Game Title concept overview

IOS/Android/Kindle (game platform)

Target Age: 8-up

(Rating goes here – note no rating is necessary since ESRB doesn’t rete “mobile” games)

# Game Summary

(Include a beginning, middle and end of the game story. Keep it short and sweet.)

# Game Outline

(Don’t go into great detail, but give an indication of the gameplay genre, the player’s objectives and gameplay elements.)

# USP (Unique Selling Points)

(Use USPs to highlight cool and unique features – gameplay style, game modes, single or multiplayer, technology innovations, cool features. Don’t use more than 5-7 of these.)

# Similar Competitive Products

(choose competitive products that are successful, recent or very well know – preferably all three)