameJamWhitePaper)

PLEASE CONNECT WITH US!

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