



EDGEWORKS

entertainment

Company Culture

A statement of who we are & what we believe

The Road So Far

A brief history of Edgeworks Entertainment

The earliest origins of Edgeworks Entertainment date back to 2005, when Alexander Winn started using that name as the production company of a HALO 2 machinima webseries he co-created with Ryan Luther called **THE CODEX**. That webseries ran for 20 episodes and became one of the most popular machinima series of all time, with over 90 million hits and headlines on NPR, MTV, and numerous international publications.

But the true beginning of Edgeworks was in 2017, when Alexander and his wife Lacey Hannan co-founded it in Los Angeles as an official company based on the success of **TERRAGENESIS**, a science-based mobile game Alexander had launched in July 2016. With Alexander continuing work on the game and Lacey handling administration, Edgeworks quickly grew into a successful, fully self-funded indie studio.

Since then, Edgeworks has hired a team of talented people and grown TerraGenesis to more than 20 million installs, while also expanding rapidly into new areas such as Twitch streaming and YouTube video production.

With a clear vision, a loyal fanbase, a talented team, and an exciting slate of new projects, the future is bright for Edgeworks Entertainment.



Company Brand

BRAND PURPOSE

To inspire exploration.

BRAND PROMISE

**To imbue everything we make with
novelty, authenticity, and inspiration.**

Three Pillars of Exploration

The core elements of our brand

Novelty

Explorers crave new experiences.

We seek out new stories, new systems, and new perspectives. We are not beholden to any genre, process, standard, tradition, or metric that came before, except where it works for us today. We believe new ideas are inherently worth investigating, and frontiers are meant to be expanded.

Without the thirst for new and exciting experiences, an explorer would never leave home in the first place.

At Edgeworks, the search for novelty determines WHAT we decide to make.

Authenticity

Explorers want to learn about the world.

We are not satisfied with assumptions or surface-level understanding. Facts can be fun. Details can be exciting. Entertainment can be deep and enlightening without being "edu-tainment." Our attention to detail, depth of research, and embracing of the complex results in richer experiences.

Without a dedication to truth and detail, an explorer is just someone making up wild stories.

At Edgeworks, our devotion to authenticity guides HOW we make our products.

Inspiration

Explorers encourage others to follow them.

From our earliest days, humans have been drawn to find out what is over the next hill, across the ocean, or out among the stars. There is an inherent curiosity inside us to touch the unknown, and to understand it. Being an explorer means communicating that knowledge and passion to others.

Without the drive to inspire others, an explorer is just someone who disappeared into the forest and never came back.

At Edgeworks, the drive to inspire others tells us WHY we make anything at all.

Novelty

New, Fresh, Exciting, Interesting, Innovative, Unique, Diverse, Surprising, Unexpected

- We seek out Blue Oceans, forging entirely new markets by providing unique experiences. This gives us an advantage over our competition, who continue marketing the same old content that audiences have already seen.
- Inertia is not a good enough reason to continue any action, or to block any idea. We are not bound to anything simply because that's what others have always done.
- Proven trends are interesting as guides, but are never rigid boundaries. We seek to improve on what came before, not merely reproduce past successes.
- Our competitors are drawn to thoroughly-tested and reproducible ideas. This leaves whole worlds of content for us to draw from, unchallenged.
- When done well, audiences reliably respond to new worlds, new ideas, and new experiences. The unknown offers unpredictable dangers, but also unmatched opportunities.

FOR EXAMPLE

Instead of making another game about Norse mythology, develop a game about Maori or African mythology.

Instead of making another movie about World War II, produce a gritty war-film about the Spanish Civil War.

Instead of making another show about galactic travelers, create the first show to depict humans living on Venus.

At Edgeworks, we seek out new experiences.

Authenticity

Realistic, Accurate, Detailed, Nuanced, Faithful, Rich, Complex, Insightful, Deep, True

- Exploration = Adventure + Education. Teaching and learning are fundamental aspects of being an explorer, and we eagerly seek out opportunities to gain and share knowledge.
- When done well, realism can be a form of Easter Egg, heightening the viewer's enjoyment wherever it is noticed. Our goal is not to hit a minimum requirement, but to pack as much detail as possible into every aspect of the design.
- Authenticity means different things in different contexts: a space game can be scientifically realistic, a period film can be historically accurate, an adaptation can be true to its source. But the goal is always the same: gaining depth and nuance from accurately depicting the subject matter.
- Staying true to the constraints of authenticity does not restrict our creativity, it enhances it. A dedication to realism often provides solutions no creative could have imagined, and the only thing required is deciding how to integrate them.
- Intelligence is not the enemy of excitement. Smart entertainment can be enjoyed by everyone without being "dumbed down" for a mass audience.

