

# Deployment Plan

## Deployment of GrayScale to the App market

### Pre Launch

#### Advertisement and Marketing

The Advertisement and marketing will begin a minimum of one month before the app is released.

##### *Market research:*

One month before the lightweight game is released we will begin to gather and classify data about the market the organization is currently in. Examining the market dynamics, patterns, customers, and the current sales volume for the industry as a whole.

Currently the most popular lightweight apps include Clash Royale, Plants vs. Zombies, multiple puzzle games, and a few action games. Historically 2D Side-scrollers have done very well on the marketplace; comparable games include flappy bird, tiny wings, sonic, and mario. Currently there are no side-scrollers on the top 10 most popular games, however this may not mean that the game will be unsuccessful it can mean that the market is in a position that can be capitalized on.

##### *Competition:*

The game will capitalize on free advertising sites like Reddit, Youtube and Facebook. It will also stick out from the competition because it is more difficult than side scrollers like flappy bird and has the twist of a second button besides jumping up and down. To become the market leader we will work harder to keep the game relevant with custom upgrades and expansions.

### *Market plan strategies:*

Building all social media accounts: we will not focus on all social media accounts at once and instead just pick the two or three social channel which works for your kind of account. Look for competitors in these social channels. If you don't see any competitors in a certain social channel then just stay away from that channel.

Facebook is a market that has been propped up in these games and will work hard to steal clients from

### *Marketing plan budget:*

Strategies identified in the marketing plan will be within the budget. The development team will review the selected advertisement outlets and review where the most productive use of ads would be as well as current financial situation, and then allocate funding for the marketing plan.

- Newspaper Advertising Expense
  - Reddit
  - Facebook
  - Twitter
  - Google
- Television Advertising Expense
  - Youtube

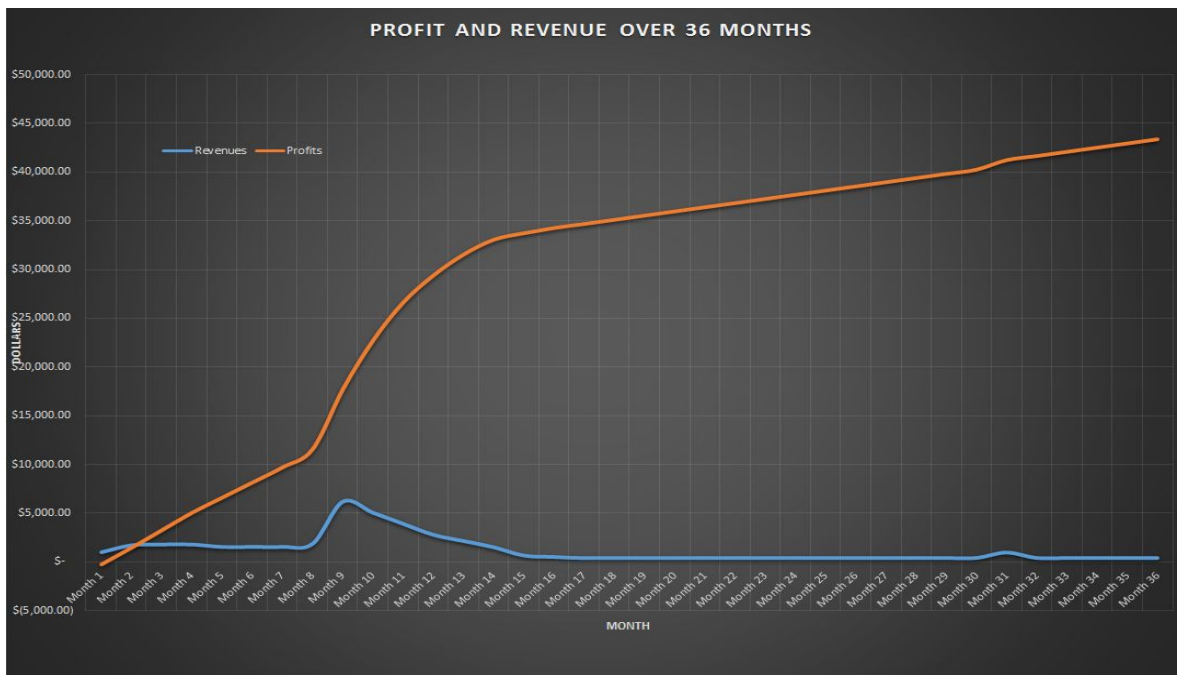
### *Marketing goals:*

The marketing plan has set attainable marketing goals. Marketing Goals include: Building a Facebook page that has over 10,000 fans before the app comes out. As well as a reddit post for the game that reaches over 100 upvotes. Another goal is to have an active twitter with over 1000 followers. At least 1 review from a app company would boost sales tremendously.

