

strategy guide

WHERE GAMES AND BUSINESS MEET

Strategy Guide UK offers tailor made strategic solutions to organizations that are operative in the digital games industry. Small to medium sized businesses that are serious about their creative output should consider partnering up with **Strategy Guide UK**. Strategic management, market analysis, innovation to market, internal business processes and/or marketing ambiguities are examples of topics in which **Strategy Guide UK** is able to provide guidance.

What can Strategy Guide do for your Company?

Strategy Guide UK guides digital gaming companies in strategic management issues that require extra attention. Focus and output of the partnership follow from the specific needs and wants of the management team. Strategic management, market analysis/research, innovation to market, internal business processes and/or marketing ambiguities can be possible areas of focus for the partnership.

Output of the partnership can include, but is not limited to:

- Elaborate strategic documents;
- Innovation to market plans;
- Implementation plans for specific parts of the business;
- Marketing plans for video games (based on internal IP);
- In depth articles to be published on company website or relevant media;
- Company workshops on specific, business oriented, topics.

It must be stressed that the needs and wants of the organization shall guide the partnership and its outputs. Besides forming plans of how to improve and/or expand on a certain area of business, an important aspect of the partnership is to contribute to the implementation of that plan.

Strategy Guide UK has access to a vast network that can contribute to the services offered when relevant. Contacts include publishers, gatekeepers, media outlets for in-depth PR coverage, and digital game developers for work for hire projects.

Who is Strategy Guide?

Strategy Guide UK is the London based company of Joost Rietveld, a young and energetic entrepreneur with an academic foundation. Joost has a background in the digital gaming industry, having worked for Two Tribes as a Strategic Manager on titles such as Toki Tori (Steam) and SwapThis! Joost has been heavily involved in Two Tribes' strategic transition from boxed products developer to digital content publisher. **Strategy Guide UK** has provided services for advergaming studio's MediaMonks and Sticky Games Studio's and is currently involved in a social gaming start-up. Joost's expertise and industry insights have been recognized by gaming portals such as Bashers.nl, Gamasutra and Gaming Business Review.

Joost's thoughts are entrenched in his academic background and prospects. Graduating 'cum laude (with honor)' as MSc. in Strategy & Innovation at the University of Groningen (NL) has opened the doors of the highly competitive Cass Business School London where Joost is currently pursuing a PhD. in Management aimed at strategy in the digital games industry. Joost is supervised by Professor Joseph Lampel in writing his dissertation. Professor Lampel is the co-author of the praised strategy handbook 'Strategy Safari'.

"Joost always offers a fresh perspective that is not only thought-provoking, but also backed up by relevant facts and a clear understanding of the subject matter. I can honestly say that having Joost on board has made a difference in what Two Tribes has achieved and will achieve in the near future."

Collin van Ginkel, Creative Director and owner of Two Tribes

"Joost is an extraordinarily committed and bright individual at the start of his career. He has found a good position to pursue his dreams at Cass Business School, after graduating 'cum laude' as master of science in business administration in the area of Strategy & Innovation at Groningen University."

Wilfred Dolfsma, Professor of Innovation & Strategy, University of Groningen

Interested?

Strategy Guide UK operates from a London office with strong ties in the Dutch digital games industry. Cooperation can occur both on a off office basis as on a physical presence basis. Close collaboration with upper management is extremely important in making the cooperation as successful as possible. Projects are either formalized on a specific duration in which a certain amount of time (hours per week, part-time) is spent or on a holistic project arrangement.

If you like to know how **Strategy Guide UK** can contribute to the specific needs of your company, please inquire for an introductory conversation:

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