

GAME TITLE

Team Name
Name/Username

Target Audience: _____
Gamer Type: _____
Target Platforms: _____
Genre: _____
Number of Players: _____
Projected Release Date: _____

High Concept Statement

This should be one to three paragraphs that describe your game in a concise fashion. Remember, your goal is to sell your vision to others. Make it compelling! It should answer:

- What does the player do? (interactivity)
- Why do they do it? (player motivation)
- Where does the player do it? (setting, story, narration)
- What are the constraints on the player? (core mechanics)
- What sort of emotion is this game trying to evoke in the player? (affect)
- How is this game unique? What differentiates it from other games? (defining elements and competitive analysis)

Feature Set

Create a series of features for the game to support the high-concept statement. At this point the features should be written in a succinct manner, probably in a bulleted list. The details will be flushed out later. Highlight the features that are unique selling points for the game.

Team Roles

Define the roles each team member will perform on the team.

The Competition

What is the competition? Any other game mentioned in the pitch should be appropriately put down here. What is the number one competitor in its field? And how do you differentiate your game from the competition?

Innovation/Creativity

What is creative and/or innovative about your project across art, design, and programming.

Scope Management

How are you limiting the scope of the game such that you will be able to accomplish your vision within the limitations of resources you have (time, talent, budget)? Provide a list of **“green light”**, **“yellow light”**, and **“red light” features**. You can also include a **timeline** here with tasks and milestones.