

O3DE Community Strategy

- ▶ Goal – create a dynamic Open Source Community
 - ▶ Promote O3DE by:
 - ▶ Create excitement and drive engagement
 - ▶ Support the community by providing tools and resources via:
 - ▶ Community code of conduct and tenets
 - ▶ Online/offline events
 - ▶ Content creation/contribution initiatives
 - ▶ Drive community growth by:
 - ▶ Building a creative environment that is:
 - ▶ Collaborative
 - ▶ Self-sustaining

O3DE Community Strategy

▶ Phase 1 July/2021 – Oct/2021

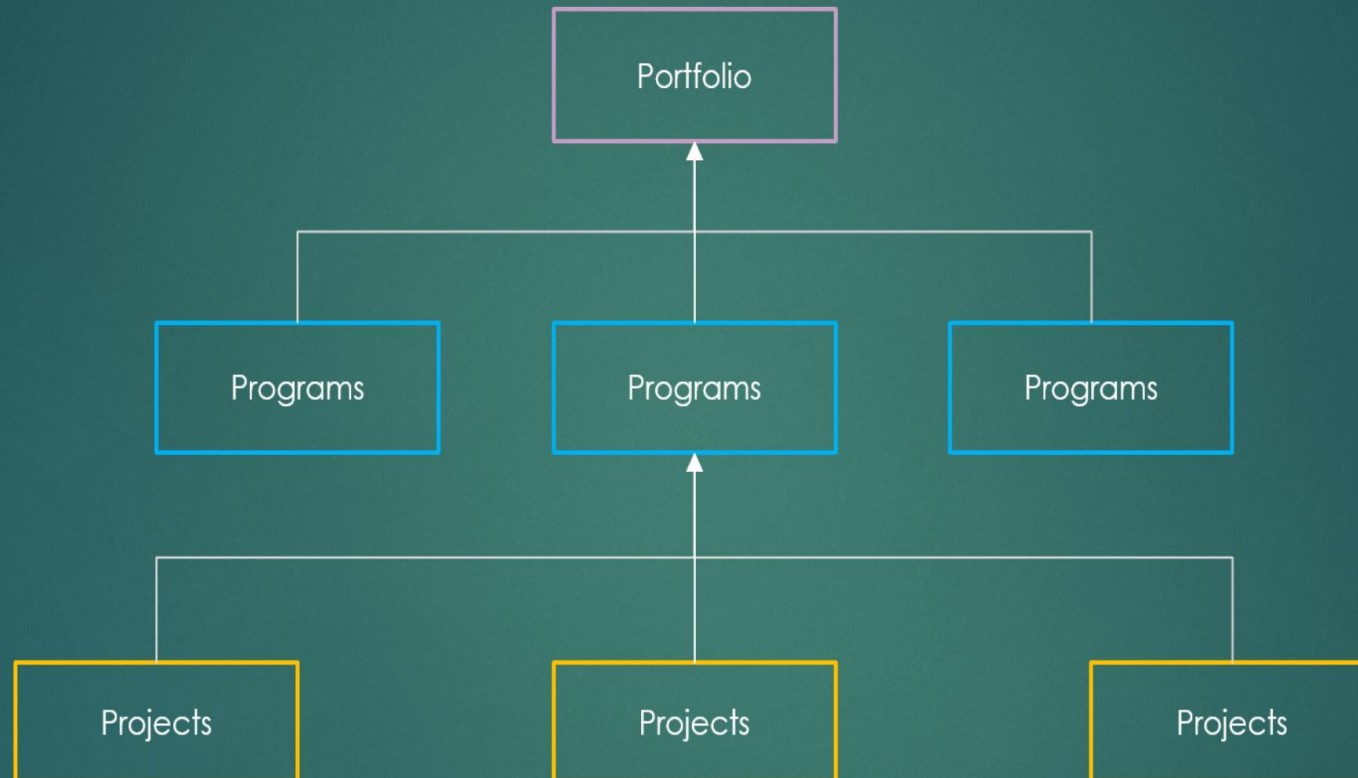
▶ Projects

- ▶ Stage 1 Content Creation (getting people excited)
 - ▶ Tutorial Videos
 - ▶ Gems
 - ▶ Project templates similar to StarterGame
- ▶ Stage 2 Certification Programs (maintain momentum and grow)
 - ▶ O3DE partners trains initial cadre in: (Becoming Experts In)
 - ▶ Level creation
 - ▶ Asset creation
 - ▶ Script canvas
- ▶ Stage 3 Community Outreach (self-sustaining ecosystem)
 - ▶ Podcasts
 - ▶ YouTube Channels
 - ▶ Twitch Stream

