A Presentation That Will Change Your Life...Or not

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What Is Rowing Simulator?

Rowing simulator is a virtual reality rowing sim where the player is drifted down a peaceful lake. This peaceful trip takes a quick turn for the worst when flying unicorn cats with snakes for tails start flying at you and the only thing you have to defend yourself is an oar and your lack of mobility.

Target audience and market?

Our target audience is the virtual reality market, this is because our game will only work if the owner has a Vive.

Our audience will also be that of open minded individuals who enjoy a fast paced engaging game.

It will be a game for people who want to have fun.

Unique selling points?

This games 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.

Production feasibility

The concept and idea of the game is somewhat interesting but when we talk about the feasibility of production, much work would need to be done to make it into a commercial product.

- Graphics

- Audio

- Animation

- Time

Market Research Statistics

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	

High budget VR games

MOST POPULAR HTC VIVE GAMES ON STEAM
Estimated total revenue through May 6 (thousands of dollars)

Game	Revenue
Audioshield^ ($19.99)	542.6
Space Pirate Trainer^ ($14.99)	387.5
Hover Junkers ($34.99)	333.3
Final Approach^ ($24.99)	329.3
Windlands ($19.99)	290.1
Chunks^ ($19.99)	285.7
Modbox^ ($14.99)	276.2
Minigolf VR^ ($19.99)	272.0
ZenBlade^ ($14.99)	265.2
Quar: Battle for Gate 18^ ($19.99)	246.1
Jeeboman^ ($9.99)	167.7
Vanishing Realms ($19.99)	163.2
The Gallery Episode 1 ($29.99)	149.6
theBlu ($9.99)	131.4
Felt Tip Circus^ ($7.99)	130.5
VR Baseball^ ($8.98)	117.5
Holopoint ($7.99)	63.5
Cloudlands : VR Minigolf^ ($19.99)	63.5
Holoball ($9.99)	63.4
Diorama No.3^ ($4.99)	57.2

^ - Games reportedly included with HTC Vive dev kits. Reported revenue may be significantly inflated by these freebies.
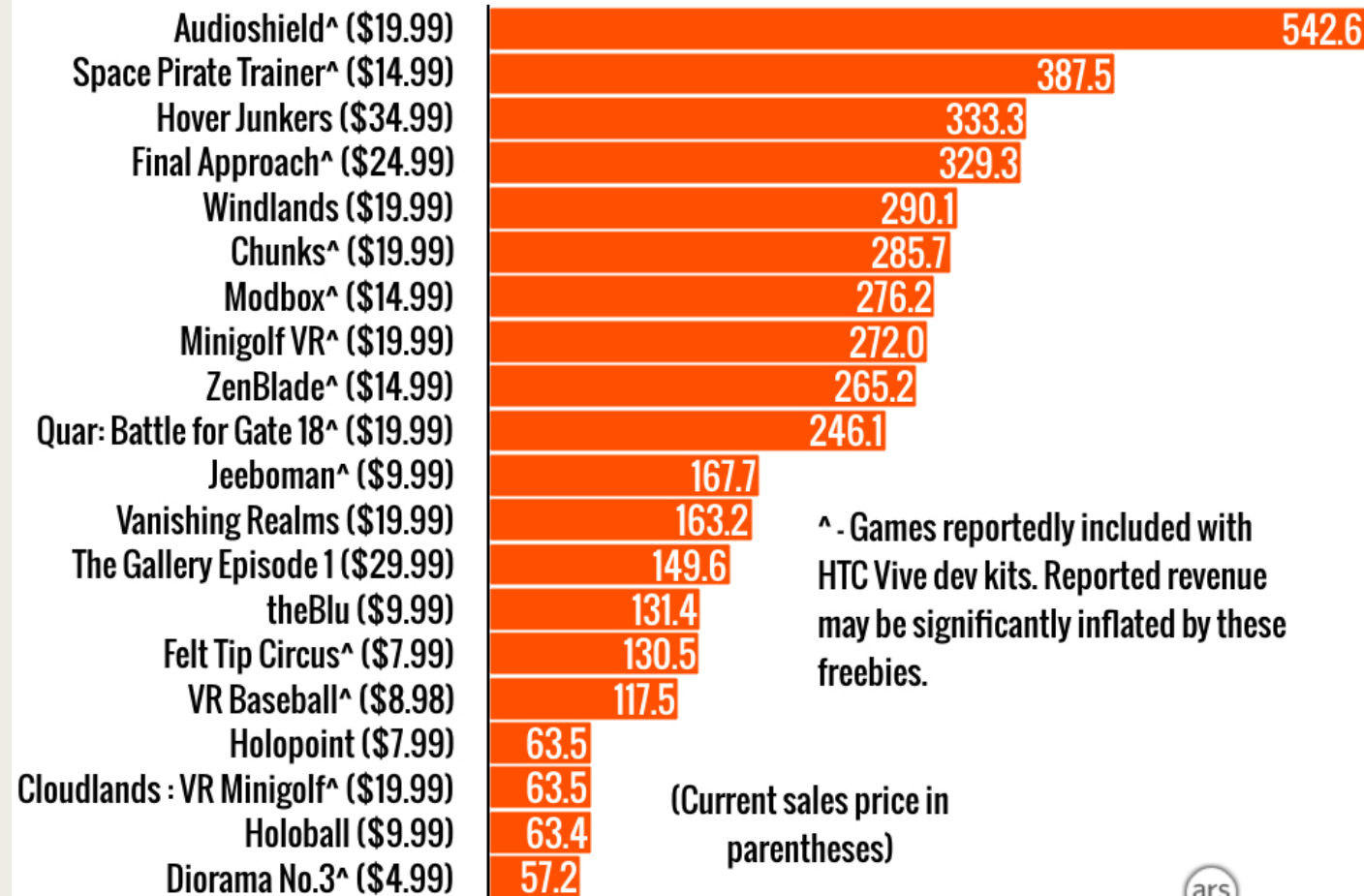
(Current sales price in parentheses)

Image Source:
http://arstechnica.co.uk/gaming/2016/05/steam-gauge-what-vr-games-are-popular-with-htc-vives-early-adopters/

Money Matters?

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.

Think of the business

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.

Commercial feasibility

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 investors 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.

Proposed budget

- Depending on how big the studio team becomes It would hopefully still stay at the low end of pricing.

- If we were to work from home we would not have to rent out any premises.

- Outsourcing for animators, artist and audio would be the bulk of our spending's

- Artists salaries are at around £20,000

- Audio salaries are at around £28,000

- Animators salaries are at around £20,000

Future Ideas!

As a pair we have a great deal of ideas for the future of the game.

- Minigames at different distances
- Different maps
- High scores
- Bossu battles
- Multiplayer

Thanks for listening <3

Any Questions?