



TEAM 1 – AKA TEAM SLIME:

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Proposal

Since the dawn of fun, people have been searching for ways to connect with each other through the medium of games. Yet, despite games ranging from board to video – oftentimes they lack a sort of personal pizzazz. That’s where our wonderful multiplayer custom gaming platform comes in! Taking the benefits of the digital revolution in combination with the classic joy of making things up around a table and having wonderful friend time, **Jax Blocks** is a solution to stale party games and those with ideas without means. Whether it be custom family game shows over zoom reunions, teachers seeking to engage with their students in a playful manner, aspiring game developers needing a first project to share with peers, or just in

the need for a fun evening with the people you hold dear, **Jax Blocks** is a jack of all trades for any occasion where fun is needed.

Jax Blocks offers ease of use for any level of desired customization – from plug and play templates based and inspired by existing game types, to further modifiable templates, to entire ground up creation depending on your level of comfort – all taught by built in tutorial features to help beginners learn to code.

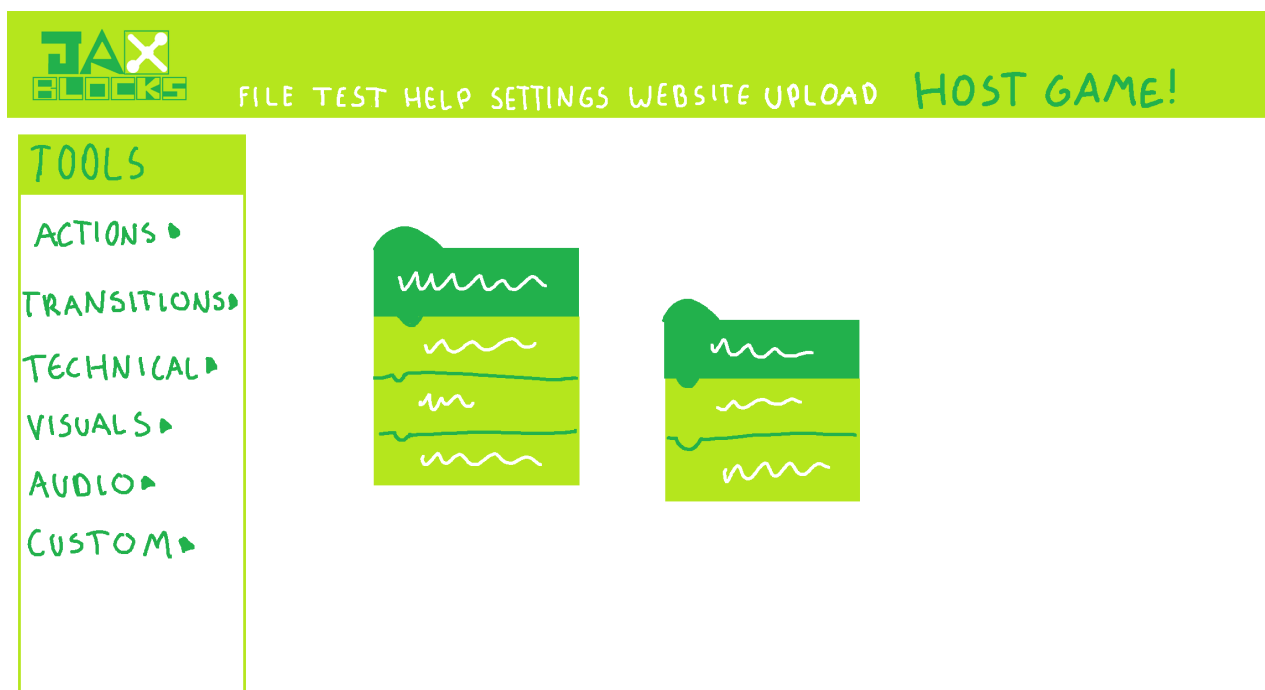


Jax Blocks offers a moderated platform to distribute your game if you feel it is simply too good not to share, and with the fact that anyone can join your game by simply going to *jaxblocks.xyz* on any compatible mobile device from smart fridge to cell phone, truly the barrier to fun has been set as low as humanly possible.

So if you are seeking a product that puts the power of gaming in your hands, and the hands of those who seek to play – **Jax Blocks** is the product for you!

❌Product Description❌

Jax Blocks as a product has two main components for use: the **Jax Blocks Devkit** and the website *jaxblocks.xyz*. **Jax Blocks Devkit's** main function is as a development software where the games will be created. It also functions as the hosting software, where games can be started for others to join in and play. This is where the website comes in. The website's main function is for players who don't own the **Jax Blocks Devkit** to be able to join games hosted by it. It is also where you can browse the public game library, which includes several games made by **Jax Blocks** developers as well as games made by members of the community that have been shared to the platform.



