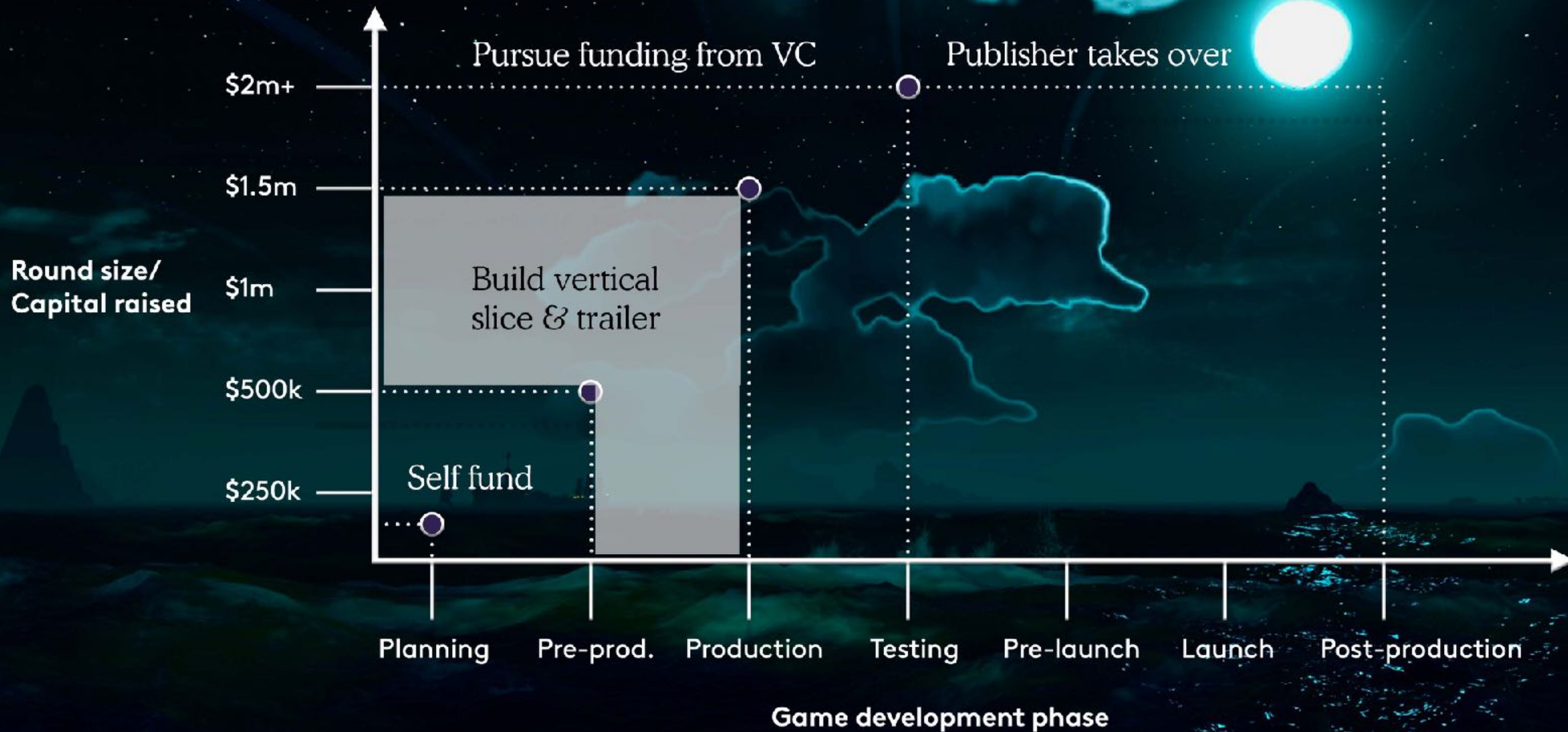# Raising funds for your gaming studio

A framework for studio founders to consider

Studio funding model

HILLFARRANCE

Round size/
Capital raised

$2m+ — ● — — — — — — — — — — — — — — ●

Pursue funding from VC   Publisher takes over

$1.5m — — — — — — — — — — — — — — — — ●

$1m

Build vertical
slice & trailer

$500k — — — — — — — ●

$250k

Self fund

● (Planning)

Planning   Pre-prod.   Production   Testing   Pre-launch   Launch   Post-production

Game development phase

The headlines

Self-fund your ideation phase
and create an impactful deck.

Use your first round to build a
vertical slice & launch a trailer.

Approach VCs from the
pre-production to testing phase.
Manage your ownership dilution.

Use a publisher for at least your first
title. Learn what you can & then self-publish

01

HILLFARRANCE

Thoughts/challenges: pitches@hillfarrance.com