<Game Title>

CIST2740-201601-21362:
GAME CONCEPT DOCUMENT

PREPARED BY: AUTHOR NAME

[Add a single sentence here that defines the marketing objective. What is the most important key selling point?]

GTC Game Studios

[Version]

Contents

Game Summary

High Concept

We've added a few tips (like this one) to help you get started.

When you click tip text, the whole tip is selected. Just start typing to replace it with your own.

The headings, however, are typical headings for this type of document that you might want to use as-is.

The high concept is the equivalent of an elevator pitch. It functions like an executive summary. Fully review the rules for elevator pitches and include yours here.

Premise and Story Synopsis

Even small games are expected to have a premise and story. Look at Candy Crush Saga for a good example of adding story to an otherwise very simple game. The premise paragraph should be 2-3 sentences.

The synopsis must be at least one paragraph and may be as many paragraphs as necessary to summarize the story. Do not go into great detail here, but tell the whole story. Think in terms of "Cliff Notes", providing an outline and brief summary of major milestones, key challenges, and character dynamics which comprise the story.

Include at least two pieces of concept art for the protagonist and antagonist of the story. Include additional art to help sell the story.

License

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Studio Contact

Provide interested publishers and investors with instruction on how to contact your game studio.

Chief Executive Name
Chief Executive Title
Chief Executive Phone

Product Summary

Genre

In what genre(s) might this game be categorized? Consult the Entertainment Software Association website for guidance. The ESA publishes an annual Industry Facts document that contains great summarized information about various sales statistics for game genres.

Unique Selling Points

Clearly state 3-6 unique selling points as they will appear on the product packaging or online store product information page. Provide draft sketches of screen snapshots that support the product claim.

Features

Characters & Props

Elaborate on the characters, main props, power ups, etc. Include concept art as appropriate. What are the critical key game mechanics? What are the risks/rewards that motivate the protagonist and player?

Game Mechanics

What are the key game mechanics? From a high level perspective, what element in the game need to be balanced? What are the risks/rewards that motivate the protagonist and player?

Levels, Puzzles, Challenges, and Quests

Generally describe the types, numbers, and progression of difficulty for the various levels, puzzles, challenges, and quests.

Include at least two pieces of concept art for level designs.

Marketing Summary

Target Market

Who is the target audience? What are the demographics of the audience; age, gender, other characteristics? Use the Entertainment Software Associations' Industry Facts publication to identify the market percentages to which your game will be relegated. Identify the gross revenue for the industry and the percentage of revenue that your target market spends. Then, use Internet sources to estimate the number of competitive game titles that were released to the same demographic last year. Based on this information, what is the best case scenario for your game's projected revenue?

Target Rating

Your publisher will require that the game receives a rating from ESRB. What rating do you expect the game to receive AND WHY!!?? Don't just say, "T". Explain why the game should receive a "T" rating. Identify the key elements that the game must contain or avoid to achieve this rating. What standards will the ESRB require of your game in order to give it a "T" rating? Select the rating below that applies and provide an explanation as to how or why the game will need and/or comply with that rating. What specific aspects of the game will be governed by or conducive to the rating?

EARLY CHILDHOOD

Content is intended for young children.

EVERYONE

Content is generally suitable for all ages. May contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

EVERYONE 10+

Content is generally suitable for ages 10 and up. May contain more cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes.

TEEN

Content is generally suitable for ages 13 and up. May contain violence, suggestive themes, crude humor, minimal blood, simulated gambling and/or infrequent use of strong language.

MATURE

Content is generally suitable for ages 17 and up. May contain intense violence, blood and gore, sexual content and/or strong language.

ADULTS ONLY

Content suitable only for adults ages 18 and up. May include prolonged scenes of intense violence, graphic sexual content and/or gambling with real currency.

RATING PENDING

Not yet assigned a final ESRB rating. Appears only in advertising, marketing and promotional materials related to a game that is expected to carry an ESRB rating, and should be replaced by a game's rating once it has been assigned.

Target Platform & Hardware Requirements

What are the target platforms, such as Console, Mobile, PC, Tablet, etc.? If multiple platforms are targeted, which ones? Which operating systems and versions will be targeted? If the hardware is largely configurable (especially PC/laptop), then what are the minimum hardware specifications (Operating system, RAM, Hard Drive, Video Card, etc...)

