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.

Special Funding/Grant

We will be applying for The Small Business Innovation Research (SBIR) Program at the U.S. Department of Education (ED). This program is operated out of its research arm, the Institute of Education Sciences (IES). ED/IES SBIR provides up to $1,050,000 in funding to small business firms and partners for the research and development (R&D) of commercially viable education technology products. The program accepts proposals in the areas of education and special education. In the area of education, ED/IES SBIR funds the R&D of products to improve student learning directly or indirectly (e.g., through teacher practices) in authentic education settings (e.g., schools, after-school programs, or distance learning programs). In the area of special education, ED/IES SBIR funds the R&D of products for use by infants, toddlers, or students with or at risk for disabilities, or teachers (or other instructional personnel, related services providers, or family members) in early intervention or special education. For more details on the current priority area in the special education track. All three of these options offer a lot of aid in both software development and free marketing for the game. This also helps to startup 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.

Market Analysis

Target Market

Our target market for this game is two fold. First 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. The second part of our target is market is teachers who would use this game as a teaching tool in their classes. We are looking to release *Everybody Fits In* on iPads and Chromebooks since most schools now use these technologies rather than traditional PCs. To sell the game we will be using the local stores these technologies have provided, namely The Google Store and The App Store.

Marketing

1. Review Samples

Once our game is being produced we intend to send free review copies to scholastic as well as educational conventions and teachers conferences at which we would have representatives appear to help sell the game to teachers. In addition we would have post our demo on major parenting websites/blogs. 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* to parents/the general public for $1.99 on *IOS (App Store)* and *Chromebook (Google Store).* Following this addition downloadable content (DLC) packs will be released for 0.99, these packs will consist of five additional puzzle designs per pack. There will be five of these DLC packs. Additionally if the customer is a teacher they can enter the name of the school they work for and receive the game and additional DLC for free.

SWOT Analysis

Strengths:	Weaknesses:
- 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.	- 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:	Threats:
- 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, our doing anything to address this.	- 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.

Project Plan

Resources

Development Team:

- Max Blake: Producer

- Alex Hubble: Programmer

- Andrew Rimpici: Programmer

- Dakota Williams: Designer

- Tim Carbone: Designer

- Makayla Montes: Artist

- Max Laudenslager: Artist

Software Used:

- Adobe Photoshop CC

- Adobe Illustrator

- Lucidcharts

- Unity

- Microsoft Word

- GitHub

Project Scope

Production for Everybody Fits In will last about a year. The development stages include preproduction, sprint 1, sprint 2, sprint 3, sprint 4, sprint 5, sprint 6, alpha, beta, code freeze, RTM, and patches. Throughout this time period we will be using scrum development framework to keep with the time frame and releasing a playable prototype at the end of each sprint. Following this we plan to market our game throughout each development phase except preproduction. Preproduction Our first phase preproduction will be primarily for setting up a game concept and documentation plan. During this phase we will determine game play, context, setting, art direction, game mechanics, and the project pipeline. The main goal of this phase is to reach a playable prototype to present to the product owner and stakeholders as to reach a shared product vision prior to actual development. In the production following this we will start these production phases which are our main development phase. In our timeline this phase is broken up into six sprints, of which each sprint will have its own goals in development terms and marketing. This phase will last eight weeks and will include most our staff and marketing expenses. Alpha/Beta After the production phase we plan to have an alpha and beta phase, during this time frame will we be releasing our game to reviewers and demoing it to teachers, educators, school boards, and parents. This will be done more for marketing than anything else but will also provide us with the ability to receive feedback on the player experience and bring any bugs we may have possibly missed during internal quality assurance. Next will come our first wave of releases which will be when the game is released to schools and educators for free on IOS, Android and Google Store. At this point the core game will be complete with the accompanying lesson plan, this phase lasts around two months. After the initial releases we will release the game to the public on IOS, Android, and Google Store. This phase will also last about two months. Once both release are finished we will move the patches phase, which is our

final stage of production. We believe with our tight development time frame certain bugs will go

unnoticed with the games release, as a result of this we are dedicating time following the games

release to update our game when necessary to provide the player with the best experience

possible.

Timeline

Development	Start Date	End Date	Duration (Work Days)
Sprint 1	2/2/18	2/13/18	5
Sprint 2	2/13/18	2/20/18	5
Sprint 3	2/20/18	2/27/18	7
Sprint 4	2/27/18	3/6/18	7

Projected Budget

Staff Budget Projections

Position	Salary			Sprint 1			Development Sprint 2			Sprint 3			Sprint 4		
	Annual	Weekly	Day Rate	days	qty	total	days	qty	total	days	qty	total	days	qty	total
Producer	$40,000	$800	$160	5	7	$5,680	3	18	$8,520	4	7	$4,480	0	0	$0
Designers	$40,000	$800	$160	3	15	$6,960	7	28	$30,800	9	10	$14,760	0	0	$0
Artists	$40,000	$800	$160	5	9	$6,920	7	14	$15,400	8	24	$31,296	0	0	$0
Programers	$40,000	$800	$160	3	6	$2,880	7	33	$36,680	10	24	$37,600	0	0	$0
Testers	$30,000	$600	$120	0	0	$0	1	5	$600	1	5	$600	0	0	$0
Phase Totals						$22,440			$92,000			$88,736			$0

Grand Total $203,176