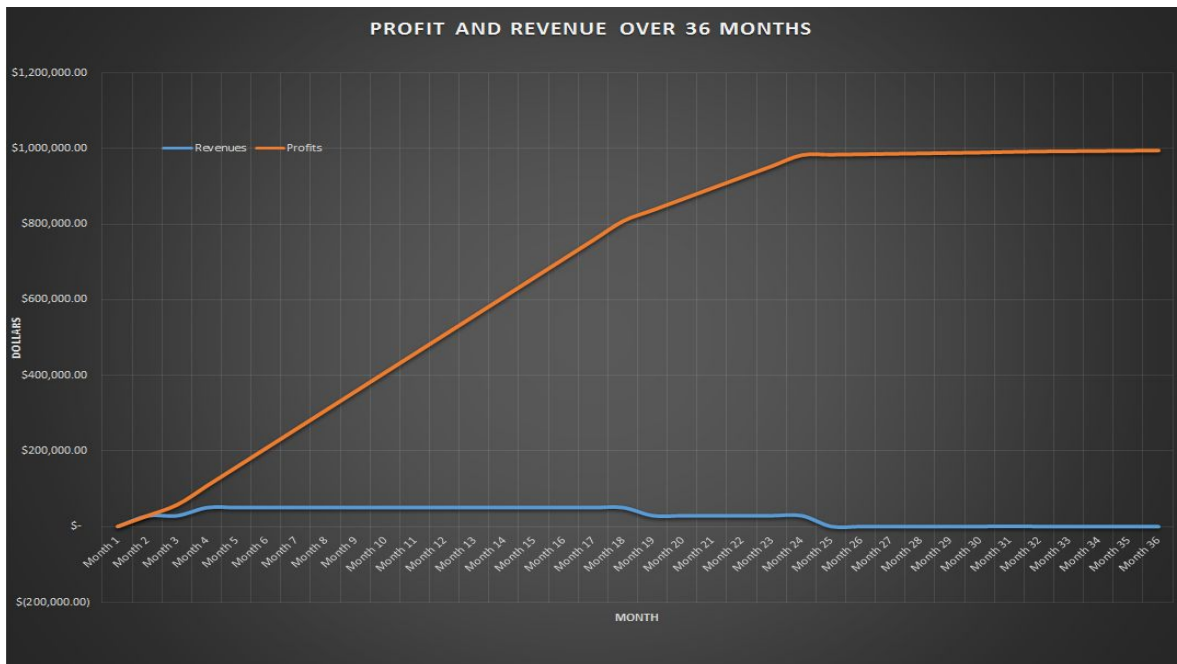
## Financial Plan

This is for a moderately successful game. Selling 22,000 mobile copies for \$1. There is a spike at the eighth month which is the projection of the game being

added to steam and sold for \$5. The game would break even at Month 2.

