**3rd April 2013 – Objective Setting Sprint #1**

Two opportunities identified for April

1. The Leap Motion launch happens in May – and Leap want to see my software so they can promote it on their website. Some form of Leap integration would be great.
2. Android implementation in Urho3D direct into Android/Windows from Friendlier.
3. Kinect 1.7 SDK with the object capture API.

Notes:

Output stage to urho3d

Input modification means

* Editing objects/properties
* Object palette
* Dragging from palette to model
* Editing model
* Cursor on model
* Saving model
* Export/import model

State editing

* Screen representation
* Add state
* Delete state
* State types -> Menu Screen, Game Screen, High Score, IA Purchase

**PB**

* **Centre model/fix (0.5)**
* **Cursor select for objects (0.5)**
* **Delete objects (0.5)**
* **Object palette (1.5)**
* **Drag and Drop to model (1.0)**
* **Start/Stop restart model (1.0)**
* **Leap integration with model (1.0)**
* **Packaging (1.0)**
* Leap integration with game (2.0)
* Export model to separate XML
* Import model from separate XML
* State editing
* State add
* State delete
* State -> screen representation (meta editing for states)
* Export to uhro
* Export to Android template

**2nd April 2013**

**Marketing**

* Branded game app service
* Branded business app service
* Advertising share/Ad free premium service

Game app

Rock Star

Beer nuts

Bowling

Space game

Branding of these.

Opportunities:

* High score board
* Drives loyalty
* In pub/in club

Pricing?

Per app, # of customers, across chain support

Start Small

* Create apps and sell them
* Personalised web page for app results and high scores

Tiers

* Basic app on android w. advertising and share of profits
* Provide graphics
* Design graphics

Basic app and updates:

* Monthly push campaign
* Monhtly email
* Monthly menu updates for example

Demographic

* 8-12 – toy shops
* 12-16 – bands/music/clothes/food
* 16+ - fast food/clothes/music
* 18-24 – bars/pubs/clubs/music

Start small… think big

Organisations

* Toy chains
* Super markets
* Cinema chains
* Bowling alleys
* Drugs companies

App deployment and development

First offer:

1 App = $499 incl share of add revenue

5 apps @ $299 each for same template

10 apps @ $1999 each + 1 year updates

Repeat pacjkge with new images from $89

Sample apps

* 10 pin bowling
* Darts
* Beer drinkin/pouring
* Pop corn throwing
* Food/menus/maps/food game

The Xyglo Restaurant – The Wilted Xygloid

**Tech**

* Build 3D app w Uhro template
* Modify template w. placeholders
* Publish from friendlier