

# ENGLISH PROJECT 7



## PITCH YOUR VIDEO GAME FOR INVESTOR FUNDING

### OUTLINE

You must imagine that you are a video game designer and are presenting your game to potential investors in a persuasive and clear manner covering several important points. You can use a game you have already created, an Epitech project or a game you imagine creating one day. The essay will take the form of a supporting document that outlines and gives more precision about you, your game, and how you imagine bringing it to market.

### DELIVERY FORMAT

- Oral presentation with visual aids that should last 10 minutes.
- Written report of 800 words.

### POINTS TO INCLUDE

You **MUST** include the following points in your presentation and essay -

- **INTRODUCTION** (who you are and why you are presenting, you should take on the role of a video game designer pitching their project to an investor).
- **YOUR TEAM** (Imagine and present a team of developers and people with other roles to the potential investor, give role and background of each of them).
- **THE GAME** (type of game, characters, aim, atmosphere created, etc.).
- **BACKGROUND** (creation team, storytelling of creation, inspiration, code used, challenges faced, etc.).
- **WHAT MAKES YOUR GAME UNIQUE** (what does the game have that others don't? existing competition for your game, where the game fits into the market, etc.).
- **MARKETING AND SALES** (where will the game be marketed and sold? what format will it take? what platform will it be sold on? do you envisage any co-brandings or partnerships?).
- **CONCLUSION** (Summary of your main ideas and a closing sentence).

# STEPS

1. Choose the game that you will present, it can either be a game you imagine creating or a game you have actually created, it may even be a game you have created for an Epitech project.
2. Spend time imagining the different aspects of the game so that you have a clear idea of what it is and its objective. [This link](#) will help you imagine all the aspects of your game.
3. Reflect on your team. You could use your Epitech classmates as your team or even invent totally fictitious characters.
4. Examine the game-making process so that you are able to convey a real authentic-sounding description of how the game came to life. [This may give you some ideas.](#)
5. Think about where the game fits into the market and why your game is better than others.
6. Imagine a marketing strategy for the game and how you plan to sell it and optimize sales. [This link could be useful.](#)
7. Create a concluding statement that is memorable and personal.

# POINTS TO REMEMBER

- ☐ Make sure you understand the project and that you answer each part of the question.
- ☐ Try to begin your work in English from doing a web search to making notes for your essay.
- ☐ You will be evaluated on the content, language and technique of the presentation so work equally on each part.
- ☐ You must not read during the presentation.
- ☐ Simple content presented naturally is better than complicated information badly presented.
- ☐ Take time to correct any mistakes by reading through your essay and slides several times.
- ☐ Take time to organise your ideas for the essay before starting to write.

# EVALUATION CRITERIA (score /80)

PRESENTATION CONTENT /20	PRESENTATION LANGUAGE /20	PRESENTATION TECHNIQUE /20	WRITTEN ESSAY /20
RESEARCH /5	FLUENCY & COHERENCE /5	CONFIDENCE /5	FLUENCY & COHERENCE /5
PERTINENCE /5	LEXICAL RESOURCE /5	BODY LANGUAGE /5	LEXICAL RESOURCE /5
ORGANISATION /5	GRAMMAR RANGE & ACCURACY /5	PACE /5	GRAMMAR RANGE & ACCURACY /5
VISUAL AIDS /5	PRONUNCIATION /5	TRANSITIONS /5	CONTENT & ORGANISATION /5

## PRESENTATION CONTENT

- **RESEARCH** - Varied research? In depth? 5 points
- **PERTINENCE** - Clear link to subject? Good examples? Logical info? 5 points
- **ORGANISATION** - Well sign-posted? Smooth transitions? Logical structure? 5 points
- **VISUAL AIDS** - Clear? Accurate? Original? 5 points

## PRESENTATION LANGUAGE

- **FLUENCY & COHERENCE** - Hesitation? Searches words? Easy to understand? 5 points
- **LEXICAL RESOURCE** - Rich and varied vocab? Accurate and precise? 5 points
- **GRAMMAR** - Grammar mistakes? Use varied tenses? 5 points
- **PRONUNCIATION** - Clear? Easy to understand? 5 points

## PRESENTATION TECHNIQUE

- **CONFIDENCE & POISE** - Do you speak with confidence? Are you sure of yourself ? 5 points
- **BODY LANGUAGE** - Eye contact? Body position? 5 points
- **PACE** - Good speed? Takes appropriate amount of time? 5 points
- **TRANSITIONS** - Links different sections well and naturally? 5 points

## WRITTEN ESSAY

- **FLUENCY & COHERENCE** – Ideas clearly expressed ? Easy to understand? 5 points
- **LEXICAL RESOURCE** – Rich and varied vocab? Accurate and precise? 5 points
- **GRAMMAR** – Grammar mistakes? Use varied tenses? 5 points
- **CONTENT** – Well structured and organised ? Well researched and pertinent ? 5 points

## CREDIT & GRADING

- You need to obtain at least 40/80 to validate and obtain 1 credit.
- The table below will be used to calculate your grade.

SCORE /80	GRADE
75+	A
65 - 74	B
55 - 64	C
40 - 54	D