



Three Ring Ranch Price Positioning Map

This is a hard map to create because there aren't a lot of "traditional" game development courses. (*I'm defining traditional as live, in-class, teaching. About the only place you can find that is in some universities and I can't really count those as competitors.*) The only live game development classes I know of are those attached to annual events — the day before the conference is usually devoted to some kind of training. But it's not a full-time business.

The rise of YouTube with free courses, and Udemy (and similar online-course aggregators) pushing down prices in order to get more people signed up (and thus make themselves look better for investors) makes it very hard to charge higher prices for online courses. In fact, the market for paid tutorials seems to have settled to under the \$50 mark, and in many cases much lower than that.

One possible way to charge a higher price is to create a *hybrid course* that contains the accessibility of an online course, but adds the accountability and mentoring of a traditional class. That's marked with the yellow star in the map above. While I believe I could charge more for the course, it would take more time to run because of the required interaction with the students. That would, however, set me apart from my other competitors and could really act as a major differentiating factor with a very visible "value add" for the customer.