Project <Need A Name>

Written By

James Marcelin

Kate Morgan

Dustin Swisher

# Project Description

Project <need a name> is a turn-based role-playing game (RPG). The premise of the story being that the player loses control of their selected hero and has to use the characters that would normally be NPCs to progress in the game. The game will primarily target Android devices, with a stretch goal to support iOS devices, and PC platforms as well.

# Project Organization and Management

## Organization

Project <need a name> will be led by James Marcelin acting as the project manager and director. As the project manager, James will be responsible for the organization and scheduling of the project, as well as the financial manager. As the director, James will be responsible for creating a cohesive product and making executive decisions or delegating them to the appropriate individual. James will also assist with programming and art where possible.

Kate Morgan will act as the art director. As the art director, Kate will be responsible for art creation and styling. Kate will also be responsible for marketing and advertisement.

Dustin Swisher will act as the technical lead. As the technical lead, Dustin will be responsible for the development of the software and take lead in its creation.

## Management

Project <need a name> will have the following milestones:

**Milestone 1:** Pre-planning phase. The initial concept of the game will be created, as well as the project manifesto. Art and styling will be decided on and game mechanics will be explored.

**Milestone 2**: A demonstration application will be created based on the work done in milestone 1. The goal of this milestone is to generate content for possible funding purposes, be the first iteration of the game in an evolutionary process, and to determine skill gaps and solidify planned work.

**Milestone 3:** Alpha phase. The alpha phase will be where a community is built and input is received from the community for input in the development. The game will further be developed based on the inputs and limitations due to funding and other factors. Episodic plans for the game will be determined at this point.

**Milestone 4:** Beta phase. The beta phase will try to involve the community more and fine tune key details in the game as well as develop the game to its final stage. A more open community will be introduced at this point.

**Milestone 5:** Game release. At the end of the beta phase, the game will be releasable. Heavy advertising will take place in preparation of game release and any issues will be squared away before release. When the game is released, support will be in place to accommodate customers. Future chapter releases may exist to be released at a later date.

# Financial Plan

Project <need a name> will be sold as a one-time purchase fee product. Future plans may hold that merchandise will also be available based on the game concept and characters. The project will have milestones, as defined under the management section of the previous section. Milestone 1 and 2 will not have any external funding available to the company. An investment of time from the three company owners will be the only resource utilized at these points.

After milestone 2, plans will be made to either continue unfunded externally, at which point the company owners will invest whatever resources are required for the completion of the remainder of the development process. If external funding is deemed required, the team will prepare resources to obtain external funding, primarily through crowd-sourcing or private investors. A fundraising campaign will take place and once necessary funds are acquired, the project will move on through development and utilize the newly acquired funding.

Known possible costs include contractor work (art and music production), production software and library purchases, advertising, and travel expenses. Merchandise purchase and delivery may also be required.

## Income Distribution

Income will be used to first pay expenses owed for services and products purchased. Profits after operating costs will then be distributed to the company owners in equal parts.

## Escape Clause

If a member of the company decides to leave the project or company, they may do so at any time. Compensation will be such that the member receives a percentage of their share based on the percentage of completed work they were responsible for. The remaining members will get a distribution of the remaining profit share based off of what percentage of the work left was done by that member. For example, if Kate left the project and company at 50% completion of her part and James were to take the remaining 40% and Dusting the remaining 10% of total work Kate was responsible for, at project completion and income distribution, Kate would get 50% of her one third of the profits, James would get one third plus 40% of one third, and Dustin would get one third plus 10% of one third.

The percentage of work left will be defined in the project management documentation to prevent disputes about how much work is left.

# Market Research

To be completed later.

# Marketing and Sales Strategy

TBD.

# Funding Strategy and Financial Projections

TBD at the end of milestone 2.