How to attract money to the game before its release

Experience the creators of Crazy Dreamz.

French indie developer Leonard Bertos was one of the creators of the platform game Crazy Dreamz. In a blog on the Gamasutra website (https://www.gamasutra.com), he told how he managed to attract money to create a game without having a finished product in his hands.
“We did not start from scratch. In fact, in 2015 we went to “Kickstarter”( https://www.kickstarter.com/) with the game “Pistache”, which was supposed to help children cope with their daily troubles. By 2017, the application downloaded 200 thousand times, and we got a lot of subscribers, sponsors, a good reputation and a stable income. But the game did not become "viral" as we wanted. “Pistache” made parents feel as if they were putting their responsibilities on the application, undermining their authority in the eyes of the children. That is why only 20% of the profits we received from subscribers, and the remaining 80% from sponsors. Yes, this is a failure, but the lesson we learned from it is invaluable. You cannot learn to walk if you are afraid of falling. After the fall, you only need to take a step back and assess the situation. That is how experience is born.”
“We wanted to make a game that would become “viral,” so we began to study what people desperately want. We noticed that some sought to discover the world of game development. Now the audience needs games in which they can do something themselves, learn the basics of programming. So the idea of ​​a crazy dreamz appeared.”
“The games were previously used for teaching: the same “Minecraft” is used in some American schools. At the same time, programming schools are opening everywhere, so a game that would teach this is a trend worth paying attention to.
The next steps were the creation of a prototype and its detailed business description. Your business plan should be impeccable, interesting and exciting. “Crazy Dreamz” was primarily a business idea, and only then art.”
“During the pitch, we showed everything: the prototype, the team, the idea and our vision for the development of the project in the medium term. We did not forget about the main thing: investors are already familiar with us. Our business model was based on examples of startups that have successfully attracted funds. And yes, we received funding even before we had the finished product on hand. This is the quintessence of commerce.”
“Make your business plan as detailed as you can. A large Excel document, on 18 sheets and with numbers all over the screen. Do not trash, thinking that no one will read it anyway. You will need the plan because it demonstrates the seriousness of your intentions:

Get acquainted with the alliance of shareholders. Your investors will not give you legal lessons.

Prepare the arguments.

Create a good portfolio on LinkedIn”.

“The money of friends and AppiNest (https://ru.linkedin.com/company/appinest) became our base capital. Later, the project attracted the attention of a major player in the video game market. At this stage we negotiated with the French public investment bank - BPI. We told him that the company would support us, and the companies said that the bank would support us. As a result, we received the support of both organizations.”
“When everything was ready, we just started looking for investors on LinkedIn. It seems that this approach will never work, but you just need to be bold and take risks.”

What a conclusion can be made? If you are being in search of a potential investor, never stop on your way, do everything that would interest and satisfy the investor and the future will pay for it. Good luck in your endeavors!