

Pre-Launch Client Intake Template

Copy this into a Google Form or Typeform:

Basic Info

- Game Name:
- Developer/Studio Name:
- Contact Email:
- Planned Launch Date:
- Steam Store Page URL (if live):

Game Details

- Primary Genre: (e.g., Roguelite, City Builder)
- Secondary Genre/Tags: (e.g., Deckbuilder, Strategy)
- Unique Mechanics/Hook: (What makes your game different in 1-2 sentences?)
- Estimated Game Length: (hours of gameplay)
- Production Quality: (Select: AAA-like, Polished Indie, Budget-friendly)
- Planned Base Price (USD): \$__

Competitive Landscape

Who are your 3 closest competitors? (Games that are similar in genre, price, and scope)

1. Competitor 1 Name + Steam URL
2. Competitor 2 Name + Steam URL
3. Competitor 3 Name + Steam URL

(If you don't know, we'll identify them for you - just describe your game's genre/mechanics)

Current Assets (if available)

- Current capsule image (upload or paste link)
- Current Steam description (paste full text)
- Current tags (list)
- Current screenshots (count + brief descriptions)

Primary Concerns

What are you most worried about for launch? (Select all that apply)

- Pricing strategy
- Store page visibility
- Capsule/visual appeal
- Launch timing
- Regional pricing
- Other: __