BUSINESS CASE	
Proposed Project	Project Valence
Background	Growing up our whole team was surrounded by a culture of gaming, we were raised in a community of people who loved to spend their time playing games together. As a team, we hope to give back to this amazing community and bring to fruition some of our own ideas into a casual strategy game that combines some of our favourite game mechanics and ideas that we have gathered throughout the years. One game that heavily inspired our idea for Project Valence is called 'Plate Up' where chefs in a kitchen frantically prepare recipes for customers, wash dishes, and bus tables. We wanted to take this idea and put it into the world of chemistry, the possibilities for products that can be made in a lab are nearly endless and the complexity of different pieces of lab equipment allows for an interesting and diverse experience with lots of opportunity for each play through to be different from your last. The idea of randomness embedded in the game is important, this is what makes each play through interesting, you don't know what product you're starting with and might have to learn on the fly how to use new pieces of equipment. We are also exploring ideas of a contract-based system that allows the user to choose from different sectors in society to provide a product for. After a play through players might want to look back on their games, seeing the path they took to get there, our goal is to have record of all the run you've done so players can look back and improve upon their previous attempts.
Business Need/ Opportunity	the gaming industry thrives not only on innovation but also on the connection it fosters among its community of players. Casual strategy games provide a platform for individuals to immerse themselves in quick yet interesting game sessions, delivering engaging experiences that tap into both pre-existing and new mechanics.
Options	Option 1: Proceed with Project Valence Take the initial concept of Project Valence, refine it based on brainstorming sessions, research and feedback, and move forward with its development and implementation. Option 2: Do Nothing Don't create the game, drop out of capstone, don't get a degree.
Cost-Benefit Analysis	

Option 1:

Costs
Development Costs: These will include cost of assets such as graphics and music potentially
Research Costs: Working with potential customers to test the game ideas and see how they respond to it, this cost time and effort
Time: The time invested by the team in brainstorming, developing, testing, and refining the game.
Maintenance Costs: Post-launch expenses related to updates, bug fixes, ect. If we choose to continue developing and supporting the game.

Benefits
Revenue Generation: Potential earnings from game sales
Establishment in the field: Establishing a presence in the gaming sphere, which could lead to further opportunities and projects in that field.
Skill Enhancement: The team will gain a lot of new skill and experience in game development which isn't something that is taught really in our program
Community Building: Fostering a community of gamers who share a love for the unique concept of Project Valence.

Option 2:
Cost:
Our Degrees
Benefit:
Don't have to do any work

Recommendation

After consideration We went with option 1, at this point we don't have any other options we are seriously considering so we have chosen this project idea that we are all content doing, I think all of us plan on graduating so this is the most realistic option for us and besides that we are all gamers who are intrigued and excited to be on the developing side of a game and giving back to a community that we all care about.