Script

Slide 1 – Intro

Hello everybody, today we are going to be pitching to you our game; Beyond the Keep.

Slide 2 – About us

Before we begin we’ll just take a moment to introduce ourselves; I’m blah blah, blah, blah.

Slide3 – What is it?

Beyond the Keep is a versus tower defense game for tablets. In our game you and a friend set up your defenses, and create a force to try and take out your opponent, all on the same tablet.

Core to the experience of Beyond the Keep are 3 simple philosophies; Strategic Competitive multiplayer, A Simple System with lots of depth and local, face to face multiplayer.

Slide 4 – Inspiration

Our game was inspired by a multitude of games including; Anomaly 2, Age of Empires, GeoDefense, Orcs Must Die, Plants vs Zombies, Sanctum , Warzone Tower Defense. Inspiration for the method of control and interaction came from games like battleship, chess and other face to face board games.

Slide 5 – Mechanics

Now I’d like explain a little bit more about how the moment to moment experience of Beyond the Keep. In Beyond the Keep your goal is to send out your minions, get them past your opponent’s defense and deal damage to their home-base.

Beyond the Keep is a turn based game, there are two distinct phases in the game; planning and battle phase. In planning phase each player takes turn holding the tablet placing units and towers as they see fit. In the battle phase players put the tablet down in front of them, and watch the outcome of their planning in real time.

Slide 6 – Technology

Our game will be built in Unity, we chose Unity because it gives us the tools we need to create the game we want to make and gives us added flexibility for developing for multiple platforms.

The lead platform is Windows 8 Tablets, but due to the fact we are using Unity Android and IOs versions are not out of the question.

Slide 7 – F2P and Social

As the prompt requirements our game will feature a free-to-play business model and Social Network Integration.

Free to play ensures a low barrier to entry thus increases the potential player base for the game.

Our microtransaction include cosmetic items to personalize your game experience, and Add-On game packs which would include new units and towers; this acts as both a great revenue source and a way to slowly introduce players to new game elements without completely overwhelming them initially.

Slide 8 - Market Research

The Tower Defense Genre is one of the most prolific and popular genres in the mobile and tablet game space. Countless successful game exist in the genre on the platform such as; Plants vs Zombies, Geo Defense, Field Runners, and Kingdom Rush. We feel our twist on the genre makes it enticing and unique enough to standout in a genre with considerable consumer demand.

Our target demographic would be mobile game players above the age of 8, and ideally people who are in a social workplace or school environment and want a game to play in their spare time.

Milestones

Conclusion