



<div>MOTIVATIONS TO PLAY</div> <div>2</div> <div>What is the best behavior to play your game?</div> <div>Reasons for playing games</div> <div>What will bring your player in front of any game session?</div>	<div>GAME</div> <div>4</div> <div>Outline possible game mechanics or any other game feels that can be relevant.</div> <div>KEY METRICS</div> <div>8</div> <div>What numbers will tell you that your game is a success? e.g., number of crafts? The number of interactions? Play session duration?</div>	<div>UNIQUENESS</div> <div>3</div> <div>What makes your game unique? It must be clear and simple to tell.</div> <div>Trends and inspirations</div> <div>Every game is unique but also inspired by other ones. What are they?</div>	<div>UNFAIR ADVANTAGE</div> <div>9</div> <div>Something that you own, something that you've created, or something that you know will be hard to reproduce</div> <div>DISTRIBUTION & CHANNELS</div> <div>5</div> <div>On what platform will the game be released, and what are the best channels to reach new players? Be precise.</div>	<div>PLAYERS</div> <div>1</div> <div>List your players' targets. Use behavioral personas to go further than easy demographic criteria.</div> <div>Early community</div> <div>Who could be your ideal players? What do they love? What do they play...? They are your primary target and will be intensely involved in your game development, play tests, etc. they will be more into spreading the word of your game.</div>
<div>COST STRUCTURE</div> <div>7</div> <div>List all your costs?</div>		<div>REVENUE STREAMS</div> <div>6</div> <div>How will your game make money? Only sells? Are you a GaaS? DLC? Can you get money outside of your game? List it.</div>		