FOR EXAMPLE

Instead of inventing a fantasy kingdom, create an alternative history of medieval Europe.

Instead of giving the player's spaceship a hyperdrive, challenge them with the realities of space travel.

Instead of designing a Mt. Olympus level from scratch, base its design on ancient Greek pottery and frescoes.

At Edgeworks, we imbue our projects with authenticity.

Inspiration

Adventurous, Exciting, Passionate, Enthusiastic, Energizing, Inviting, Encouraging

- The singular goal of all entertainment across all media is to make the audience feel something. Evoke a strong emotion, any emotion, and you will always find an audience.
- Genres, traditions, and products will come and go, but the love of excitement and adventure will never go out of style.
- Passion is what motivates fans to spread the word about a project, and to return for the next release. It is not enough to engineer a solid product, you have to make the audience feel something real for it to succeed.
- Too many people are intimidated or alienated by complex subjects like science or history. As artists we have the ability to influence and energize millions of people, and Edgeworks is committed to using that opportunity to share our passion for exploring new ideas, new experiences, and new horizons.
- There is more beauty, majesty, and awe in the universe than anyone could ever experience. Our only job is to capture it, and share it with the world.

FOR EXAMPLE

Instead of creating a simple sandbox game, imbue it with a story and memorable characters.

Instead of having every episode end with victory, periodically give your hero a gut-wrenching failure.

Instead of always setting your stories in familiar places, tell one that takes the audience somewhere breathtaking.

At Edgeworks, we inspire.

**These Three Pillars guide
the design of everything we make.**

By capturing the spirit of exploration,
we gather a community of like-minded fans
and build a brand that follows us between projects.

Through novelty, authenticity, and inspiration,
we set ourselves apart and show our audience who we are.



Internal Company Values

Internal Company Values

The principles we use in our daily operations

- 1) Companies Exist for Two Reasons
- 2) Be Excellent to Each Other
- 3) Trust the Team
- 4) The Big Picture is For Everyone
- 5) Asking “Why” is Not a Criticism
- 6) No Idea is Too Crazy to Say Out Loud
- 7) Don’t Skip the Details, Start With Them
- 8) Everyone Gets an Opinion, Everyone Respects the Facts
- 9) The Fans Are a Part of Our Team

Companies Exist for Two Reasons

Internal Company Values

- Most people think a company's main goal is to generate revenue. We see revenue as the tool that lets us pursue our two-fold mission: **to provide for our employees and to develop great projects.**
- After all, that's why people start companies: to make money and/or to develop an idea. And that's why people get jobs: to make a living and/or to work on an exciting project. When the founders and employees share the same two fundamental interests, **those are the company's most important goals.**
- Employee wellbeing, both in and out of the office, is the most important metric of our company's success. If everyone is miserable at Edgeworks, we've failed regardless of revenue.
- In addition to direct compensation, Edgeworks provides benefits designed to support and enrich our team's personal lives. For example, Edgeworks offers each employee up to \$1,000 per year for classes and continued education. This can be used for work skills (e.g. graphic design or programming), or for life skills (e.g. scuba diving or playing an instrument), or for simple curiosity (e.g. history or art).
- It is our hope that employees use their time at Edgeworks not just to make money and pass the time, but to enrich their lives and those of their loved ones.

Be Excellent to Each Other

Internal Company Values

- Both as individuals and as a company, Edgeworks endeavors to be excellent in all of its dealings. This both forbids anything that would broadly be seen as unethical, damaging, rude, or inflammatory, and actively encourages unnecessary kindness and support, both within our team and in dealings with others.
- Edgeworks doesn't just avoid wrongdoing, we actively try to do good wherever possible.
- Worth mentioning: high performance does not exempt anyone from this rule. Many companies may tolerate the “Brilliant Jerk” in the name of profits or progress, but one of our core company values is that we provide for our people. That means fostering an enjoyable, collaborative, and supportive environment free from jerks, regardless of their brilliance.
- Evil twins, doubles from alternate realities sporting black goatees, as well as anyone who twists their mustache while cackling, will be met with strong suspicion.

