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Bulletproof Outlaws: Behind-The-Scenes Sneak Peak of a Game Studio Start-Up
Providing Detailed Insight Into The Entrepreneurial Process

Calgary, AB, January 10th, 2011 - Bulletproof Outlaws is a Canadian videogame company documenting the process of starting up a game studio from scratch. The company's website gives a glimpse behind-the-scenes of creating concept art, writing game design documentation, dealing with out-sourcing, and marketing tactics.

“This is a great time to enter the game industry for very little investment,” says Bulletproof Outlaws founder Jeff Hangartner, “and I feel that documenting the whole process will help encourage other developers who have been considering starting up their own studio to follow their dreams.

It's no secret that a huge portion of the game industry is apathetic toward their work. Developers are assigned projects they're not interested in and work massive amounts of overtime to make up for bad scheduling and last-minute publisher demands...yet they're expected not to complain because they're supposed to be grateful they get to make videogames for a living.

A lot of developers work on hobby projects on the side, dreaming about starting their own studio, but they're scared of the risks. They have a giant mental shoebox filled with game ideas they're setting aside for “someday”. I say make someday now.

If I succeed, the steps to my success will be laid out for others to follow. If I fail, others can learn from my mistakes and avoid them. Either way, it's going to be a journey worth watching.”

Bulletproof Outlaws will be creating new games on a monthly basis and their first game has just begun development. More information and a regularly updated development blog can be found at <http://www.bulletproofoutlaws.com/> Follow along on Twitter at <http://www.twitter.com/BPOutlaws/>

About Bulletproof Outlaws

Based in Calgary, Alberta, Bulletproof Outlaws was formed by Jeff Hangartner, formerly known in pixel art communities as Tsugumo, the creator of the first set of pixel art tutorials on the Internet, “So You Want To Be a Pixel Artist?”, and the creator of Pixelation, the first pixel art forum. He spent five years in the game industry professionally developing games on everything from mobile phones to the Nintendo Wii.

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If you'd like more information about Bulletproof Outlaws, or to schedule an interview with Jeff Hangartner, please E-Mail Jeff at quickdraw@bulletproofoutlaws.com