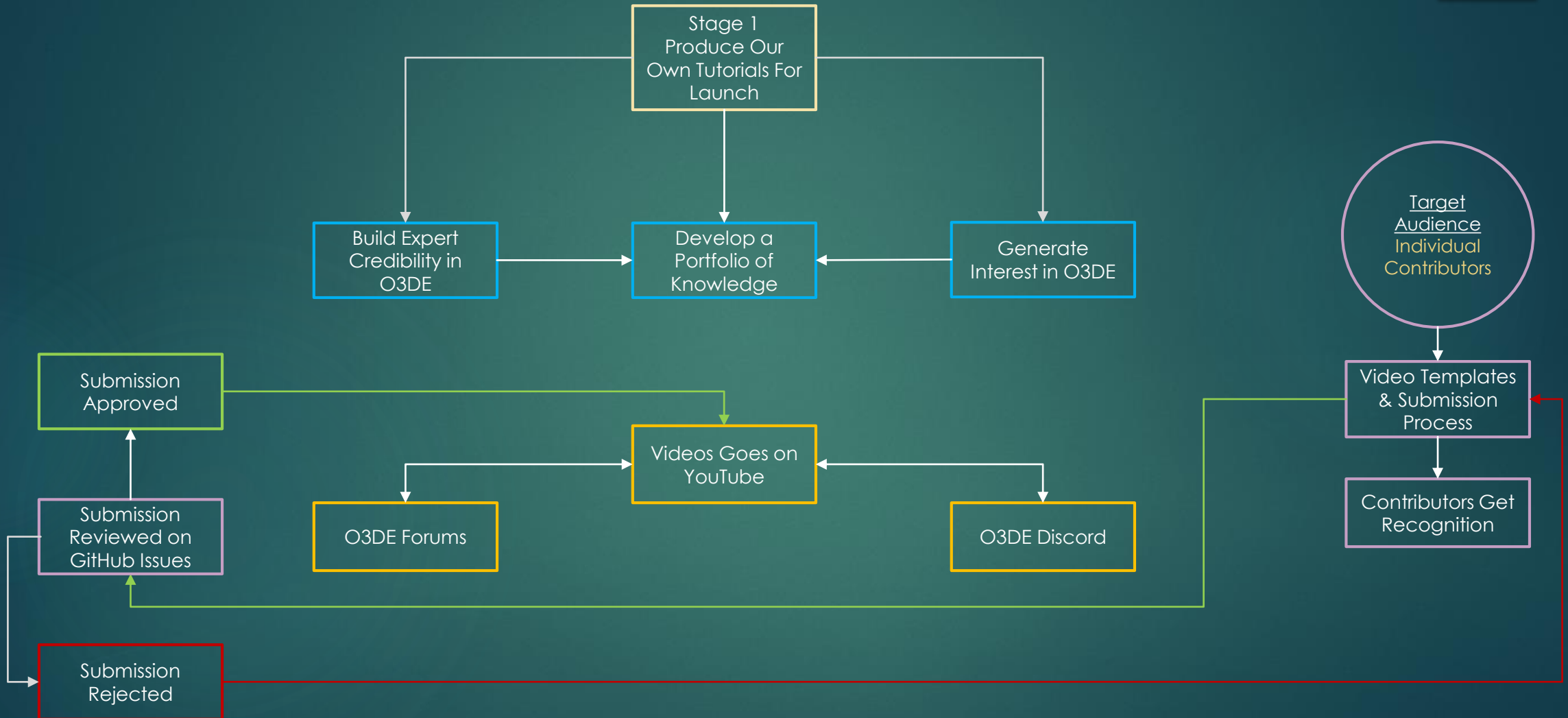
O3DE Community Strategy

- ▶ Phase 2 Nov/2021 – Jan/2022
 - ▶ Multiple projects grouped in to Programs
 - ▶ Example
 - ▶ Program 1 will drive community engagement
 - ▶ Program 2 will drive tools and resource production
 - ▶ Program 3 will drive community growth