Jax Blocks Devkit will be a general use game making tool that works through block coding in the C# language. You start by downloading the software for free on Steam or Nintendo eshop or any other online game store. In addition to being a general coding and development tool, the Devkit will have many tutorials and templates to help new programmers and game developers learn the ropes. Some of these tutorials include how to make the various games made by the **Jax Blocks** development team. The tutorials will cover the C# coding language from beginning to mastery.

The Jax Blocks Devkit will be completely free, as its purpose is both to entertain and to facilitate the learning of game development skills. However, the ability to host games through the Jax Blocks Devkit will cost a small fee once a year. This fee will be around the \$15 range.



The main purpose of the *jaxblocks.xyz* website is for players to be able to join games hosted by the Devkit. The way hosting works is that one player will own the Jax Blocks Devkit and will purchase the hosting capabilities. After clicking to host the game, other players use *jaxblocks.xyz* to join that game via passcode. After that it's time for game night!

The other use of the website will be the public game library. People who have developed their own games with the Devkit will be able to publish their game for other people to download and play. The game library will include the starting games made by the development team as well. When someone publishes their game to the library, there is a brief waiting period while the game is vetted. The public library will be held to a PG13 standard, but for very young programmers there is an option to further limit the games available.

Market Research

At first, the idea of **Jax Blocks** may seem somewhat unoriginal, but our unique blend of features will create a service never seen before. If you're a fan of party games, you *could* play something like a Jackbox Party Pack or Mario Party 9. If you like creating and sharing your own games, you *could* use a service like Scratch or Roblox. However, none of these services offer the same combination of features that **Jax Blocks** will.

The following is information regarding a few products that have been deemed similar to **Jax Blocks**.

Jackbox Party Pack

Jackbox is a game for hosting party games. The games are released in packs, and only one player needs to purchase the games to be able to host them.

Party Pack	Copies Sold	Gross Revenue	Critic Review
Jackbox Party Pack 1	78800	\$1,100,000.00	75.00
Jackbox Party Pack 2	262200	\$3,400,000.00	76.00
Jackbox Party Pack 3	845800	\$13,700,000.00	80.00
Jackbox Party Pack 4	425300	\$6,700,000.00	78.00
Jackbox Party Pack 5	71300	\$1,400,000.00	79.00
Jackbox Party Pack 6	391800	\$8,400,000.00	74.00
Jackbox Party Pack 7	642300	\$15,700,000.00	79.00
Jackbox Party Pack 8	184300	\$4,100,000.00	73.00
Jackbox Party Pack 9	98100	\$2,300,000.00	79.00

Jackbox Party Pack 10	79500	\$2,100,000.00	75.00
Total	3.079M	\$58.9M	Not Relevant
Average	307.94k	\$5.89M	76.8

Audience

- A new Jackbox Party Pack has released annually since 2014, with each selling an average of 307.94k copies. Out of any group, only one person needs to own it for the entire group to play, so the audience is likely even greater than it appears.

Price

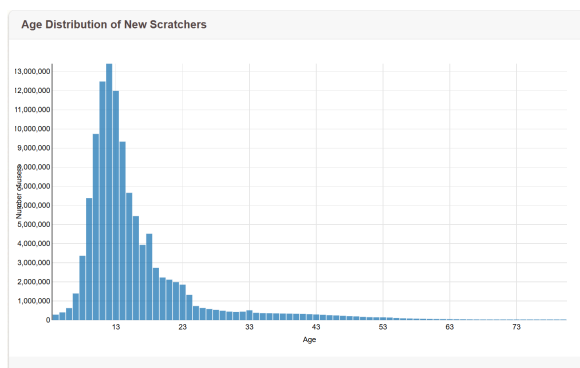
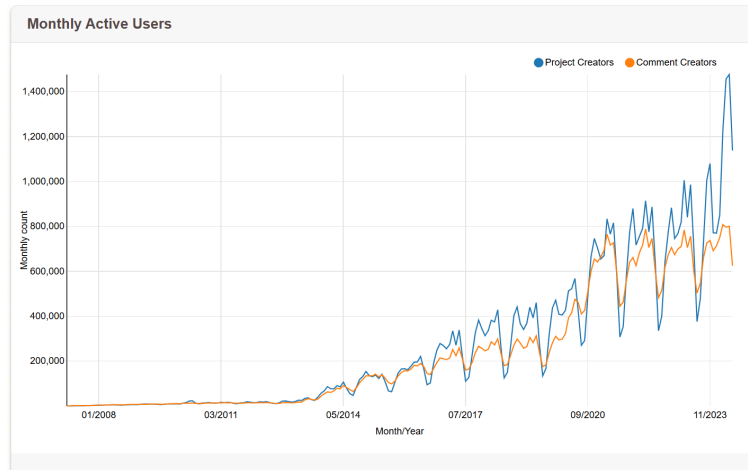
- Jackbox Party Packs 1-4 were priced at \$24.99 selling 403k copies on average, whereas 5-10 were priced at \$29.99 selling 244k on average. On average, games 5-10 have made \$558k less than 1-4.

