

Marcus and Malcolm Howard caught the entrepreneurship bug early on in middle school.

Their dad created a small family lawn care service, and that's when their business ambitions began to form.

Though, even before they wanted to build their own company, they were fascinated with interactive media.

Their parents got them Super Mario Bros. 3 for Christmas when they were 6, and they've been playing video games ever since.

The twins started at Georgia Southern University in 2004, the year Facebook launched and fundamentally changed how people used the internet.

During their time at GSU, Malcolm and Marcus invested thousands of hours (and dollars) playing epic video games like Halo and God of War.

While they thoroughly enjoyed each of those games, they were also frustrated with their inability to share awesome images, videos, and audio from those games with their friends.

Inspired by other social media sites like Facebook, IGN and Youtube, Malcolm and Marcus decided to start(up) a gaming social media site called ProjectMQ (formerly known as MetaGamer).

Back when ProjectMQ was called MetaGamer in 2013, the Howard twins envisioned it as a one-stop-shop for all video games, from Indie to AAA.

However, when they attended E3 in 2014, they discovered that AAA studios didn't share the excitement for their vision.

It occurred to them that in contrast to most indie studios, AAA studios have a combined advantage of name-brand recognition, substantial marketing budgets, and other resources in general.

In fact, there are many cases when an indie studio has just one person juggling art, audio, programming, etc., not to mention PR/marketing.

As a result, indies have a much harder time building a community and audience around their games.

Now, “MetaGamer” is “ProjectMQ”, and it is focused exclusively on indie games.

ProjectMQ’s journey has certainly been challenging, yet incredibly rewarding all the same\*.

\*(Especially when you win \$5000! For more on that story, check out ProjectMQ’s entry in the “Path to the Prize” category)

As fellow life-long game enthusiasts and (aspiring) indie game developers, the twins are really passionate about helping indie devs.

With that goal in mind, the Howard brothers founded ProjectMQ to connect, support, and grow the global #IndieDev/#GameDev community.

ProjectMQ assists indie game developers in learning sustainable best-practices, so that indie devs can continue a craft that is as much art and science as it is fun.

Indie devs have it tough, so the twins volunteer what resources they have to make indie devs successful.

The Howard brothers have practically grown up in the gaming culture, so as gamers they have a vested interest in its continued success (i.e. less game revenue=less game devs=less games).

They’ve learned that true innovation requires the courage to lead, take calculated risks, and adapt strategies when necessary.

It’s clear that the future of gaming is indie, and the Howard brothers intend to support that future however they can.

The Howard brothers kicked ProjectMQ into high gear in the Summer of 2015.

Since then, they’ve backed nearly 200 indie game projects on Kickstarter.

They’ve also made ProjectMQ one of the top indie game influencers on Twitter.

The ProjectMQ site now nearly 300 innovative and award-winning indie studios from 50+ countries world wide.

Marcus and Malcolm can't wait to see what the future holds for ProjectMQ!

If you haven't seen it yet, check out ProjectMQ's EPIC LAUNCH TRAILER:  
<https://www.youtube.com/watch?v=tCosCfL5lY>