

Raygun Slingers: 45-Minute Game Dev Challenge

The Quick Scenario

You're pitching a 2D platformer shooter to a small investor. You have **\$15K budget** and **9 months** to launch on Steam. The investor wants to see you can think strategically.

Your Mission (Choose ONE)

Option A: The Budget Plan (30-45 min)

Create a simple budget breakdown:

- List 5-7 key roles you need to hire
- Assign realistic costs to each (research rates)
- Allocate remaining budget (marketing, tools, contingency)
- Identify 2 major risks and how you'd handle them

Deliverable: 1-page budget spreadsheet + 1 paragraph risk plan

Option B: The Production Timeline (30-45 min)

Create a 9-month project plan:

- Break into 3 phases (Pre-production, Production, Launch)
- List 3-4 major milestones per phase
- Identify what could delay you
- Show how you'd cut scope if needed

Deliverable: Simple timeline chart + 1 paragraph contingency plan

Option C: The Asset Strategy (30-45 min)

Plan how to build the game efficiently:

- List 10 assets you'd purchase vs create custom
- Find 5 real asset packs with prices (Unity/itch.io)
- Explain your 90% asset-flip strategy
- Show how this saves time and money

Deliverable: Asset list with links/prices + 1 paragraph strategy explanation

The AI Collaboration Component

Track your process:

1. What did you ask the AI?
2. What answer did it give?
3. Did you fact-check anything? (Google one cost estimate)
4. What did YOU add that AI couldn't?

Add this as a short section at the bottom of your deliverable (3-5 sentences)

Success Checklist

Before you finish, make sure you have:

- Researched at least 2-3 real-world costs or resources
 - Made strategic decisions (not just copied AI output)
 - Identified potential problems and solutions
 - Documented how you used AI as a collaboration tool
 - Created something you could actually show an investor
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Why This Exercise Matters

This 45-minute challenge teaches you:

- How to break down complex projects quickly
- How to research and validate information
- How to use AI without just copy-pasting
- How real project management works under time pressure

**In the real world, you'll often need to create quick pitches or estimates on short notice.
This simulates that reality.**

Need Help Getting Started?

Ask your AI assistant things like:

- "What's a typical hourly rate for a freelance pixel artist in the Philippines?"
- "Show me a simple 9-month game development timeline template"
- "What are 5 popular asset sources for 2D platformers?"

Then verify at least ONE thing the AI tells you by Googling it yourself.

Time limit: 45 minutes max. Ready? Go. 

This exercise is adapted from the full Raygun Slingers case study. Want to dive deeper? Review the complete project breakdown in the previous course materials.