

# 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: \_\_\_\_