

Everybody Fits In
Business Document

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Game Concept

The player is presented with various rooms in a typical school that have a certain amount of space to hold the students. The player must take the variously-shaped student pieces given to them and try to fit them all onto the board so that the class perfectly fills the space. Pieces can be clicked and dragged onto the board, as well as rotated. The rooms of the school will be different shapes, and certain rooms may have more elements to them than just the students, such as basketball carts in the gymnasium, that must be used in order to fill the space perfectly. Once the puzzle is completed, all of the lines defining the students' shapes will fade away.

Market Analysis

Target Market

Our target market for this game are kids ages 6-9 who are still learning social skills and becoming aware of human dynamics. This game is trying to provide a fun but educational experience to help young children understand autism, how it affects kids who have it and how they need to act in order to help affected kids feel welcomed and comfortable. We are looking to release *Everybody Fits In* using Steam Greenlight, IOS and the Nintendo Developer Portal as all three of these options offer a lot of aid in both software development and free marketing for the games start up to indie developers which is the category we fall into. Along with that a majority of our demographic uses one or more of these platforms which leads us to believe we are reaching our target market. Due to our games simplicity and easy controls it will not be hard for young children to pick up.

Marketing

1. Review Samples

Once our game is being produced we intend to send free review copies to all major review websites like *venturebeat.com*, *gamespot.com*, *megacritic.com*, *ign.com*, and *gamesradar.com* as we are confident in our ability to receive high review ratings and believe it'll boost our games notability. We also intend to partner with some local schools and give them trial versions of our game to help them decide whether or not they want to implement our game into the curriculum. As time goes on we would work to spread our game to other school districts and eventually bring it nationwide.

2. Demos

It is our intention to release a free playable demo of *Everybody Fits In* once the game enters either alpha or beta stage. We believe this will allow us to receive free marketing and attention for our game before release. It is our hope to get our game in the hands of potential buyers before launch to get player feedback on game mechanics and replay-ability.

Additionally, we're under the impression that following the demo we will obtain free marketing via word of mouth from the demo's player base.

3. Social Media

We plan to set up social media accounts on platforms such as *Facebook*, *Instagram*, *Twitter* and *YouTube* to keep in contact with customers while also being able to keep all customers informed of all updates and promotions. The *Facebook* account will be used for promotion, giveaways, and be a forum for communication between potential customers and players following launch. The *Instagram* account will be used for promotion and giveaways, while the *Twitter* account will be used for promotion, giveaways, and act as a way for potential

customers to communicate with the development team. The *YouTube* account will serve primarily for marketing, all trailers and interviews will be kept on the *YouTube* page. Along with this we plan to send review copies of *Everybody Fits In* to big named members of the gaming community who review games on *YouTube*. Finally, we plan to hold giveaways with merchandise during the games development, leading up to a give away of a select number of limited special editions of *Everybody Fits In* at game launch. These limited editions will be advertised throughout the marketing campaign and will include a signed copy of the game by the producer, lead designer, designer, lead artist, artist lead programmer and programmer, a small art asset book showing game development, and a small thank you card for not only participating in the giveaways but for supporting the game too. We would also bring the game to school book fairs in order to directly show the game off to the teachers, faculty and students alike.

Monetization

We plan to sell *Everybody Fits In* for \$4.99 on *Steam*, *IOS*, and *Nintendo eShop*. Following this addition downloadable content (DLC) packs will be sold for \$1.99, these packs will consist of five additional puzzle designs per pack. There will be five of these DLC packs. Additionally, buyers will have the option to purchase the *Everybody Fits In* special edition for \$9.99 which will give them access to all the DLC content for five dollars cheaper than it would cost to purchase the content individually.

Hypothetical User

A hypothetical user of our game is Tommy a nine-year-old boy who lives in Peabody, MA. He attends McCarthy Elementary School where he is an average student academically but, struggles socially. Tommy has autism and has trouble communicated with other people.

His family consist of: Himself, his older sister Debra, and his parents Tom Sr. and Brenda. Debra, his older sister is two years older than him, due to the small age gap the siblings have always been close and Debra understands Tommy more than most. His parents both work nine to five jobs, but always manage to have family game nights. Due to this fact Tommy has always been a fan of playing games of all types with friends and family.

Projected Budget

Projected Staff Budget			
Position	Hourly Pay	Hours Worked	Total Pay
Producer	\$15	50	\$750
Designer	\$15	50	\$750
Designer	\$15	50	\$750
Programmer	\$15	50	\$750
Artist	\$15	50	\$750
Total			\$3,750

SWOT Analysis

Strengths: <ul style="list-style-type: none">• Knowledge: We have vast amounts of information at our disposal to use as research for our game.• Relationship Selling: We get to know our customers on a more personal level through events and promotions• History: We all had different experiences in school that we bring to the table.	Weaknesses: <ul style="list-style-type: none">• Price and volume: major stores such as Gamestop, Best Buy, etc do not have large sections of their stores dedicated to educational games and they are more likely to order stock of AAA titles that will yield them higher earnings.• Brand power: We are very small, unknown and would have a lot of ground to cover to strengthen our brand if we wanted to move forward with this game.
Opportunity: <ul style="list-style-type: none">• Training: Our game will provide social training to help kids understand autism and how it affects people.• Service: Our target market needs more service, representation and not many businesses, especially in our field, are doing anything to address this.	Threats: <ul style="list-style-type: none">• Larger studios: businesses with a wider reach could potentially do something similar to us and gain traction far quicker than us.• Schools could decide to reject our game in favor of another teaching tool.