

Project Gibbonga Deployment Plan

Ayah Alkhatib, Kyle Curry, Kristi Daigh, Ethan Lefert, Clare Meyer

The University of Kansas

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Gibbonga is a Galaga-inspired space shooter game. While there is much to still be added over the next year of development, a working first build is ready for launch. For the deployment of Gibbonga we have plans to see our game released on Steam, Kongregate.com, and on physical media. Once the game has been ported and made compatible, we would also like to see the game released on current generation consoles. Each of these formats has benefits that we hope to reap, as well as unique challenges that we hope to learn from.

To release the game on Steam we plan to start the review process for our game and submit the application fee of \$100 on the 26th of November. We will submit the final .exe for our game to be reviewed with an approval hopefully being given to us within 1-5 business days. Next we will have 30 days before our Steam page can go live while Valve reviews our application and tax information, giving us time to build the page. Our page will have several videos of the gameplay as well as photos of the main game in action. The description will be about how hard the game is, with an emphasis on reaching a high score. Two weeks before our game will launch our Steam store page will be live with a coming soon tag, allowing us to build hype for the game online and on other platforms. Once the game is launched on Steam we will be able to push our updates through Steam with their easy to use tools for the Steam pages. Our game will launch with an initial price of \$5 USD. Valve will take a 30% cut of all game sales meaning on each copy we will receive \$3.50.

We also are hoping for a simultaneous release on Kongregate.com. This is a free game website where we are planning on releasing a free version of the game with less levels and an ad

for the Steam page, Playstation 4, Nintendo Switch, and Xbox One game stores so they can buy the whole game. Their website does not say it has an application fee so we will only be filling out an application which will require us to give them our game, videos/screenshots, some contact info, and a vision of where we want the game to go. Since it does not seem to have a waiting period we hope to have the free version of the game launched on the 26th of November so hype for the game can be built to increase the number of sales during the holiday time period.

To get our game on CD we are going to use a site called Disk Makers to have about 300 disks printed so we can hand some out to our friends and maybe sell on campus to recoup some of the cost. Getting the CDs will take about 3-4 weeks which will line up nicely with our intended release date of around holiday time on Steam, and hopefully allow the game to be given as a gift. The total cost to print the 300 CDs on Disk Makers is \$314.77, this is without a case so those will have to be ordered separately. We will be ordering them on Amazon in cases of 100 so we will need to order three bringing the total up to \$121.50 for all the cases. For the design on the case we will be using a design made by Kristi and we will be printing them out at the Eaton so they will not cost anything saving us money on a design and printing.

In addition to Steam, Kongregate and physical media, we would also like to see Gibbonga release on current generation video game console stores digitally. First up is the Playstation 4, which uses its Playstation Partners program to allow developers to release games for its platform. According to the Playstation Partners webpage we will need to have a corporate entity, Tax ID number, a static IP address, and a non-public domain email address. The cost of registering an LLC in the state of Kansas is \$160 and has an annual maintenance cost of \$50. Registering for a Tax ID and creating a static IP address won't have an associated cost.

However, having a non-public domain email address will cost roughly \$3.50/month according to One.com, a domain/email provider. Once we have these 4 pieces in place we can then complete the Playstation Partners application. Once the application is complete and accepted we can then start porting the game to Playstation, using the free development kit provided by Sony. Once complete, the game is then reviewed by Sony before being allowed to be sold on the Playstation Store. The cost to have the game on their store can either be a flat fee, or a cost per gigabyte that is downloaded. These prices are not released until you are accepted as a partner.

We would also like to see our game released on the Xbox marketplace. To do this, we must first apply to Microsoft's ID@Xbox program. The application is free but we will need the same information that was needed for the Playstation Partners program. If we are accepted into the program we then discuss the game with Microsoft and go over what platforms we want to develop for. Once we get approval we can then begin porting the game to Xbox with Microsoft providing up to 2 development kits as well as support and documentation. A second application is then submitted once the game is ported and compatible with the Xbox hardware so that it can be reviewed and certified by Microsoft. Finally the game is made available on the marketplace for purchase. There is no cost to publish, update, and have the game certified but there is a one time fee associated for developing on the platform, which again isn't disclosed until accepted into the program.

The last platform we would like to develop for is the Nintendo Switch. Much like Sony and Microsoft, Nintendo has a similar process to getting a game published on the Nintendo eShop. The first step in the process is to create a Nintendo Developer account. Unlike Sony or

Microsoft, anyone can develop for Nintendo without being registered as a company. Once the developer account is created through the online portal, the information provided is verified and approved by Nintendo. After approval we can then begin porting the game to the Switch.

Nintendo provides plenty of documentation and tools in order to develop games for their platform once your company is accepted into their program. The main cost associated with developing for the Switch is the cost of the development hardware, which is released once accepted into the developer program. The game is then submitted to Nintendo for certification once porting of the game is nearing completion. Once the game is certified, it is then made available on the Nintendo eShop for purchase.

So in total we plan to have our game initially released as a free to play game with fewer levels on Kongregate to build hype and get people to our Steam page so they can get the full game. Our next phase is to have some CDs printed so they can be handed out and sold to friends and family as well as people on campus. The last part of our initial deployment will be to have it launched on Steam fully so anyone can buy it and get the full game as well as any updates we roll out later, with releases on the Playstation 4, Nintendo Switch, and Xbox One to follow sometime after. In total this launch will cost roughly \$750, before including fees that aren't officially released to use before being accepted into the respective development programs. So we hope this launch will have a big enough hype train to give us enough funds to allow us to higher a bigger development team to continue to expand the game, adding new features and hopefully bringing in more money to allow us to make bigger and better games.

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