

Marketing Business Plan

Owners:

AIE Graduating class of 2013

Executive Summary: Students working on getting into the game industry have done some research on the market and decided to develop a freemium tower defence game for mobile and indie markets, focusing on the trials of a mother dragon and her progeny against hordes of avaricious adventurers.

Products and Services:

As students working to get into the video game industry, we hope to foster related experience in the classroom to the currently popular fields the industry is moving towards. According to reports from [DFC Intelligence](#), the market for mobile and portable games is expected to grow to \$11.7 billion by 2014, with an expected 24% of that from Apple's App Store alone. As a result, we wanted to make a game that would perform well on mobile phones, alongside other platforms such as Steam.

As a result, we decided a new tower defence game would be a perfect fit for our needs. The programming and art assets required would allow us to step up our game and match what our learning requirements were to our project, and the lack of a stand-out tower defence game in the mobile market might let us actually make a little money from our project. To that end, we are making Rookery, a tower defence game that puts you in the shoes of a mother dragon defending her clutch, using her older children as attack towers against an incoming horde of gold-hungry adventurers. We are designing it for the iPhone/iPad, possibly porting it to Android, and working towards a release on Steam Greenlight.

Marketing Plan:

As of January 23rd, [Apple reported](#) that for their last fiscal quarter they sold 47.8 million iPhones and 22.9 million iPads. DFC Intelligence, in that same report mentioned earlier, showed that at least half of smartphone users play games on their phone. This market leaves a lot of room for independent developers to make a small niche for themselves in almost any game genre, although most notably tower defence games. While on the PC there is the big fish of Plants vs. Zombies, we believe that we can make a dent in the mobile arena with our game by using an innovative approach (how often do you get to empathise with the monsters of video games?) and by utilising our position as students to garner support among the Greenlight community and their mobile users.

Product:

Rookery is a game where you take the perspective of a mother dragon who rears her progeny using gold, thus making greedy adventurers a very real threat to the future of her children and herself, as they will attack her should there be no gold left to grab. Using an intuitive single-finger touch UI, the player can place eggs around the landscape by her nesting cave, and using gold

can grow the eggs to young dragons with differing skill sets in order to defend against intruders.

Customers:

Our target demographic are English-speakers, ages fourteen and up, who own smartphones and have some spare time to play a short-duration game.

Pricing:

We plan to make it a free game at first, but perhaps later add premium DLC in the form of new maps, enemies, and baby dragons. Prices of the DLC are to be discussed but should be within easy buying ability of even unemployed college students.

Operational Plan:

Engine: Unity 4

Documentation/Layouts: Google Drive

Hard code/scripting and testing: Visual Studio 2010/12

Version Control: Perforce

Scrum: Hansoft, class whiteboard

Target Total Size: 50MB

Target Development time: 6 Months

Target Play length: 4 hours total in approximately 10 minute bursts

Target Resolution: 1366 X 768 (16:9)

Legal Environs:

The Academy of Interactive Entertainment will retain all rights to whatever we produce until we ask them for it.

Management and Organisation:

Our team is comprised of programming and art students alike, our teachers acting as clients to whom we submit vertical slices and suchlike. Our design heads are Jon Swinkels, a programmer, and Steve Worden, an artist. Besides the work they do, we have a technical artist, two devoted modellers, a devoted animator, a UI programmer, an AI programmer, among other hats that many of us trade around.