



COMP150

INVESTMENT PITCHES

Game Development Practice

Objectives for Today

After this session, you should be able to:

- **Recall** your assignment
- **Outline** the key content of a pitch
- **Explain** what an audience of investors are expecting to see
- **Recall** the commercial context in which games enterprise is situated
- **Recognise** the qualities of a 'good' investment pitch

Objectives for Today

1. Your Assignment

- A Pitch to an Investor
- Assessment Criteria
- Advised Structure

2. Pitching to Investors

- Purpose of Investment Pitches
- Communicating the Concept
- Communicating the Business Model
- Role of the Slide Deck
- Role of the Demonstration
- Role of the Handout

3. Exemplar Pitch Material

- 4: // MAI-DOU
- Useful Resources



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Your Assignment

The end run

A Pitch to an Investor

Investment Pitch

100% attendance is expected.

As a group, present a **10-minute** pitch to an audience of investors from NinjaNyan PlayLabs. You must:

- Clarify the game design
- Outline the commercial prospects
- Demonstrate your final pre-production prototype

You must provide a slide deck, handout, and gameplay demonstration (which can be a video). These are submitted on LearningSpace prior to the live delivery of the presentation.

A Pitch to an Investor

- Please do not neglect this assignment
 - Easily overlooked
 - Less than one week to prepare
 - 10% of your overall grade
 - Easy marks if done well
- You should meet regularly as a team across this week to prepare your pitch and tidy your prototype
- Some criteria are as a team, and others are individual – all must contribute!

Assessment Criteria

- Coherence – 40%
 - Sufficient contribution
 - Aligned with brief
- Communication Skills – 20%
 - Adequacy of oral communication
 - Clarity of concept and business material
 - Effectiveness of figures and tables
- Market Awareness – 10%
 - Clarity of target audience
 - Breadth of market research
 - Appropriateness of unique selling points

Assessment Criteria

- Handout Quality – 10%
 - Adequacy of written communication
 - Clarity of concept and business material
 - Effectiveness of figures and tables
- Innovation and Creative Flair – 10%
 - Originality of concept
 - Level of creativity shown in demo
 - Level of fun and engaging seen in demo
- Commercial Feasibility – 10%
 - Appropriateness of budget and plan
 - Feasibility of projections of sales and return
 - Viability and attractiveness to investors

Advised Structure

- Single double-sided A4 handout:
 - 1-side illustrates concept
 - 1-side summaries the business case
- About 20 slides:
 - Cover slide (~1 slide)
 - Target Audience (~2 slides)
 - Creative vision (~3 slides)
 - Core game mechanics (~1 slides)
 - Demo (~1 slides)
 - Unique selling points (~1 slide)
 - Development plan (~3 slides)
 - Business aims (~2 slides)
 - Commercial prospects (~3 slides)
 - Competition (~2 slides)
 - Summary (~1 slide)



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Pitching to Investors

Communicating your ideas

Purpose of Investment Pitches

- You are a fledgling business trying to secure funding in order to commercialise your game
- Largely, you are asking for funding so that you can develop the game
- You need to convince people with money to give you their money, with the expectation that they will get more back than they put in

Purpose of Investment Pitches

- In order to convince investors to invest in you, your pitch must:
 - Inspire confidence in the company
 - You can actually deliver
 - Represent 'value of money'
 - The game shouldn't cost too much to build
 - Be commercially viable, with sensible sale projections suggesting a reasonable return on the investment
 - Risk is suitably managed, with an appropriate balance between risk and reward
 - Excite the investors
 - The concept is distinct and interesting enough to warrant the funding

Purpose of Investment Pitches

- Your investors are your partners, and they take a proportion of your company
- This proportion indicatively represents the 'value' of your company
 - If an investor takes a 20% share of your company for £ 50,000; then, the company is indicatively 'worth' £ 250,000
- You need to argue the case why your company is worth that much
 - See the [price-earnings ratio](#) (anything over 20 is considered grossly excessive)
 - The company's games are your assets – they earn your company money

Purpose of Investment Pitches

Concept

- Communicate the game concept clearly – you need to know your game inside and out
- Excite the investors about how good your game concept
- Demonstrate it's distinctiveness and viability – reassure them it is deliverable
- Showcase the unique selling points very clearly – ensure they are actually unique

Business Model

- Don't ask for too much money, and justify your running costs
- Illustrate there is a clear target audience and market for the game
- Make sensible sales projects to estimate the return on investment after 1 year
- Compare and contrast with likely competitors to reassure investors that there is a market, but your work is better in some way

Purpose of Investment Pitches

- **Cover Slide**

Introduce yourselves, very briefly describe your company and the experience it employs (role-play!) and then briefly introduce the name of the game.

