Kick-off (70/100)

Wednesday, January 13, 2016   10:05 PM

Pitc
- Note: Follow the submission requirement details - a coversheet was not needed and could have afforded you more space if needed.
- Note: Most of first sentence of your pitch was really not needed - including budget and timeline which is not something you would want to include in this type of document. At most a call-out for the general and a "Holiday 2017" launch would have provided more valuable info to a potential customer/player.
- Note: Be careful of your Working Title - while Nauti-Calamity is cute it also sounds really close to Naughty Calamity which is not your intent I expect. :)
- The idea is a fun spin and it provides a solid overview of the game and mechanics.
- Great coverage of target audience, type of play, and play style - understanding the target user early is important.
- Note: Some of the justification detail for your target audience and genre is interesting and helps you stay focused but is usually not included in a pitch when every line is about convincing someone they would love to play your game.
- The required feature, Timed Mode, was listed but an example or description of what it is should be included to add value and excitement for the title. This is something I would ask for more details about when reviewing a pitch.
- Descriptive bullets about the most important hooks would have added more substance to the pitch list making it easy for them to see the best features and appeal quickly. Also, if you add something that is not well described it leaves the reader wondering… what IS Classic Mode, what IS Timed mode.
- While you mention a monetization plan in the bullets there are no details - what do they buy/pay for? This is an required element.

Plan
Follow the submission requirement details - the requested format for one section per page, it made it difficult to follow the flow of your information through the document as the sections ran into each other.

- Budget
There is no specific section on the Budget and it is interspersed all through the other sections so there is no clarity about what is being spent in what area or a rollup that explains how you calculated the costing you explain at the top of this section

    This page becomes how you track how the money is/will be spent. Improve the format so that if/when your expenses change in a specific area, you have a clear understanding of what has been used and what is outstanding.
    - You have solid coverage throughout and not keeping the costing detail in an easy to read format you will make it a challenge to track changes. Consider aligning each area, the items (as well as how many of each) with the cost else you cannot track where the original data comes from as it feeds into your main budget. As EP I would want to know how your costs are tracking to other projects so keeping the breakouts are important.
    - According to the Unity website (http://unity3d.com/get-unity) the cost is $125 per month for the Pro Edition. You need one license per user - determine who requires it to deliver and only pay for those, this can help you reduce waste. Make sure to review/understand the licensing for a commercial product as project lead this would be your responsibility.

- Do not forget to track taxes for purchases.
- Track your people costs for each role so that as they "show up" on the project, that is when you start paying for them and not before. This information would cause changes in your monthly burn rate and feed into your budget breakdown above. Based on how this info is reflected I cannot tell if everyone shows up on day one or not.
- Note: If any of the tech/tools have subscription per/month costs, per person, break that out and/or decide if you will pay up front to gain the savings. This helps you track when it is applied for that team member since most do not start on the day the project starts.
- Note: Next step will be to determine what your monthly burn rate is for when these expenses would be incurred.

- Team/People
  - Good balance of experience and cost/ratio. Consider impact of Junior team members that many need additional support getting up to speed on tools/process and who will help them.
  - You have selected Scrum which has a meeting cadence of more than once a day for planning, demos, etc. - revise to include that detail.
  - Note: Include the team size at the top for a quick reference.
  - Glad to see you track your people costs for each role so that as they "show up" on the project, that is when you start paying for them and not before. This information would cause changes in your monthly burn rate and feed into your budget breakdown above.
  - Glad you included the prioritization for each role. Adding details about responsibilities and justification for why certain roles were more important and if that could impact your roadmap to help with hiring trade-offs when needed.
  - Like the justification of your methodology choice. Consider including a proposed iteration length as well.

- Workspace/Logistics
  - Great job in this area. This section is about how the team will work together as well as the impact of the location.
  - Like that you covered the impact of being in the main studio. See the note below.
  - Like that you covered communication support.
  - No details about team meetings or cadence - how will the team work together?
  - Note: Consider pros and cons of being in the Main Studio. Example: You are in the middle of everything at the Main Studio which means the chance of randomization is greater. Think about how you might want to manage that.

- Launch Device/Tech
  - You have solid coverage on this page, glad to see the costing with the items as well as how many of each so that you know where the original data comes from as it feeds into your main budget tracking. As EP I would want to know how your costs are tracking to other projects so keeping the breakouts are important.
  - Justification for your engine choice is missing. Consider the pros/cons so if someone asks you to change it, you know what you are measuring against.
  - Select one target device as your "premiere experience" version and then plan from there for other support as desired (or required :)) including updating your budget if needed.
  - Glad to see your testing solution included!
  - Glad to see the art tools/software called out.
  - You do not call out what service/support you will use to cover your required systems, I would expect to see that in this section.
  - With the Unity license add detail about how the licensing requirements/payments would impact your budget and integration needs.
  - Since this is the tech section, glad to see the call out the specific testing device costs; this is where I would expect to see a breakout that would be carried over to the Budget section. You only have one device of each listed - this is a risk - if one gets broken this now slows

down your process.
- ○ Note: Would like to the repository tool called out to manage the project in this section.
- Roadmap
This section had a simple overview but no detail that provided an awareness of how the project would come together.

  This is an area you will want to update regularly so consider ways where you can provide a lot of info in a simple format such as a table/spreadsheet.
  - ○ Pre-Production
    - ▪ Note: A good goal/exit criteria to have in this phase is your development plan/roadmap, where features are broken out in more detail.
    - ▪ Note: Plan for prototyping as much as you can in this phase to allow experiments that will guide production phases.
    - ▪ Include a timeline of when people need to arrive since it is highly unlikely they will all be there on day 1 and it helps you stay aware of time critical positions and alignment with features.
    - ▪ No design areas are called out - when will design for the game be worked on? When will multiplayer and achievements be designed? Make sure you have design phases built in for systems, monetization, and art (style guides, concepts, etc.). These usually take longer than you want and it is better to ask questions and question assumptions as fast as possible.
  - ○ Production
    - ▪ Break out the big feature areas and for the systems in a rough month-to-month overview - they can come in at different times and interact with different parts of the UI/game features so lay them out to correspond after the game elements are there.
    - ▪ When is your 1st playable targeted for?
    - ▪ Include an audio schedule.
    - ▪ Include art asset schedule - style guide, concepts, 1st pass, final.
    - ▪ Include usability and play testing.
    - ▪ Ensure you cover the testing plan to align with features/systems.
    - ▪ Your required feature, Timed Mode, is missing from the roadmap.
    - ▪ Try to get monetization in mid-plan but consider trying to have this as soon as possible - this is a system that can take a while to get right and it should not be rushed - it is where you make your money. It takes a while to balance and get right with playtesting. Give yourself plenty of time to measure and adjust.
    - ▪ Note: If you plan to attend a show, include potential budget AND schedule impact. If staff attends as a company representative, the company usually pays for parking, entrance costs, and food and may slow down your schedule/delay deliverables before and after the show.
  - ○ Launch
    - ▪ Make sure you plan time for monetization refinement around this time as you can usually not do this until you have more realistic play patterns.
    - ▪ Note: Consider assets needed for launch!
    - ▪ Layout the launch window with detail as soon as possible so you know where the potential delays are - this is the area that will get you. Understand submission windows for the holidays so know you what they are and risks.
    - ▪ Note: Understand the impact of holidays on this part of your schedule and that people take time off.