MetaCaniX

Description of the product/service/business idea is

Metacanics are mechanics for the metas of games. All sorts of games have metas, from choosing a car in a racing video game, to making decisions in a board game, and even to choosing whether to take a shot at a point or go in for a goal in games of GAA. The 'meta' of a game is the set of in-game tactics that are viable from a competitive perspective. The health of a game's meta is perhaps the single greatest factor that determines whether a game that is popular will remain popular. A healthy meta is one that allows players, and teams of players, to define themselves by their playstyle, whereas an unhealty one requires players who want to be competitive to conform to playing the game in a way that is narrower then is i way. Many games—even the most popular—have metas with health issues. As such, newer content that developers want to be sure players engage with are released

The salient details of the market (who?, size? How-to-reach?)

The relevant competition

The competition are the client's in-house balancers. Although these are at times very well developed—such as in the case of Bungie—they are focused on data collected on player usage alone. Many issues can be discovered through analysing player behaviour. When Bungie employed analytical approaches to player behaviour in Halo, many great adjustments were made. For example, mapping player deaths in a multiplayer map called Valhalla brought to light that the side of the map 1 of the 2 teams started on had an advantage over the other. This allowed the level designers to knowledge to make the appropriate adjustments.

In this context of multiplayer balancing, I will explain a scenario in which this approach falls short: An overview of player time spent bearing different weapons in multiplayer that does factor in the availability of these weapons, inherently could not factor in player behaviour based purely on preference. If we advantaged less-used weapons based on player data, we would likely end up pushing players towards adopting less fun game content in their effort to be competitive. The same analyses of weapon use but based on AI gameplay would not be limited by the same factor.

Who is proposing this (Team) – think about the skillset you need, but be realistic about the team you can recruit (e.g. Bill Gates is not going to take time out to help you out)

The team would be quite lean, seeing as it would be contracted by a games studio the team would be working alongside a games existing development team. The team would need at least two marketting / sales people to reach out to game studios. A couple of developers would be needed to refine the tools the company can employ for clients. A few analysts would be needed to work alongside clients as they develop their games and maintain them.

The actions you are planning to get this product to market

To find a promising indie game that our service could be demonstrated well on, and cut them an exceptional deal that involves a reduced cost but that allows for their game to be used to showcase the service.

Back-of-the-envelope style financial projections for 3 or 5 years