

## **Alkain Studios**

Big successes usually start small, and that's what Zach Aars, owner of Alkain Studios, is counting on.

Zach is starting small in the video game industry, but his end goal is to sell that business once it's successful and develop another business idea.

"I have three in the works right now," Zach said. "Two are possible in the near future and another will be awhile out. I would like to have a whole conglomerate of businesses out there eventually."

Zach became interested in developing video games in high school and has been making games for his friends and learning how to program for about 5 years. "I was really interested in how games were made so I started looking into it. Initially, I looked at graphic design but quickly discovered I am not an artist. Then I discovered programming," Zach said. He's all self-taught, which "is easier when you have a huge interest and drive for it," he said.

Zach worked with another incubator tenant, God Inspired Games, on the development of its recently launched game. Now he is working on three game design documents (GDDs) for his own company. A game design document is the "blueprint for development of game," Zach said. He plans to continue filling out each of those documents and then decide which one to develop first.

His immediate goal is "to make interesting and engaging video games that challenge some form of thinking or elicit a very specific emotion."

Zach has chosen to start his march toward owning a conglomerate at the Energy Capital Enterprise Center business incubator because "it's a good place to start and a great place for resources when I need them."