

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
-

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.