

# Game Pitch Project

Before a game is made, the idea must be pitched to potential investors. This project will introduce you to the process of creating and delivering a short video game pitch to a panel of judges made up of industry representatives.

## Basic Format

Your pitch will be delivered as a short verbal and visual presentation. You will have 6 minutes to pitch your concept to a panel of judges and 3 minutes to answer 3 of their questions.

The concept, content, viability, visuals, and speaking will be graded by the panel members. For each of these five categories, they will mark “Poor,” “Satisfactory,” or “Excellent” on the table provided at the end of the rubric. Your final score for each of these categories will be determined by majority vote. For example, if 3 judges mark “Excellent,” and one marks “Satisfactory,” you will receive a rating of “Excellent.”

After your presentation, the panel will ask you 3 questions. You will be graded on your ability to answer their questions quickly and accurately according to the rubric.

## Goal

The panel acts as a group of potential investors. Your goal is to convince them to give you money to fund the development of your game. This means that you need a concept which is both practical and innovative. You need to demonstrate that you have put a lot of thought into this idea and done your homework. Your ultimate goal is to convince the panel that your game will make more money than it will cost to develop.

## Presentation Content

Below is a recommended outline for you to follow. You do not need to use it, but you do need to communicate all of this information during your presentation. If you choose to use this outline, you should not actually use these titles on your slides. For example, you don’t need to title the second slide “Pull Quote,” just put the quote on the slide.

The First Slide, Questions Slide, and References Slide are *absolutely required*. Failure to include any of these 3 slides may result in your presentation not being graded. Those 3 are the only required slides. The others are suggestions.

**First Slide:** This slide *MUST* be your first slide. Who is the Panel? To whom are you making this pitch? You should identify a specific game studio, venture capital firm, or crowdfunding website. Your 6 minutes of presentation time begins after this slide.

1. **Game Title** – and nothing else.
2. **Pull Quote** – No more than 2 sentences which (firstly) set the mood and (secondly) convey the basic concept of the game. Pull quotes are often surprising or witty.

3. **High Concept** – Also sometimes called an “X Statement.” This is a short way of using the audience’s existing knowledge to understand your game. Often takes the form of “X: The Game,” or “X meets Y,” or “Imagine X, but with Y and Z!”
4. **Feature Set** – At least 3 but no more than 10 bullet points (not paragraphs) describing the features of your game.
5. **Target Audience** – Identify the group of people who will buy your game. Convince the panel (with statistics, convincing anecdotes, and/or quotes from respected authorities) that enough of these people exist and that they will want your game.
6. **Storyboards** – A sequences of images or short slides that tell the overall story of your game, provide a representative window into its most exciting elements, and give the audience a sense of what it is like to play your game.
7. **Production** – What platform will it be made on? Which tools will be used? Who will make it? How large of a team (programmers, artists, Q&A, etc.) will be needed? How long will it take? How much will you spend on marketing, and where will the ads go? What is the total cost?

**Questions Slide:** This slide is *REQUIRED* at the end of your presentation. This slide indicates that your presentation is over and that panel should now ask questions. Your 6 minutes of presentation time stops when this slide is shown.

**References Slide(s):** This slide is *REQUIRED* after the Questions Slide. This slide will not actually be shown during your presentation, only graded by your instructor. This should contain citations to the sources of your images, logos, and other assets used in your presentation. If your presentation contains original art or images, you *MUST STATE THIS EXPLICITLY*. If you fail to include this slide, you will receive a 0 on this project.

## Timing

In order to ensure that every student has time to present, time limits will be strictly enforced. This means that after 6 minutes, *YOU WILL BE CUT OFF*, no matter where you are in your presentation. Any content that you do not get to in 6 minutes will not be presented, and you will be graded as if it were missing from your presentation.

Your presentation should take at least 4 minutes, but must not take more than 6 minutes.

## Visuals

Whenever possible, you should use images rather than words. Don’t use a bullet point to say “This game will be developed for the Nintendo Wii U,” when you could just include an image of the Wii U instead.

Unless you are a talented artist, you are encouraged to use images from other games, websites, movies, comic books, magazines, etc. Your images should consistently convey the theme and tone of your game from start to finish. You *MUST* cite the sources from which you took your images at the end of your presentation, or you will receive a 0 for this project.

Slides should not be too busy. There should not be so much text or so many images that your audience has difficulty seeing it all. Your audience should be able to read / understand your slide in only a few seconds. Avoid paragraphs at all costs. Short snippets of text and images are best.

### **Questions**

After your presentation, the panel will ask you 3 questions about your game. Make sure to let the asker finish speaking before you answer. Your goal is to convince the panel that you anticipated the question and already have an answer for it. You should not stutter or pause for long before giving your answer. Do not start with “Umm...” or “That’s a good question...” simply give your answer quickly and briefly. Your answer should demonstrate that you understand your game, other games like your game, your target audience, and the resources required to make your game. You may not spend more than 1 minute answering a question. If you go over 1 minute, you will be cut off.

### **Speaking**

Speak slowly, clearly, and loudly enough for the panel to hear you. Do not try to pack more content into your presentation by talking quickly. Do not read your slides. You should already know what your slides say. Make eye contact with your audience when speaking.

### **Practice, Practice, Practice**

You should practice giving your presentation in front of a mirror and in front of an audience at least 3 times before the actual presentation. You will have opportunities to give practice presentations in class. It should be obvious to the panel that you have practiced your presentation many times.

### **Deliverable**

Before the presentation, you must submit your slides as a PDF file. On the day of the presentation, your instructor will have these slides ready on the instructor’s computer. This means that you will be presenting using that PDF, and cannot use animations or slide transitions during your presentation. You may not present from your own computer; you must use the PDF slides that you submitted from the instructor’s computer. This is to ensure that all presentations happen quickly and that all students have an opportunity to present.

