Pitch Document for MDD 460

**bdkGames Pitch Document**

* **Title:** The Great Egg Defense
* **Genre**: Real Time Strategy, **Sub Genre:** Tower Defense
* **Platform**: Desktop web browser
* **Premise**: Cavemen build towers to fend off meat eating carnivores trying to retrieve their stolen eggs.
* **Backstory**: Cavemen stole a pack of dinosaur’s eggs for their village’s food. When the dinosaurs found out there eggs were missing, they went into a rage and began to attack the village.
* **Target market**:
  + The target audience range consists of 15-25 year old age group.
  + With the genre of tower defense being immensely popular and growing steadily, the game will produce a strong amount of traffic and produce more members for the site.
* **Player motivation**: The player wins when they have protected the eggs after set of waves on each level. The player keeps playing because they can get extra perks if they perfect the level. The perks will be used for upgrades.
* **Competition:**
* Used Dino Assault as inspiration
* Static tower placement
* **What makes our game different?**
* Night level
* Place towers wherever the player wants
* No advertisements within the game heads up display

* **Features:**
  + The story behind the game flips most players view on bad guys. When at the start the player believes that the dinosaurs are the enemy. Players will choose to play this over other games because of the story behind the game.
  + Log in to see where player stands in rankings.
  + Tower upgrade in game lobby and main screen
  + Multiple enemies
  + Leaderboard to check where you stand in the world
  + Ability to restart players current position
* **Responsibilities:**

**Kyle:**

* Project Manager
* Lead Scripting

**Dom:**

* Lead Animator
* Lead HTML Pages

**Brandon:**

* Lead Designer