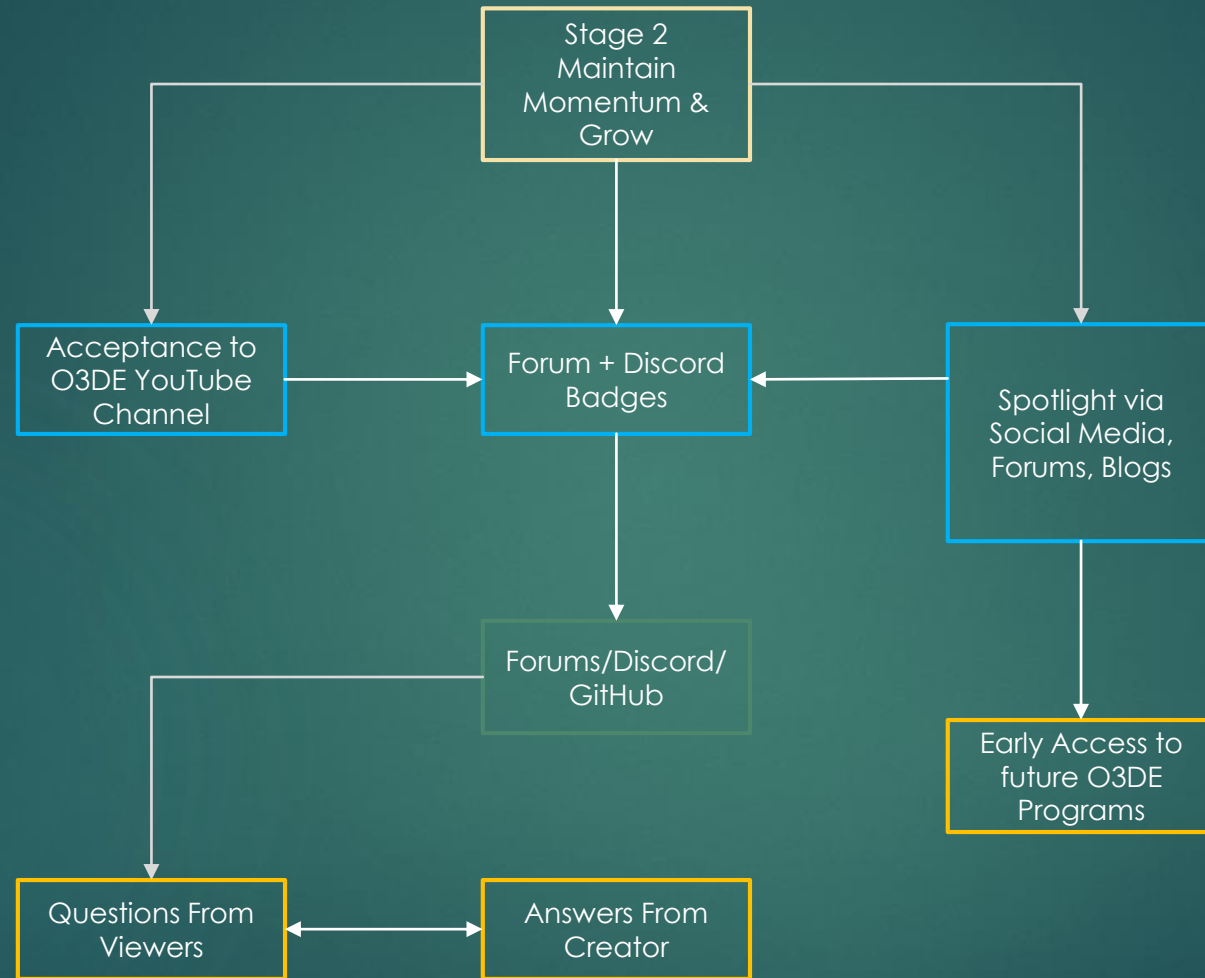
STRATEGY STRUCTURE



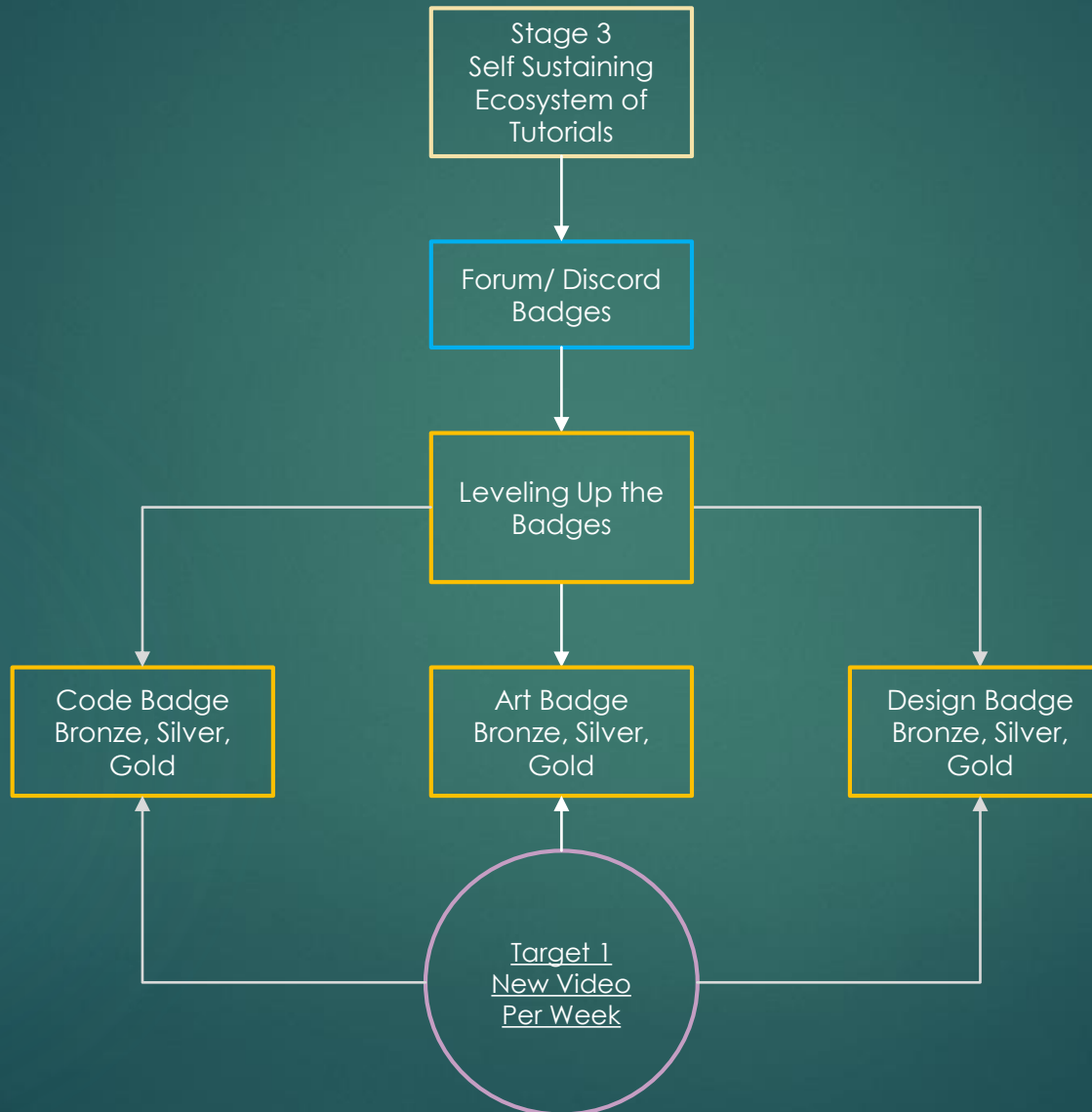
Project 1 – One Shot Videos



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Project 1 – One Shot Videos



STRATEGY STRUCTURE

