**Product**

Pocket Planet is a freemium, mangerial idle game for mobile devices. Players watch over their own planet and spend short bursts of time making simple decisions and actions to try and balance their two core resources “population” and “wealth”. By keeping them balanced and increasing their values the third resource “faith” can be generated which players can spend to get a random vanity item to customise the player planet with.

Players can spend real money to purchase the premium currency “Cosmic Dust” which can be used to purchase vanity items of the players choosing (as opposed to the random vanity item that can be obtained through “faith”).

Effects and planet customization creates the core of the game with the goal to personalise your own planet, although progression is made by “refreshing” your planet which can be done once the player has accumulated enough “wealth” and ”population” they can refresh their planet which gives them a new planet to grow while permenantly increasing their resource gather rates, this can be done multiple times.

**Distribution**

The game will be initially distributed for Android on the Google play store by spending $25 on a one time purchase registration fee (Sims, 2014). If the product is successful on Android then some of the income will be spent on a yearly $99 Apple Developer fee (Rozen, 2018) in order to publish the game on IOS.

**Income**

The product will generate income through in-app purchases. As mentioned before players can spend money to buy a premium currency (Cosmic Dust) which they can use to pick out vanity items to personalise their planet with. Due to the small number of players that will spend money on a Freemium game we will need many downloads to gain enough paying players.

**Marketing**

The target audience is primarily working commuters, who have expendable income and lots of short peroids of time while commuting and while on break at work which they can spend on an idle game.

Firstly, to target these people we will be using Facebook “ad auction” (Facebook, NA) to purchase ads targeted at commuters, the prices of these ads is variable and can be adjusted towards the budget we have.

Secondly, if they project sees intial success then advertising will be purchased for railway stations and other methods of public transport that are often used by commuters. The exact advertising package will be based on the expected income based off initial sales. (Transport Media, NA)

**References**

Facebook.com. (NA). Buying Facebook ads. Available: https://www.facebook.com/business/learn/how-much-facebook-ads-cost. Last accessed 30/04/2018.

Rozen, R. (2018). How to Submit An App to Apple: From No Account to App Store – Part 1. Available: https://www.raywenderlich.com/184709/submit-app-apple-no-account-app-store-part-1. Last accessed 30/04/2018.

Sims, G. (2014). Publishing your first app in the Play Store: what you need to know. Available: https://www.androidauthority.com/publishing-first-app-play-store-need-know-383572/. Last accessed 30/04/2018.

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