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# Executive Summary

This is your summary for the information contained below. This will likely determine if a reader is going to give the rest of your document a chance, so you'll probably want to actually write it last once you know what you're trying to say.

# Competition

Give a summary of the competition here…

## Competition: Game X

Provide some details and analysis of this game. What it does that is interesting or a lesson learned from what the game didn't do well.

## Competition: Game Y

Provide some details and analysis of this game. What it does that is interesting or a lesson learned from what the game didn't do well.

# Differentiation

How is your game going to differentiate itself from the broader market? Tell us what you're going to do based on what you've learned from the other games around you in the market.

# Audience

Provide some detailed discussion of whom you're making this game for. Tell us about the kinds of players that would be interested in your game. This should also be your conclusion. We should be left thinking, "Yeah, this game has a shot…"