

Black Shell Media - Publishing Selection Criteria

Our selection process for publishing games is a mixture of **five factors: idea, polish, marketability, fit, and developer.**

IDEA

Every day, another gamer picks up a free Unity license and starts making a game, hoping to become the next Rami Ismail. Not every game can be a *Nuclear Throne*, but the games that have a unique idea and distinct characteristics are the games that we want to work with and help succeed.

POLISH

Having a good idea is the first step of the long, long, *long* process that is game development. When considering a title for publishing, we look at the execution of the unique idea and check to see if the fine details are polished and streamlined.



MARKETABILITY

Every game has a niche, and every developer has a vision for their game. We want to work with developers that we can have successful partnerships with.

Titles that join our publishing family are often designed and created with releasing to the public in mind, and are ready for commercial promotion.

FIT

The Black Shell Media publisher family is comprised of many games spanning several genres, engines, graphical styles and concepts. We will never take on a game that does not blend in with the rest of our titles or that we don't feel comfortable sharing as one of our own.



DEVELOPER

The last and most important factor we look at is the creative genius behind the game in question—*the developer*. We build relationships with developers, not with games. Our focus is on ensuring that developers who choose to work with us feel empowered and accomplished when they launch on Steam. We want to work with driven, passionate developers who care about their project as much as we will when we start distributing and promoting it as one of our own. Developers who are offered publishing contracts with us are flexible and willing to enter into a mutually beneficial partnership that seeks the best possible outcome for the developer, the publisher, and the game.

Contact:

Raghav Mathur

Co-Founder

raghav@blackshellmedia.com