



LION GUARDIANS BUSINESS DOCUMENT

Life Among Lions

Life Among Lions is a 2D educational game in which the player controls a lion guardian whose job is to prevent animal herders and lions from interacting to protect the herders, their livestock, and the lions. 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.

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Game Concept

Life Among Lions is a 2D educational game in which the player controls a lion guardian whose job is to prevent animal herders and lions from interacting 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 the Maasai 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. The game will feature art that draws upon both the classic mobile art style and the traditional art Maasai art style, offer a unique experience in which the value of the education is both in the game play and the art itself. Maasai art focuses heavily on elongated, stick figure-like humans with geometric patterned bodies and bright, eye-catching colors. Environments would consist of a warm color palette with a mix of bright and saturated colors, with background assets being more saturated and character assets being brighter to add for more visibility.

Target Market

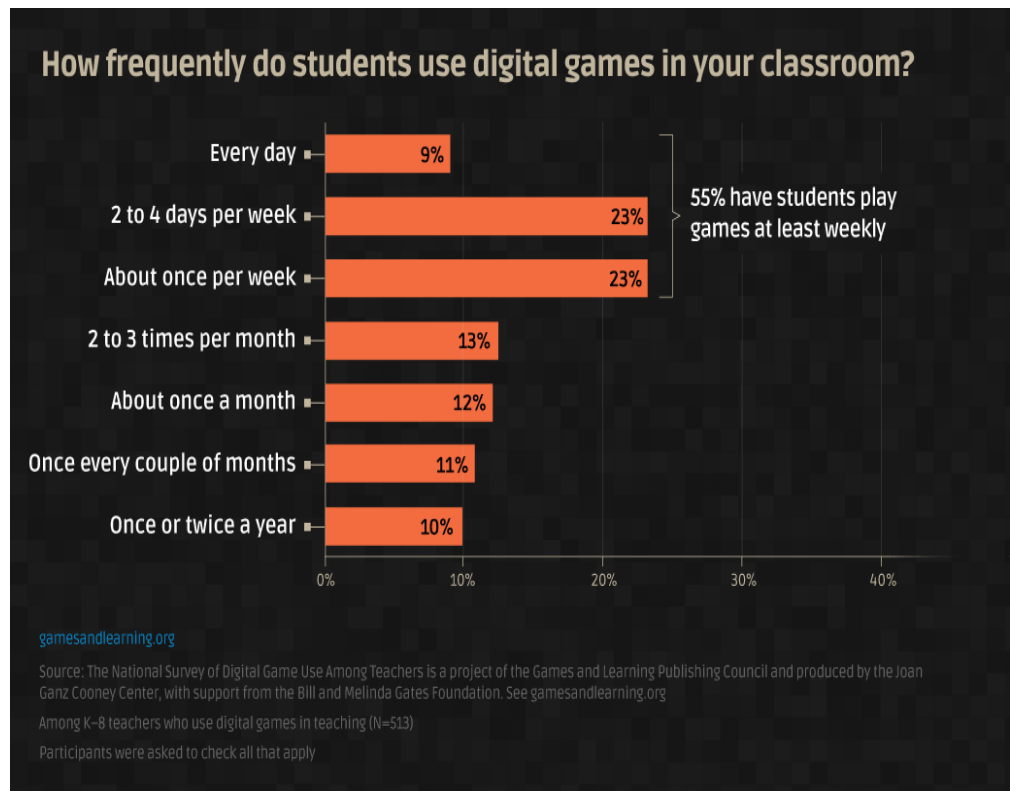
Our target market consists of educators and parents trying to greater expand children's cultural knowledge. The game is focused on teaching a complex manner in a simplistic and entertaining way to children between the age of six and nine. We plan to market towards schools

and educators, presenting a way to educate children about something they would not normally learn about in an engaging way. As we believe it's 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 helps 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. In an attempt to better entice parents into buying our game, we plan to produce a story book, that seconds as a coloring book that would come with the game.

