

BUSINESS DOCUMENT

Life Among Lions

GAME CONCEPT

Pending

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Game Concept

Life Among Lions is a 2.5D educational game in which the player controls a lion guardian whose job is to prevent animal herders and lions from interacting as to protect the herders, their livestock, and the lions. Players control the movement of the herders by using their mouse to click on the herder they wish to move, and dragging to create a new path. Life Among Herders takes place in Kenya, Africa as this is where the organization of lion guardians is based out of and does most of their work. The nature of this setting allows for a more realistic look at the group and their culture, which is important in terms of how they go about protecting the lions. The ultimate goal of Life Among Lions is to educate the player about the organization and African culture. Life Among Lions will be made to help educate children between ages six and nine and therefore will be marketed towards schools and parents looking to expand their children's worldly views, while also towards the children in an attempt to get them to seek the game out themselves.

Target Market

Our target market consist of educators and parents trying to greater expand children's cultural knowledge. The game is focused on teaching a complex manner in a simplistic and entertaining way to children between the age of six and nine. We plan to market towards schools and educators, presenting a way to educate children about something they would not normally learn about in an engaging way. As we believe its imperative to display to the teachers of our games educational purpose. It is our intention to provide a lesson plan with the game to help assist teachers when using it in the classroom. Video games are proven to be an effective teaching method that in addition help with both hand-eye coordination and reaction time. After we reach out to the schools and educators we intend to release the game to the public on PC and possibly

IOS and Android devices so parents and others with an interest in cultures and/or wildlife conservation.

Marketing

1. Demos

We intend to reach out to local schools as the Burlington area is a refuge area and has a diverse population. We intend to seek out schools in the area and letting the educators play the game and presenting them with the lesson plan. Eventually we hope to show our game off at educational conferences such as the *Innovative School Summit*.

2. Social Media

Using social media platforms like *Facebook*, *Twitter*, and *YouTube* we plan to reach out to educators, keep them updated with the games progress and stay in contact with customers. The *Facebook* account will be used for promotions and forums to communicate with potential customers, along with the *Twitter* account. The *YouTube* account will be used for promotional videos and trailers in hopes of not only reaching educators, but children and their parents too.

Monetization

We will monetize our game primarily with grants from various sources as there are a plethora of grants offered for both technology in education and diversity projects focused on diversity. Due to this fact *Life Among Lions* will be released to free to educators, schools, and after school programs. It is our plan to apply for grants such as *The UPS Foundation to Award in Diversity Grants* which provide funding to diversity projects. The *EAS Foundation Grant* which funds projects that are looking to create games which are attempting to make a positive impact on the community. These grants would allow us to fund our game development and pay

out staff. There are smaller grants that seek to fund projects with the same intention. Following this we intend to release the game to the public for free too, as the goal of the game is for educational purposes.