Alpha Review:

1. 14 forms of fun
2. Core hook Fantasy
3. Game Loop
4. Risk vs. reward
5. Dominant Strategy
6. Difficulty scale
7. Variable ratio
8. Motivations
9. Game flow
10. Pacing
11. Moments
12. Emotional engagement:
    1. Difficulty
    2. Story
    3. Mechanics
    4. Challengers
13. Killer feature
14. Feedback
    1. Do a thing
       1. Sound
       2. Rewards
       3. Reactions
15. Who are we catering to