Trust the Team

Internal Company Values

- Edgeworks never engages in inter-employee competition or ranking. Such practices only serve to cause friction within teams. We trust our people to be motivated and productive, without having to beat their peers down to do so.
- Always assume positive intent: being wrong doesn't imply being malicious.
- Rules encourage manipulation, trust encourages cooperation: humans are endlessly skilled at finding loopholes and minimums when faced with a rule, but we are also capable of boundless reciprocity when trusted as a peer.
- We try to maintain as few company-wide rules as possible: responsible team members don't need them, and irresponsible team members don't belong here.

The Big Picture is For Everyone

Internal Company Values

- Edgeworks tries to avoid compartmentalism, preferring instead to share high-level planning and goals with the entire team whenever possible.
- Compartmentalism stifles creativity by denying initiative and context. A shared goal allows unexpected solutions to be developed by people anywhere in the company.
- By sharing a vision of the final product, problems can be solved or averted and ideas can be generated that never could have been developed by a single person or team.

Asking “Why” is Not a Criticism

Internal Company Values

- Many people use “why are you doing that” as a synonym for “you shouldn’t do that.” This stifles curiosity, and increases friction between team members by associating inquiry with rebuke.
- Learning is critical to personal growth and team coordination, and questions are critical to learning.
- Edgeworks encourages people to question others’ motivations and processes, and to seek explanations for things they don’t understand regardless of seniority or job description.
- We are explorers, and Exploration = Adventure + Education. The culture of Edgeworks is inherently one of sharing knowledge.

No Idea is Too Crazy to Say Out Loud

Internal Company Values

- History will never know how many brilliant ideas were abandoned by people who didn't think they were worth mentioning.
- Creativity can be found anywhere: whether an idea comes from the CEO or the most junior intern, if it's a good one we will act on it.
- Hypotheticals and even outright-bad ideas can often shake us out of our conventional thinking, which can be invaluable on its own.
- Tradition and inertia hold no inherent value: we are not beholden to any genre, process, or metric that came before, except where it can help us now.

Don't Skip the Details, Start With Them

Internal Company Values

- The difference between “lame” and “life-changing” is in the details. Wherever possible, we try to add deeper meaning, realism, beauty, nuance, and passion into every aspect of our projects.
- The tiniest mistakes are usually the easiest to fix: by starting there and working up we can maintain a high level of polish without skipping the larger issues.
- Miss No Opportunities: if a project can be even slightly improved by adding, changing, or removing something, it's worth trying.

Everyone Gets an Opinion, Everyone Respects the Facts

Internal Company Values

- A necessary corollary of “No Idea is Too Crazy to Say Out Loud” is that everyone on the team is entitled to their opinion. We never punish a team member for disagreeing, even if they never end up changing their mind.
- That being said, not everything is a matter of opinion, and a corollary of “Asking ‘Why’ is Not a Criticism” is that we always remember that our own knowledge is incomplete.
- When we meet an authoritative expert or a piece of evidence that contradicts our opinions, it is every team member’s responsibility to reevaluate their beliefs to incorporate the new information.

The Fans Are a Part of Our Team

Internal Company Values

- Our fans are our biggest advocates and our greatest resource, and the fandoms that grow up around our projects are a part of the Edgeworks community. Put another way: the fans are not just our customers, they are a part of our team.
- As such, the fans are included in our #1 Company Value (providing for our people). If our fans are being mistreated, we are failing as a company. Thus, community building is not just an economic necessity, it is an integral piece of who we are.
- Fan art and derivative works are a manifestation of the passion we have shared with the community, and Edgeworks will always acknowledge, encourage, and support such fan efforts wherever possible. Edgeworks was initially created to develop a work of fan fiction, and we will never forget that.

In 2005, Edgeworks was created
to support a passion project developed by friends.

In 2016, Edgeworks was reborn
to support another passion project developed by a family.

Passion is our soul, our projects are how we share it,
and our team is the community we make along the way.

We are explorers.

Apply for a job now at
EdgeworksEntertainment.com

Welcome To Our Worlds



EDGEWORKS

entertainment