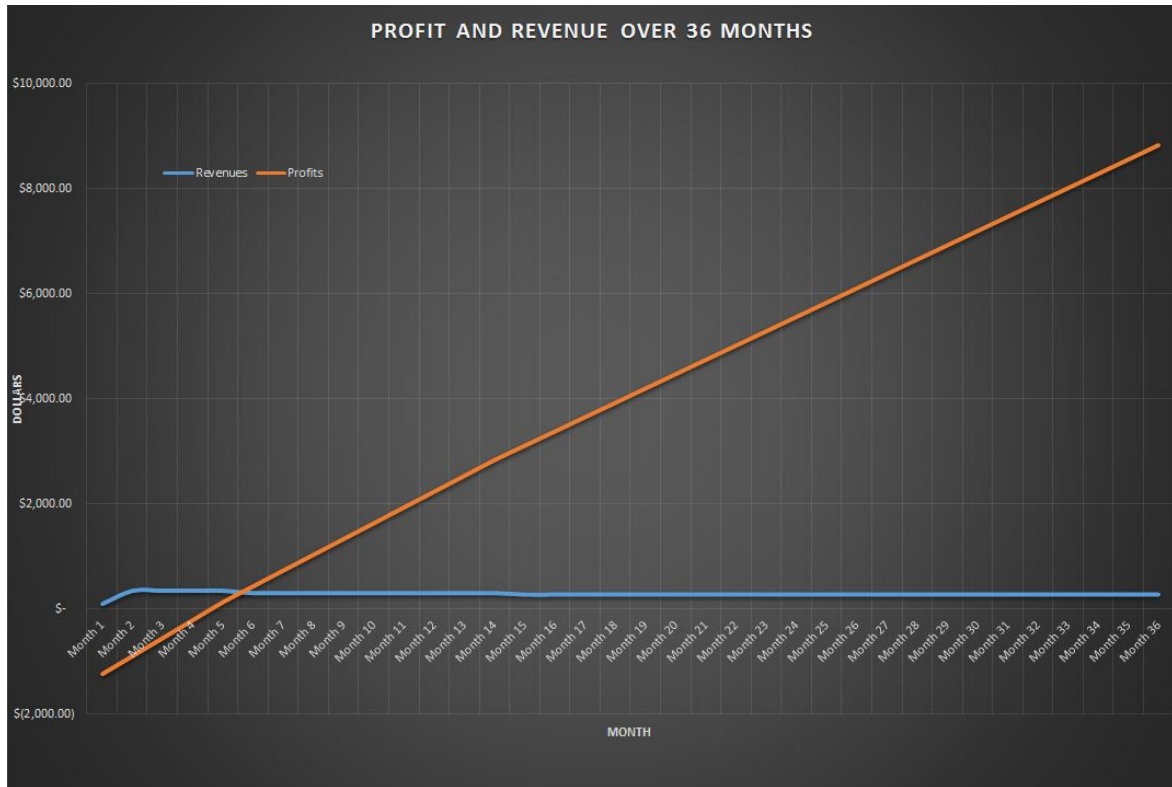


The second Graph is for a very successful game. Selling 840,000 mobile copies for \$1. This also has the projection that the game is released for Steam and sells 4,000 copies at \$5. The game would break even During month 2.



The final Graph is for a non successful game. Selling 400 mobile copies for \$1. This also has the projection that the game is never released to steam. The

remaining profit factors in an additional source of ad revenue. The game would break even during month 5.



All calculations consider the Initial Purchase of Game maker studio - \$799.00, Facebook marketing \$15 a day for 10 days before launch - \$150, Reddit Ad, this will target the gaming community and specifically target iOS and Android users. The amount will be \$22 a day for 7 days to total - \$150. Steam Greenlight Fee - \$100. For HTML deployment the domain will cost - \$12. The Web hosting will be \$2.63/month. Initial 36 months will be - \$94.68.

## Deployment Plans

### Windows Deployment

If you have the setting as "Windows" in the main GameMaker. This can be an installer, a stand-alone \*.exe or a \*.zip. This can be used to capitalize on Steam marketplace. The process of creating a steam game starts with steam Greenlight. You'll need a valid and non-limited Steam account (yes, that means you'll need to own a game on Steam). Then you'll need to fill out the submission form, including some information about you and your game. There's also a one-time \$100 submission fee per Steam account. The submission will require:

- A square branding image (similar to a box cover) to represent your game in lists and search
- At least 1 video showing gameplay of your game
- At least 4 screenshots or images
- A written description of the game along with the tentative system requirements.

The specific number of votes doesn't matter as much as relative interest in a game compared with other games in Steam Greenlight—we need customers to help us prioritize which games they want to see made available on Steam.

Steam will be reaching out to developers as we see their games getting traction regardless of whether they have achieved a specific number of votes or are sitting 1st or 2nd place at any given time. Steam is most interested in finding the games that people want, not requiring them to hit a specific number of votes.

\*Note the Revenue Split for Steam is not publicly available.

## WEB HTML

The Export for creating an HTML based game is as follows: an index.html (default name, but you can give your own name too) along with a folder containing your game's files will be created and saved to the specified location. For your game to work you will need both of these to be uploaded to a server. The index.html can also be customised to be embedded with a different background colour, or at a different position etc...

The HTML deployment will be one of the most successful. Ads will be put in place and on the website that is hosting the page as well as pop-up videos in between lives. That will be done through Google AdSense. The game will also have an option for purchasing an ad free version. This will make the financial profits of the game more difficult to predict, however it will streamline the flow of income. For displaying ads with AdSense for content, publishers receive 68% of the revenue recognized by Google in connection with the service. For AdSense for search, publishers receive 51% of the revenue recognized by Google. These percentages are consistent, regardless of a publisher's geographic location, and are not in any way averaged between publishers. We don't disclose the revenue share for other

AdSense products; the revenue share varies for other products due to different costs of developing and supporting these products.

## Android

For Android devices, a \*.apk file will be generated which can be used directly on any Android devices or uploaded to the Google Play or Amazon stores (or any other site that accepts Android apps).

To get a game on the Google Play store we will be required to pay a \$25 registration fee. This is a one-time fee required for all developers, even if you are publishing a free app. You can pay using credit card or Google Checkout.

Agree to the Android Market Developer Distribution Agreement.

Once we've completed the registration portion, we're ready to upload your app.

Upload your compiled .apk file to the Android Market. We'll need to fill out a form and upload all assets including any screenshots or promotional graphics. On the form, we will provide details such as a title, description of your app, category, price, and language.

The profits depend on how we monetize it. We can place a 'download fee,' and the amount you earn will increase with the number of downloads. Second option is to place ads in the app while keeping it 'free.' Your earnings here will depend on the number of views and clicks of the ads.

## Apple iOS Game

To create an Apple app you must: Be a registered Apple developer, Own A Mac computer with OSX (Mavericks) installed, have Xcode 5.x installed on the Mac and An iOS device (iPad, iPhone, iPod Touch).

Before compiling your game for the App Store, you must first make a listing for it on iTunes Connect. If you click the Add New App button, you will begin the process of creating the App Store listing for your game. You will then be asked which platform that you want the game to be distributed to, iOS or Mac OSX, and you should choose iOS.