We have decided to release Life Among Lions on mobile and PC platforms as these are the two most used platforms by children, mobile devices have become the most common gaming device used by children in the United States, representing a 63 percent of the market and desktop and laptop devices represents around 45 percent of the market.¹ Due to these numbers we believe we will be able to reach our target audience without an issue. Following this in a recent survey of 700 teachers 55 percent of the respondents said they use games at least once a week in the classroom setting.² Taking this into account we believe we will be able to reach the educators too. This will also help us reach children and their parents, as if we can get it in the hands of the educators, the game will be shown to students, and hopefully to the parents by word of mouth.

¹ "Aming Devices Used by Children in the United States in 2015." *Www.statista.com*, 2018, www.statista.com/statistics/466760/devices-gaming-children-usa/.

² "Teachers Surveyed on Using Digital Games in Class." *Games and Learning*, 2018, www.gamesandlearning.org/2014/06/09/teachers-on-using-games-in-class/.



Monetization

We will monetize our game primarily with grants from various sources as there are a plethora of grants offered for both technologies 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.⁴
- *The EAS Foundation Grant* which funds up to \$10,000 projects that are looking to create games which are attempting to make a positive impact on the community.⁵

³ "Teachers Surveyed on Using Digital Games in Class." *Games and Learning*, 2018, www.gamesandlearning.org/2014/06/09/teachers-on-using-games-in-class/.

⁴ Ups. "The UPS Foundation Awards \$2.4 Million To Advance Global Volunteerism." *GlobeNewswire News Room*, "GlobeNewswire", 2 Feb. 2018, globenewswire.com/news-release/2018/02/02/1332337/0/en/The-UPS-Foundation-Awards-2-4-Million-To-Advance-Global-Volunteerism.html.

- The *Small Business Innovation Research (SBIR) Program* which provides up to \$1,050,00 in funding to small business firms researching and developing commercially viable education technology products.⁶

These grants would allow us to fund our game development and pay our staff. There are additional grants that we intend to look at for more funding. Following this we plan to release the game for \$4.99. The game will be sold with an additional story/coloring book for children to read and color in along with playing the game. This is to not only help further the educational value of our game but to also to further entice parents into believing they are getting a good deal for themselves and their children.

Project Plan

1. Project Scope

Production for *Life Among Lions* will last about a year. The development stages include preproductions, sprint 1, sprint 2, sprint 3, sprint 4, 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.

Our first phase preproduction will be primarily for setting up a game concept and documentaion plan. During this phase we will determine gameplay, 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. Following this we will start these production phase which is our

⁵ "Membership." *EAS Foundation*, easternapiculture.org/about-eas/membership/13-research/research/13-eas-foundation.html.

⁶ "Institute of Education Sciences: Small Business Innovation Research Program (SBIR)." *Program (SBIR)*, Institute of Education Sciences, Part of the U.S. Department of Education (ED), ies.ed.gov/sbir/.

main development phase. In our timeline this phase is brokeb up into four 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. 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 recieve feedback on the player experience and bring any bugs we may have possibly missed during internal qulaity 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 PC platforms. At this point the core game will be complete with the accompanying lesson plan, this phase last around two months. After the inital releasaes we will release the game to the public on IOS, Android, and PC plaftorms. This phase will also last about two months. Once both relesease are finished we will move the patches phase, which is our final stage of prodution. We believe with our tight development timeframe 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 nesscary to provide the player with the best experience possible.

