

STRATEGY EXCERPT · FICTIONAL DATA

Project Lantern

A practical route from capable regional studio to repeat global partnerships.

STUDIO 34 people · Bangkok	QUESTION Partner or investor first?
HORIZON Next 12 months	CONFIDENCE Moderate

PARTNER FIRST

Lead with proven co-development. Treat investment as an outcome of repeatable delivery, not the opening request.

Lantern has credible AAA support work and senior Unreal engineers. Its pitch currently presents a full-service studio, original-IP developer and low-cost outsource provider at once. For the next two quarters, one clear offer should lead: senior Unreal co-development with evidence behind it.

Current readiness by evidence area		ILLUSTRATIVE ASSESSMENT
Technical credibility		Strong
Delivery proof		Good
Commercial focus		Mixed
Sales resilience		Weak

3 SHIPPED EXTERNAL CREDITS	2 REPEAT CLIENTS
11 SENIOR UNREAL STAFF	1 FOUNDER OWNING SALES

TARGET RELATIONSHIPS

02 · WHO TO APPROACH—AND WHY

PRIORITY	TARGET	PROOF THEY NEED	APPROPRIATE ASK
NOW	AAA development partner Best match for proven capability.	Accepted milestone, lead reference and named delivery team.	A scoped co-development package.
CULTIVATE	Publisher Original project is not yet the lead case.	Playable slice, costed plan and audience evidence.	Fit and feedback, not full funding.
LATER	Strategic investor Useful once delivery is repeatable.	Renewals, margin by work type and leadership plan.	Build the relationship first.
SELECTIVE	Technology partner Only where there is a real operating need.	Use case, integration owner and exit cost.	A bounded pilot with criteria.

03 · FIRST 90 DAYS

DAYS 1–15

Fix the offer

One proposition, two evidence-led case studies and a realistic start window.

DAYS 31–60

Test the message

Focused conversations, useful references and disciplined qualification.

DAYS 16–30

Build the list

Twenty suitable partners; a small number of publishers and investors to know.

DAYS 61–90

Convert interest

Paid discovery or a bounded work package with named acceptance evidence.

NOW

Stop presenting three studio identities

LEADERSHIP

Original IP can show ambition without competing with the commercial offer.

NOW

Turn delivery history into proof

2 WEEKS

Lead with the client's problem, Lantern's responsibility and the accepted result.

NEXT

Separate introductions from qualification

1 WEEK

A warm introduction does not repair a poor fit.

Review boundary: this is studio operating and relationship advice—not fundraising, brokerage or a promise of introductions. Investment terms and contracts require financial and legal advisers.

PERFORMANCE SAMPLE

See an Unreal performance review

Build evidence, a worked finding and an optimisation sequence.

DUE DILIGENCE

See a studio investment review

Capability, delivery and dependency risk.