

Comp220 3 Handout

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1 Introduction

As a whole me and Milly are creating a game called “Rowing Simulator”. This rowing simulator is a fast paced action packed rowing sim that allows the player to fend off flying cats in virtual reality. My contribution and continued contribution in production will be the core mechanics of the game. In pre-production I focused on the flying cats and the spawn volume at which they are spawned. This spawning volume allows the cats to spawn randomly in a set space so that they are not coming at a predetermined locations, once spawned they head down the river towards the player.

2 Unique selling points

This game’s unique selling points is that it can do anything. It’s not bound by the real world, bound by what should make sense. It is a game of laughter and enjoyment, it allows the player to experience things that they have never experienced before all in virtual reality.

3 Market research

For the market research of the Virtual reality game base I took to steam to find out how well cheap vr games were doing. I had 3 prices set in mind £1.99, £2.99 and £3.99 if we were to go commercially. With the help of steam spy and steam I found multiple games of each and put my findings into an excel sheet to work out averages and monthly income. The reason behind putting more information on £2.99 is that after few searches I found that these £2.99 ones were a more consistent revenue. Cat interstellar was an anomaly due to the fact that it was so popular and had a huge revenue compared to the rest so I did not include it in the results.[figure1]

If we were to look at high budget companies and games you can see that they make tremendous amounts of revenue but this is far out of our league with the current state of the game.[figure2]

| Date released | Name | Price | Owners | total revenue | Days released | Estimate of monthly income | |
|---------------|----------------------|-------|--------|----------------|-----------------|----------------------------|-----------|
| Aug 28, 2015 | Cat Interstella | 3.99 | 31300 | £124,887.00 | 463 | £8,092.03 | **Anomaly |
| Apr 29, 2015 | Spermination | 2.99 | 20500 | £61,295.00 | 584 | £3,148.72 | |
| Nov 25, 2015 | Gon' E-Choo! | 1.99 | 13000 | £25,870.00 | 373 | £2,080.70 | |
| May 6, 2016 | Yon Paradox | 2.99 | 6850 | £20,481.50 | 211 | £2,912.06 | |
| Apr 15, 2016 | Deer man | 1.99 | 5000 | £9,950.00 | 232 | £1,286.64 | |
| Apr 29, 2016 | Stealth Labrynth | 2.99 | 4250 | £12,707.50 | 218 | £1,748.74 | |
| May 5, 2016 | Mind unleashed | 2.99 | 3800 | £11,362.00 | 212 | £1,607.83 | |
| May 6, 2016 | Insane decay of mind | 2.99 | 3060 | £9,149.40 | 211 | £1,300.86 | |
| Apr 20, 2016 | Sweet Escape VR | 3.99 | 2200 | £8,778.00 | 227 | £1,160.09 | |
| Apr 5, 2016 | Diorama no.1-blocked | 1.99 | 2000 | £3,980.00 | 242 | £493.39 | |
| Oct 27, 2016 | Killing Zombies | 3.99 | 1750 | £6,982.50 | 37 | £5,661.49 | |
| May 19, 2016 | HoloDaze | 2.99 | 1660 | £4,963.40 | 198 | £752.03 | |
| Sep 19, 2016 | Pong It! VR | 3.99 | 1530 | £6,104.70 | 75 | £2,441.88 | |
| | Key | | | Average owners | Average Revenue | Average Monthly Income | |
| | £1.99 Games | | 1.99 | 6666.666667 | £13,266.67 | £1,286.91 | |
| | £2.99 Games | | 2.99 | 6686.666667 | £19,993.13 | £1,911.71 | |
| | £3.99 Games | | 3.99 | 1826.666667 | £7,288.40 | £3,087.82 | |

Figure 1: Vr market research

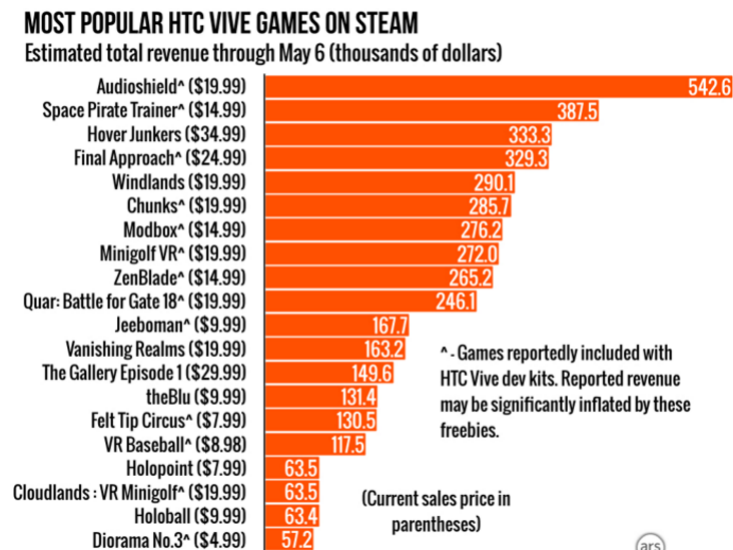


Figure 2: Vr research

4 Commercial and production feasibility

Because the type of game we have is a small scale one, the only feasible route is to only get paid when the game is made. As we are in university this would not matter much as expensive for living are paid by grants and loans, but if we

were not in university or a student we would then have to be in part time work to survive but also to be able to put time into making of the game. Because of this method and as there are only 2 of us the best payment method would be to have shares/percentages in the game, so when the game makes money we each get a certain amount from each sale. Each of us would get 50% of the shares so prevent hostile takeovers, but in the contract it would state that then 40% of the sales of each person goes back into the studio to be put to use for business sided things. Taking into account the research of sales from similar games that are on sale for £2.99, after 12 months the total sales revenue would be that of £22,800. This would also increase if we were to advertise and include micro transactions into the game. Also if we were to go down the investor's route we would need to start advertising what we have straight away to increase the change of backers. A website, development log and trailer should also be created to gain interest in the games production.