- You need to inspire confidence that you are people who can actually realise the concept and work effectively as a partner of the investor
- Be professional

Communicating the Concept

- **Creative Vision**

Present a high level elevator pitch which summarises the concept and emphasises aspects that catch attention; then expand with appropriate illustrations, ludic sketches, and rip-o-matics

- **Game Mechanics**

Explain what the player actually *does* in the game, focusing on the *most interesting* mechanics only. What makes them fun? Avoid wasting time on elements common to a genre (e.g. menus, controls, inventories, etc.)

Communicating the Concept

- **Demonstration**

Illustrate the core aspects of the game using your pre-production demo. Video or live gameplay is fine. However, you need to hone in on how the game fits what the investor is looking for, and what makes the game fun! Focus is essential!

- **Unique Selling Points**

You need to very clearly outline what makes your game unique. What are its key selling points? What makes your game stand out in the marketplace?

Communicating the Business Model

- **Target Audience**

Describe the target audience: who will buy your game? Is it a sufficiently large audience? What makes the game attractive to these people?

- **Development Plan**

Describe the cost of making the game. Be succinct, yet as comprehensive as possible. Justify the expenses, the choices of platform, choices of technology, the pay of the team, the cost of the development studio.

Communicating the Business Model

- **Business Aims**

Tell the investor how much of their money you are asking for and why. Clearly show what proportion of the company you are willing to share with investors. State how much money you anticipate the project will make. In doing so, justify the value of your company.

- **Commercial Prospects**

Outline and illustrate the commercial prospects of the game. State how many units are predicted to be sold in the first year. Explain what the return on investment be after one year.

Communicating the Business Model

- **Competition**

Give the investors a sense of the core competition. Highlight the most similar games, citing how well they have done, but also emphasising what makes your game different and why the target audience has a renewed appetite for this genre. Useful for justifying the pricing strategy.

- **Summary**

Emphasise the key takeaway points that you want the investors to remember. Something catchy, but also pragmatic. Something to help them remember you, what you're doing, and how much you asked for.

Role of the Slide Deck

- The slides anchor the presentation
- They remind the presenters of what they need to communicate to investors
- Slide-decks help the presenters follow a logical flow
- Individual slides can be leveraged as a visual aid to communicate the brand of the company, the aesthetics of the proposed game, and to outline the key features of the concept as well as illustrate key points in the business case
- A seamless and effective set of slides can 'wow' investors to help reassure them, provided enough time and effort is invested into their design

Role of the Demonstration

- More clearly communicates the core mechanic, setting, and the unique selling points of the game concept
- Inspires confidence in the team; is an opportunity for the team to showcase their passion and enthusiasm
- Helps to appeal to and excite the investors
- Enables, to some extent, a review of the alignment of the proposed investment to the target audience and interests of the publisher

Role of the Handout

- To provide a reference for key details that may be hard to pick out of the slides
 - Figures and tables
 - Particularly numbers that may be hard to read from a projector screen
- To help the investors remember your proposal after the fact
 - They may be reviewing many proposals and may not remember everything
 - The handout serves as a prompt and anchor to remind them



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Exemplar Materials

Something to inspire

Presentation Example



<https://www.youtube.com/watch?v=oxFcXc1-DT8>

Handout Examples



https://www.dropbox.com/s/b60imtrv3svt2a1/handout_examples.pdf?dl=0

Note on Handouts

- Commercial elements of the handouts have been consistently poor over the past few years
 - Clearly include elements of the business case on the handout!
 - These are the takeaways investors are interested in
 - Ensure typography and graphical illustrations are appropriate – a single annotated screenshot of the game is okay if it highlights the concept

Recommended Reading

- <http://www.slideshare.net/AfshanKirmani/an-introduction-to-graphic-design-presentation>
- Schwartzel, Thomas (2014) Game Project Completed, Amazon Kindle Publishing. The basics of Graphic Design for your pitches.
- Novak, Jeannie (2005) Game Development Essentials: An Introduction. Chapter 8.
- <https://www.gdcvault.com/play/1020877/In-3-Sentences-or-Less>
- <https://www.gdcvault.com/play/1023998/Thirty-Things-I-Hate-About>
- <https://www.presentationzen.com/>