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# About the Process

## Step Based Concept Development

Like any creative project, the game development process follows an established set of steps to create a final product. While the level of detail that goes into each step may vary, skipping steps can lead to missed marketing opportunities, expensive reworking of concepts, and disappointed end users.

Wipperzeit walks users through the early stages of the creative process while providing access to best practice examples, advice from industry leaders, and insight from the community. The goal is to help developers put their best marketing foot forward when launching a game on a crowdfunding platform or on sites like Steam Greenlight.

## The Steps

High Concept   >   30 Second Pitch   >   Rocket Pitch

### High Concept
Short and sweet. A well crafted high concept can be an attention grabber to publishers and future fans alike.

### 30 Second Pitch
You're standing at a crosswalk waiting for the signal to change. Next to you is your dream publisher. You have 30 seconds to convince them that your game is a winner. GO.

### Rocket Pitch
This is it. You've got 3 minutes in a room with an investor. You are not just selling a game, your also selling your ability to execute your concept. Better not mess this up.

## Click here to get started