2. Timeline

Development Period	Duration in Working Weeks
Preproduction	2 Weeks
Production	
Sprint 1	2 Weeks
Sprint 2	2 Weeks
Sprint 3	2 Weeks
Sprint 4	2 Weeks
Alpha	3 Weeks
Beta	5 Weeks
Code Freeze	
RTM	3 Weeks
Patches	4 Weeks

3. Resources

Staffing:

- Executive Producer
 - Associate Producer
- Lead Designer
 - 2 Designers
- Lead Programmer
 - Associate Programmer
- Lead Artist
 - 2 Artist
- Educational Consultant
- Audio Engineer

Resources:

- Office Space, approx. 500x500 Sq. Ft.
- 11 Custom Built Desktop Computers
 - Windows 10
 - Microsoft Office
 - Adobe Creative Suite
 - Unity
 - Various Programing Software
- Desk and Chairs for staff
- Conference Materials
 - Large Table
 - Chairs
 - Wipe Board and Dry-Erase Markers

4. Budget

Staff Budget Projections:

Position	Salary		Total			
	Annual	Weekly	Day	Days	Quantity	Total
Producer	\$90,000	\$1,800	\$360	175	1	\$63,350
Lead Designer	\$80,000	\$1,600	\$320	175	1	\$56,000
Lead Programmer	\$65,000	\$1,300	\$280	175	1	\$49,000
Lead Artist	\$70,000	\$1,400	\$320	175	1	\$56,000
Associate Producer	\$60,000	\$1,200	\$240	126	1	\$30,240
Designers	\$40,000	\$800	\$160	126	2	\$44,320
Associate Programmer	\$40,000	\$800	\$160	126	1	\$20,160
Artist	\$40,000	\$800	\$160	126	2	\$20,160
Educational Consultant	\$30,000	\$600	\$120	28	1	\$3,360
Audio Engineer	\$40,000	\$800	\$160	14	1	\$2,240
Testers	\$30,000	\$600	\$120	7	2	\$1,680

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. On top of this we plan to use our social media pages as a way to reach out to parents and local educators to give them the chance to play our game and see what it has to offer prior to purchasing our game. Following this we intend to copies of our game to educational review sites such as www.appspy.com and

www.teachthought.com. As we our game will receive positive reviews which will help with our games awareness.

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. Following this we intend to reach out to educational blogs such as *www.edweek.org*, *dogtrax.edublogs.org*, *stepinto2ndgrade.com*, and *sunnydaysinsecondgrade.blogspot.com*. We hope by reaching out to to these blogs we can get out game some publicity and free advertisement.

3. Conferences/Conventions

Eventually we hope to show our game off at educational conferences such as the *Innovative School Summit*, *iNACOL Symposium*, *BETT*, and *National Charter Schools Conference*. By attending these conferences we hope to spread our game awareness while also giving educators and potential customers the ability to get a hands on experience with our game. Along with this we plan to provide our lesson plan at these conventions to show our games learning outcomes and educational purposes. On top of this we plan to show out story/coloring book off at these conferences in hopes of getting the educators to tell the children and their parents about the book that would come with the purchase of our game, as an additional form of word to mouth marketing.

Sources

1. “Aming Devices Used by Children in the United States in 2015.” *Www.statista.com*, 2018, www.statista.com/statistics/466760/devices-gaming-children-usa/.
2. “Teachers Surveyed on Using Digital Games in Class.” *Games and Learning*, 2018, www.gamesandlearning.org/2014/06/09/teachers-on-using-games-in-class/.
3. ¹ “Teachers Surveyed on Using Digital Games in Class.” *Games and Learning*, 2018, www.gamesandlearning.org/2014/06/09/teachers-on-using-games-in-class/.
4. Ups. “The UPS Foundation Awards \$2.4 Million To Advance Global Volunteerism.” *GlobeNewswire News Room*, "GlobeNewswire", 2 Feb. 2018, globenewswire.com/news-release/2018/02/02/1332337/0/en/The-UPS-Foundation-Awards-2-4-Million-To-Advance-Global-Volunteerism.html.
5. “Membership.” *EAS Foundation*, easternapiculture.org/about-eas/membership/13-research/research/13-eas-foundation.html.
6. “Institute of Education Sciences: Small Business Innovation Research Program (SBIR).” *Program (SBIR)*, Institute of Education Sciences, Part of the U.S. Department of Education (ED), ies.ed.gov/sbir/.