ENGLISH PROJECT 7 {EPITECH. TECHNOLOGY}

PITCH YOUR VIDEO GAME FOR INVESTOR FUNDING

2023 - 24

OUTLINE

You must imagine that you are a video game designer and are presenting your game to potential investors in a persuasive and clear manner covering several important points. You can use a game you have already created, an Epitech project or a game you imagine creating one day. The essay will take the form of a supporting document that outlines and gives more precision about you, your game, and how you imagine bringing it to market.

DELIVERY FORMAT

- Oral presentation with visual aids that should last 10 minutes.
- Written report of 800 words.

POINTS TO INCLUDE

You MUST include the following points in your presentation and essay -

- **INTRODUCTION** (who you are and why you are presenting, you should take on the role of a video game designer pitching their project to an investor).
- **YOUR TEAM** (Imagine and present a team of developers and people with other roles to the potential investor, give role and background of each of them).
- **THE GAME** (type of game, characters, aim, atmosphere created, etc.).
- **BACKGROUND** (creation team, storytelling of creation, inspiration, code used, challenges faced, etc.).
- **WHAT MAKES YOUR GAME UNIQUE** (what does the game have that others don't? existing competition for your game, where the game fits into the market, etc.).
- **MARKETING AND SALES** (where will the game be marketed and sold? what format will it take? what platform will it be sold on? do you envisage any co-brandings or partnerships?).
- **CONCLUSION** (Summary of your main ideas and a closing sentence).

STEPS

1. **Choose the game that you will present, it can either be a game you imagine creating or a game you have actually created, it may even be a game you have created for an Epitech project.**
2. **Spend time imagining the different aspects of the game so that you have a clear idea of what it is and its objective. This link will help you imagine all the aspects of your game.**
3. **Reflect on your team. You could use your Epitech classmates as your team or even invent totally fictitious characters.**
4. **Examine the game-making process so that you are able to convey a real authentic-sounding description of how the game came to life. This may give you some ideas.**
5. **Think about where the game fits into the market and why your game is better than others.**
6. **Imagine a marketing strategy for the game and how you plan to sell it and optimize sales. This link could be useful.**
7. **Create a concluding statement that is memorable and personal.**

POINTS TO REMEMBER

- ☐ **Make sure you understand the project and that you answer each part of the question.**
- ☐ **Try to begin your work in English from doing a web search to making notes for your essay.**
- ☐ **You will be evaluated on the content, language and technique of the presentation so work equally on each part.**
- ☐ **You must not read during the presentation.**
- ☐ **Simple content presented naturally is better than complicated information badly presented.**
- ☐ **Take time to correct any mistakes by reading through your essay and slides several times.**
- ☐ **Take time to organise your ideas for the essay before starting to write.**

EVALUATION CRITERIA (score /80)

PRESENTATION CONTENT /20	PRESENTATION LANGUAGE /20	PRESENTATION TECHNIQUE /20	WRITTEN ESSAY /20
RESEARCH /5	FLUENCY & COHERENCE /5	CONFIDENCE /5	FLUENCY & COHERENCE /5
PERTINENCE /5	LEXICAL RESOURCE /5	BODY LANGUAGE /5	LEXICAL RESOURCE /5
ORGANISATION /5	GRAMMAR RANGE & ACCURACY /5	PACE /5	GRAMMAR RANGE & ACCURACY /5
VISUAL AIDS /5	PRONUNCIATION /5	TRANSITIONS /5	CONTENT & ORGANISATION /5

PRESENTATION CONTENT

- **RESEARCH** – Varied research? In depth? 5 points
- **PERTINENCE** – Clear link to subject? Good examples? Logical info? 5 points
- **ORGANISATION** – Well sign-posted? Smooth transitions? Logical structure? 5 points
- **VISUAL AIDS** – Clear? Accurate? Original? 5 points

PRESENTATION LANGUAGE

- **FLUENCY & COHERENCE** – Hesitation? Searches words? Easy to understand? 5 points
- **LEXICAL RESOURCE** – Rich and varied vocab? Accurate and precise? 5 points
- **GRAMMAR** – Grammar mistakes? Use varied tenses? 5 points
- **PRONUNCIATION** – Clear? Easy to understand? 5 points

PRESENTATION TECHNIQUE

- **CONFIDENCE & POISE** – Do you speak with confidence? Are you sure of yourself ? 5 points
- **BODY LANGUAGE** – Eye contact? Body position? 5 points
- **PACE** – Good speed? Takes appropriate amount of time? 5 points
- **TRANSITIONS** – Links different sections well and naturally? 5 points

WRITTEN ESSAY

- **FLUENCY & COHERENCE** – Ideas clearly expressed ? Easy to understand? 5 points
- **LEXICAL RESOURCE** – Rich and varied vocab? Accurate and precise? 5 points
- **GRAMMAR** – Grammar mistakes? Use varied tenses? 5 points
- **CONTENT** – Well structured and organised ? Well researched and pertinent ? 5 points

CREDIT & GRADING

- You need to obtain at least **40/80** to validate and obtain 1 credit.
- The table below will be used to calculate your grade.

SCORE /80	GRADE
75+	A
65 - 74	B
55 - 64	C
40 - 54	D