Marketing Strategy

Does your game lend itself to any specific marketing strategies? Are there any strategic business partners with which you can team-up to help drive sales of your game?   Is there a particular best way to reach the target audience niche? Do you have a schedule for releasing teasers and trailers? What collateral images, videos, demos, betas, press releases, interviews, blogs, or social media campaigns do you plan to release prior to the formal game launch?

Competitive Analysis

Comparison #1: <Game Title>

- What are the other games similar to yours?
- What other game studios produce similar games, what are those games, what dates were those games released?
- What were the price points?
- How many players did they attract?
- How many units did they sell?
- Include a minimum of three competitive games in your analysis.

Comparison #2: <Game Title>

- What are the other games similar to yours?
- What other game studios produce similar games, what are those games, what dates were those games released?
- What were the price points?
- How many players did they attract?
- How many units did they sell?
- Include a minimum of three competitive games in your analysis.

Comparison #3: <Game Title>

- What are the other games similar to yours?
- What other game studios produce similar games, what are those games, what dates were those games released?
- What were the price points?
- How many players did they attract?
- How many units did they sell?
- Include a minimum of three competitive games in your analysis.

Proof of Concept

Include this section, but simply state that the proof of concept has not yet been developed.

If you had a proof of concept, you might include a URL download link in this section. You might also include screen snapshots and some discussion about the key problems/solutions learned from the proof.

Prospective Publishers

Which publishers might work with you?
Why would those publishers be interested?
Which similar games have they published recently?
What is their contact information?

Financial Analysis

Use this section to give a brief summary of your financials, highlighting important points.

This is also the perfect place for a few charts that demonstrate key financial information. To add a chart, on the Insert tab, click Chart. The chart will automatically coordinate with the look of your report.

Need some help choosing a chart type? No problem.

- To show values across categories, such as to compare the revenues of different business units, try a column or bar chart.
- To show values over time, such as for revenue or profit trends, try a line chart.
- To compare two sets of related values, such as to compare executive salaries relative to number of years with the company, try a scatter chart.

And when you're ready to customize the look of your chart, just click in the chart and then check out the icons you see on the right for everything from style and layout to managing data.

Revenue

Revenue - how may units will be sold an at what price point(s)?   How many in-game purchases will be made? What's the total amount of revenue your expect the game to earn?

Expenses

Expenses - what are all the expenses?   Include the "Development Budget". People, licenses, software, hardware, servers, marketing, legal, etc.

Net Profit

Net Profit - (Revenue minus Expenses). How much money will be leftover for your investors? They will want to earn back the money they invested plus a lot more. Assume that your investors want to receive a 75% APR return on their investment....and they want their principal investment back as well. so, if you take $100K for two year, they want $250K back.

Financial Statements

Statement of Financial Position

- Liabilities
- Statement of Financial Position
- Ownership Equity

Statement of Comprehensive Income (Profits and Losses)

- Income
- Expenses
- Profits

Statement of Changes in Equity

Well, it wouldn't be an annual report without a lot of numbers, right? This section is the place for all those financial tables.

To get started with a table that looks just like the sample here, on the Insert tab, click Tables, then choose Quick Tables.

Description	Revenue	Expenses	Earnings

Statement of Cash Flows

- Operating
- Investing
- Financing

Development Team

Key Team Members

Identify the development team members who are already committed to the project. Provide a brief bio for each teammate focusing on previous experience.

Name
Title
Brief Bio

Name
Title
Brief Bio

Name
Title
Brief Bio

Staffing Plan

Identify the additional development team members that you will need to acquire for the project. How many persons, in which roles, and during which weeks of the project will be involved? Refer back to chapter 10 for a full list of all the roles and responsibilities on the project.

Company Information

GTC Game Studios
[Street Address, City, ST ZIP Code]
Tel Brief Bio
Fax https://www.intro-to-game-dev-mondays.github.io/GameDocsSite/
Web https://www.intro-to-game-dev-mondays.github.io/GameDocsSite/

replace with
LOGO