If you do not submit your slides as a PDF file, you will not be allowed to present and you will receive a 0 on this project.

## Game Pitch Grading Rubric

Student Name: \_\_\_\_\_

### \_\_\_ / 9: **Timing**

\_\_\_ / 3: Presenter takes at least 4 minutes.

\_\_\_ / 3: Presenter finishes before 6 minutes.

\_\_\_ / 3: Presenter did not have to rush to finish by 6 minutes.

### \_\_\_ / 16: **Presentation** (see table below)

\_\_\_ : Concept

\_\_\_ : Content

\_\_\_ : Viability

\_\_\_ : Visuals

\_\_\_ : Speaking

### \_\_\_ / 5: **First Question**

\_\_\_ / 1: Presenter allows the question asker to finish speaking before answering.

\_\_\_ / 1: Presenter does not pause or stutter before answering.

\_\_\_ / 3: Presenter answers the question well:

\_\_\_ / 1: Presenter provides an answer.

\_\_\_ / 1: Presenter's answer satisfied the asker.

\_\_\_ / 1: Presenter appears to have anticipated this question.

### \_\_\_ / 5: **Second Question**

\_\_\_ / 1: Presenter allows the question asker to finish speaking before answering.

\_\_\_ / 1: Presenter does not pause or stutter before answering.

\_\_\_ / 3: Presenter answers the question well:

\_\_\_ / 1: Presenter provides an answer.

\_\_\_ / 1: Presenter's answer satisfied the asker.

\_\_\_ / 1: Presenter appears to have anticipated this question.

### \_\_\_ / 5: **Third Question**

\_\_\_ / 1: Presenter allows the question asker to finish speaking before answering.

\_\_\_ / 1: Presenter does not pause or stutter before answering.

\_\_\_ / 3: Presenter answers the question well:

\_\_\_ / 1: Presenter provides an answer.

\_\_\_ / 1: Presenter's answer satisfied the asker.

\_\_\_ / 1: Presenter appears to have anticipated this question.

**Total: \_\_\_ / 40 points**

Category	Poor (+1 point)	Satisfactory (+2 points)	Excellent (+ 4 points)
<b>Concept</b>	<p>The concept statement should have been must shorter.</p> <p>The concept contains several terms or references I don't understand.</p> <p>The concept is not innovative.</p> <p>Playing this game would be a waste of my time and money.</p>	<p>The concept statement is short and effective but could have been more so.</p> <p>I did not understand one or two the terms or references used in the statement.</p> <p>The concept has something new to offer.</p> <p>I might play this game if it was on sale and I had some free time.</p>	<p>The concept statement is short but communicates a lot.</p> <p>The statement contains only terms and references I understand.</p> <p>The concept is innovative.</p> <p>I want to play this game!</p>
<b>Content</b>	<p>I don't understand what kind of game this is.</p> <p>The presenter has not put much thought into the story or progression.</p> <p>The game is hard to visualize.</p> <p>The mood and tone are unclear or inconsistent.</p>	<p>I can see the relationships between this game and other games.</p> <p>The story and progression is discussed but could be clearer.</p> <p>I have some idea of what the game would be like.</p> <p>The mood and tone are mostly consistent.</p>	<p>I have a clear understanding of how this game fits into and breaks out of its genre(s).</p> <p>I understand the story and/or progression of the game.</p> <p>I can imagine what it would be like to play this game.</p> <p>I can clearly visualize the game's mood and tone.</p>
<b>Viability</b>	<p>The presenter has failed to consider the target audience.</p> <p>The game will not appeal to a large enough audience, or they will not buy it.</p> <p>The production costs and schedule are totally unreasonable.</p> <p>There is a very low chance this game would make a profit.</p>	<p>The presenter has considered the target audience but lacks some understanding.</p> <p>The game may appeal to its audience, but they may not buy it.</p> <p>The production costs and schedule need to be adjusted.</p> <p>There is a reasonable chance that this game will make a profit.</p>	<p>The presenter has clearly identified the target audience / demographic.</p> <p>This game will appeal to its audience and they will buy it.</p> <p>The production costs and schedule are reasonable.</p> <p>There is a high chance this game will make a profit.</p>
<b>Visuals</b>	<p>Presenter does not use enough images.</p> <p>Presenter uses too much text, or text does not convey content effectively.</p> <p>Font and color choices are distracting.</p> <p>The theme and tone of the visuals do not match the game or are very inconsistent.</p>	<p>Presenter uses images consistently but I felt like there was room for more.</p> <p>Most slides are not busy, but some took too long to read or were unclear.</p> <p>Some font and color choices were distracting.</p> <p>Most images match the theme and tone of the game, but some do not make sense.</p>	<p>Presenter uses large, effective images.</p> <p>Fonts and color are used tastefully.</p> <p>Slides are not busy, do not contains too much text, and can be quickly understood.</p> <p>The theme and tone of the game are consistently conveyed through the visuals.</p>
<b>Speaking</b>	<p>Presenter was hard to hear or understand.</p> <p>Presenter spoke too quickly.</p> <p>Presenter read from the slider rather than making eye contact with the audience.</p> <p>Presenter often uses words like "Umm," or "Uhh" and has not rehearsed enough.</p>	<p>Presenter was occasionally hard to hear or understand.</p> <p>Presenter usually speaks at a good pace.</p> <p>Some use of "Uhh" or "Umm."</p> <p>Presenter is familiar with the content, but should have rehearsed more.</p>	<p>Presenter speaks loudly and clearly.</p> <p>Presenter speaks at a slow, natural pace for the whole presentation.</p> <p>Presenter makes eye contact with the audience.</p> <p>Presenter has clearly rehearsed this presentations several times.</p>

