

# Deployment Plan

Launching *Happy Village, Scary Dungeons* into the gaming market will be a rather straightforward procedure. We plan to focus on the PC gaming market first, as the game is being built in Unity to primarily function with PC. With the establishment of Epic Games and Discord stores in addition to the widely used client, Steam, it is evident that the PC gaming market today is popular and still growing. Currently, 52% of gamers play on a desktop or PC (<https://mybroadband.co.za/news/gaming/275047-pc-is-more-popular-than-console-in-the-united-states.html>) There are a lot of options and resources through these marketplaces that make it easy for a small team of developers to push our game onto the market, and there is a wide audience of people that our product can reach.

Our first option to enter the PC gaming marketplace is publishing our game on Steam through SteamWorks, a service provided by Valve, the creator of Steam, that makes it easy for small development teams to list their games for sale on here. Our team would pay a one-time, per application, fee of 100 dollars to first launch the game on the Steam Marketplace. According to the Steamworks documentation, “This fee is not refundable, but will be recoupable in the payment made after your product has at least \$1,000.00 Adjusted Gross Revenue for Steam Store and in-app purchases. Payment of revenue from sales and repayment of fee may be withheld if deposit payment is charged-back, refunded, or otherwise identified as fraudulent.” (<https://partner.steamgames.com/steamdirect>). We will also fill out tax paperwork and bank

paperwork so Steam knows “who they are doing business with,” and we are required to submit an application for testing through the Steamworks SDK that Valve will test to make sure we are delivering a stable product. After our product is approved, we will have 30 days to prepare for product launch. During this time we’ll “need to prepare your store page and put up a publicly-visible ‘coming soon’ page for at least two weeks. This will help (us) start building (our) audience of interested customers that can wishlist your game or participate in discussions.” This will make it so we can have the best possible product built for when we reach release day. We will have access to implementing the Steam overlay in our game, screenshot integration, achievements, dedicated servers, and many more features by launching through Steam. Valve will take 30% of our revenue in exchange for selling on Steam.

The second option on entering the PC gaming market is the Discord Marketplace. The information available about the process of publishing through Discord without actually entering the process is a bit vague when it comes to cost, so I’ll just mention the steps and the division of royalties here. Through the Discord developer portal, a “team” for our game will need to be created in order to manage our game. We will then create a specific discord “app” for our game, and then we will pay an undisclosed one-time application fee. This will create a dedicated Discord server for the game, and we will be able to launch the game in Alpha or Beta for testing. After testing, we then have to submit the game for approval to be sold on the marketplace, and once this occurs, Discord will take a 10% royalty on all sales. Discord is beginning to add a lot of features such as a powerful SDK, easy game patching abilities, and analytic tools.

The third option to enter the PC gaming marketplace is less popular, but a more cost-efficient option. We can launch our game on the Itch.io marketplace for no cost. Itch.io is a

marketplace dedicated to selling PC indie games, and there is no cost for publishing games. We would have the option to sell our game from \$20 dollars to no cost. We also get to select the percentage of royalties that go to Itch.io to be either 0%, 10% or 30%. This allows for profit maximization, but due to the decreased popularity of the Itch.io marketplace, the amount made may still be lower compared to other marketplaces.

As of now, there is no option for indie developers to launch games on the Epic Games store. Launching on that platform will not be an option for us. Moving forward I believe taking at least one if not all three of these options could lead to a successful launch for our product. Picking a popular marketplace to sell one is one step, but letting the users know that the game exists on these marketplaces is the next step. This is where marketing comes in.

To market the game before launch, we would create Twitter, Instagram, Facebook, Snapchat, and Reddit account to create interest among the PC gaming community, and hopefully guarantee strong sales by the time the game launches. Creating our own subreddit that would allow for discussion amongst fans and to preview game content as well. Starting a Youtube channel to publish a trailer and gameplay demos can be a great way to gain a following. We will make our own website, and optimize it so it's easy to navigate and straightforward to help convert visitors into players. Attending conventions such as PAX can be a great way to show our game to the public, but attending these conferences can cost anywhere from around 4-6 thousand dollars. There is a company called Indie Megabooth that helps indie developers with the cost of attending these conferences by creating a giant booth with multiple indie devs to show off their games. If we are selected after applying and paying the 50 dollar fee, they would cover the cost

of attending. We can also send a press release to gaming news networks in hopes of getting their attention.

Hopefully, after a successful enough launch on PC, we would focus our attention on bringing *Happy Village*, *Scary Dungeons* to console. To bring the game to consoles, it will cost a one-time fee of \$19 to publish the game on Xbox Live. As of now, PlayStation does not have a program that allows easy publishing on their marketplace. We would have to become partners, but looking at the requirements, we do not meet them.

Our team was looking at deployment to the mobile market, but due to lack of interest from our team, and unknown demand, we are currently not pursuing this option. The current build of the game isn't designed to function on a touch screen, as it requires a keyboard or a controller. We might have to do additional work to have the GUI function on a smart phone rather than a screen larger than 12 inches. For now, we are settling with just deployment onto PC and console marketplaces. If/when our development team expands, this may be an option we consider in the future, but as of now, calculations for launching on mobile won't be included in this deployment plan.

Overall, thanks to a number of initiatives, the publishing of *Happy Village Scary Dungeons*, won't be as expensive as originally thought. The most expensive portion will come from traveling to conferences to promote the game, but even that is only an option in the marketing process, not necessarily required. The bare essential cost in deploying the game should come out to less than one thousand dollars overall.

## **COST OF DEPLOYING HAPPY VILLAGE SCARY DUNGEONS**

- \$100 - Publishing on Steam
- ~\$100-300 - Discord Publishing Fee
- \$0 - itch.io publishing fee
- \$3,000-6,000 - Attendance of PAX NOT including travel costs
- \$2,000 - Travel costs for conventions
- \$19 - Publishing on Xbox Live
- \$10/month - Website Domain

**TOTAL COST:** \$6939 (approximately)