**Project Business Case**

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| Project Name | **Apex Legends Mobile** | | |
| Project Sponsor | [**Electronic Arts**](https://www.google.com/search?rlz=1C1CHBF_enCA972CA972&sxsrf=ALiCzsb2tHcr4fdxwv4Bsbvl47lijhCKPg:1667572961815&q=Electronic+Arts&stick=H4sIAAAAAAAAAOPgE-LVT9c3NCyyLEypMs7KUuLUz9U3MMwzMDfWUslOttJPLkvXT87PLSgtSS2KL8tMSc1PT8xNtSooTcrJLM5ILVrEyu-ak5pcUpSfl5ms4FhUUryDlXEXOxMHAwAb2EBBXAAAAA&sa=X&ved=2ahUKEwicmpqw4ZT7AhWqATQIHQBNCb4QmxMoAXoECFIQAw)**,**  [**Respawn Entertainment**](https://www.google.com/search?rlz=1C1CHBF_enCA972CA972&sxsrf=ALiCzsb2tHcr4fdxwv4Bsbvl47lijhCKPg:1667572961815&q=Respawn+Entertainment&stick=H4sIAAAAAAAAAOPgE-LVT9c3NCyyLEypMs7KUuLSz9U3SMrNTilJ1lLJTrbSTy5L10_Ozy0oLUktii_LTEnNT0_MTbVKSS1LzckvSC1axCoalFpckFiep-CaB1RTkpiZl5uaV7KDlXEXOxMHAwDJ7fOwYwAAAA&sa=X&ved=2ahUKEwicmpqw4ZT7AhWqATQIHQBNCb4QmxMoAXoECFUQAw) | Project Manager | **Smit Rana**  **Sachin Chaudhary**  **Harsh Patel**  **Niren Patel**  **Ruchit Patel** |
| Date of Project Approval |  | Last Revision Date |  |
| Contribution to Business Strategy | **Our approach involves redesigning a game (which is playable on a PC) with simplified controls and careful tablet and mobile optimizations. This will result in a distinct player base for shooting battle royale games on mobile platform. In-game microtransactions can alter better gameplay and provide cosmetic improvements. Consequently, the business can make money. Due to these two factors, the project fits with the business strategy.** | | |
| Options Considered | 1. **Replicate the PC game version for mobile.** 2. **Adding new video game characters, which are designed just for mobile devices.** 3. **Cross-platform gaming is not included.** | | |
| Benefits | * **New Player Base -** Because mobile gamers are getting tired of the same old gaming, we predict that there will be an increase in new consumer groups. * **Higher revenue -** PC gamers are more inclined to make in-game purchases to improve their gaming experience. Likewise, mobile gamers may inherit this trend too. * **Promotional collaboration events -** this is a beneficial strategy for attracting fresh entrants and re-engage existing ones | | |
| Timescales | **Implementation Time:** 12 months  **Alpha and Beta Testing:** 6 months | | |
| Costs | Unreal Game Engine = Free  Project Management = $750000  Software Team of 10 for 12 months = $1200000  Total Estimated Cost = $1.95 Million | | |
| Expected Return on Investment | Year 1 = $2 Million  Year 2 = $5 Million  Year 3 = $10 Million as Esports tournament Begins | | |
| Risks | There are three risk factors for game failure.   * Having cross-platform capabilities can give PC players an advantage over mobile ones as they have a mouse and keyboard. Therefore, they will have far better game movement than players using mobile devices. Player interest and game selection will decline because of this distinction environment. * When compared to PC, mobile has weaker CPU and GPU. As a result, game images and visuals won't be same between versions. * Controls should be simple and fluid because playing games requires a lot of touching the screen. | | |