Comparisons

- The Jackbox Party Packs offer a variety of party games, which our service also plans to provide. We will also utilize the same game hosting method they use, where only one person needs to purchase the product to host games for an entire group.
- Each Party Pack comes with only 5 new games, yet they still average 307.94k purchases with their annual releases. **Jax Blocks** will offer new games created by users everyday, giving you a much lower price per game.

Scratch.

Scratch is an educational tool to teach young students the basics of programming through block coding.



Audience

- Despite having an audience of millions, Scratch doesn't have broad appeal. Age statistics show a massive peak for 12 year olds, with other close ages also being quite high, and further ages being much lower.
- Scratch's audience does seem to be constantly growing, but does show consistent large drops in active users. These drops reach their lowest each July, coinciding with many schools' Summer Break. This shows that Scratch's growing user base is likely mostly school students who aren't interested.

Price

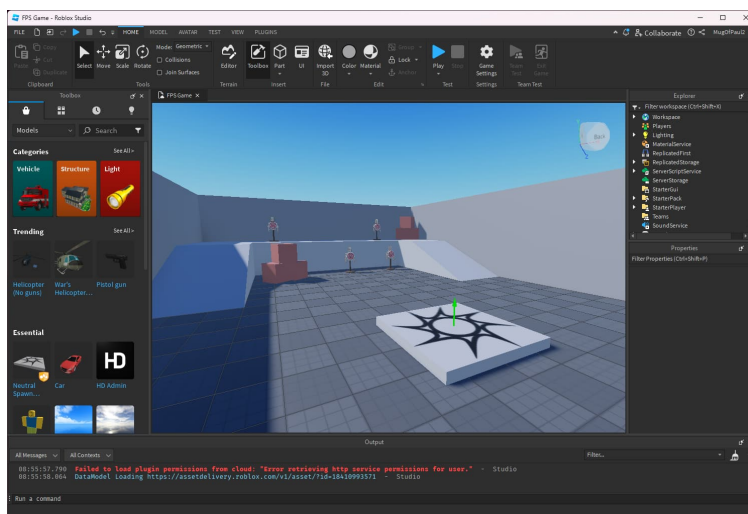
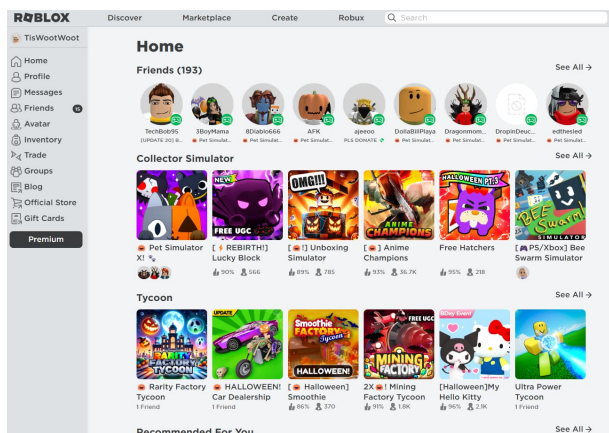
- Scratch allows users free access to coding tools and published projects.

Comparisons

- While Scratch is not the first service to use block coding, it is probably the most well known. **Jax Blocks** will also offer block coding for accessible coding.
- **Jax Blocks** will possess some educational aspects to help introduce inexperienced users to coding so that they can get into making games easily. However, it will have more capabilities than Scratch for creating games, as that is one of **Jax Blocks'** main purposes.

Roblox

Roblox is a free game that allows the player to play and share games created by the community.



Audience

- Roblox has a vast audience, averaging about 100M daily active users. The game is marketed towards children, but it is difficult to tell if they are the majority of the audience, especially since some younger users may be compelled to lie about their age to gain access to certain features (direct messaging, voice chat, etc.).

Price

- Playing games on Roblox is entirely free.
- Making games on Roblox can be free. Roblox provides you with a game engine for free, and handles hosting of games on their own servers for no cost. The only costs are the expenses associated with game development itself, which could vary from 0 to hundreds of thousands of dollars.

Comparisons

- Roblox is significantly more complex than **Jax Blocks** will be. **Jax Blocks** will benefit from being far simpler, as that makes running and playing games more streamlined, and also leaves the development side extremely accessible, offering block coding rather than just full on scripting.
- Both aim for a different array of genres. Roblox isn't restrictive in its genres, but is locked into a 3D development environment. **Jax Blocks** will be focused more on social minigames and party games, though more experienced developers may be able to create more complex works.
- **Jax Blocks** will be a safe environment. Publicly released games on **Jax Blocks** will undergo moderation to ensure they are inoffensive, and there is no way to interact with other users you do not know. **Jax Blocks** will not be a service that will present users with inappropriate content, or predatory systems or users. The same cannot be said for Roblox, with its target audience of children.

Expenses

There will be three major expenses for **Jax Blocks**: developing the program for the service, holding games on a server, and moderation.

Development

Development is the vaguest category of expenses, as it could potentially cost us nothing. However, let's assume we spend some money on it, with an estimate of \$1500.

Database Operations

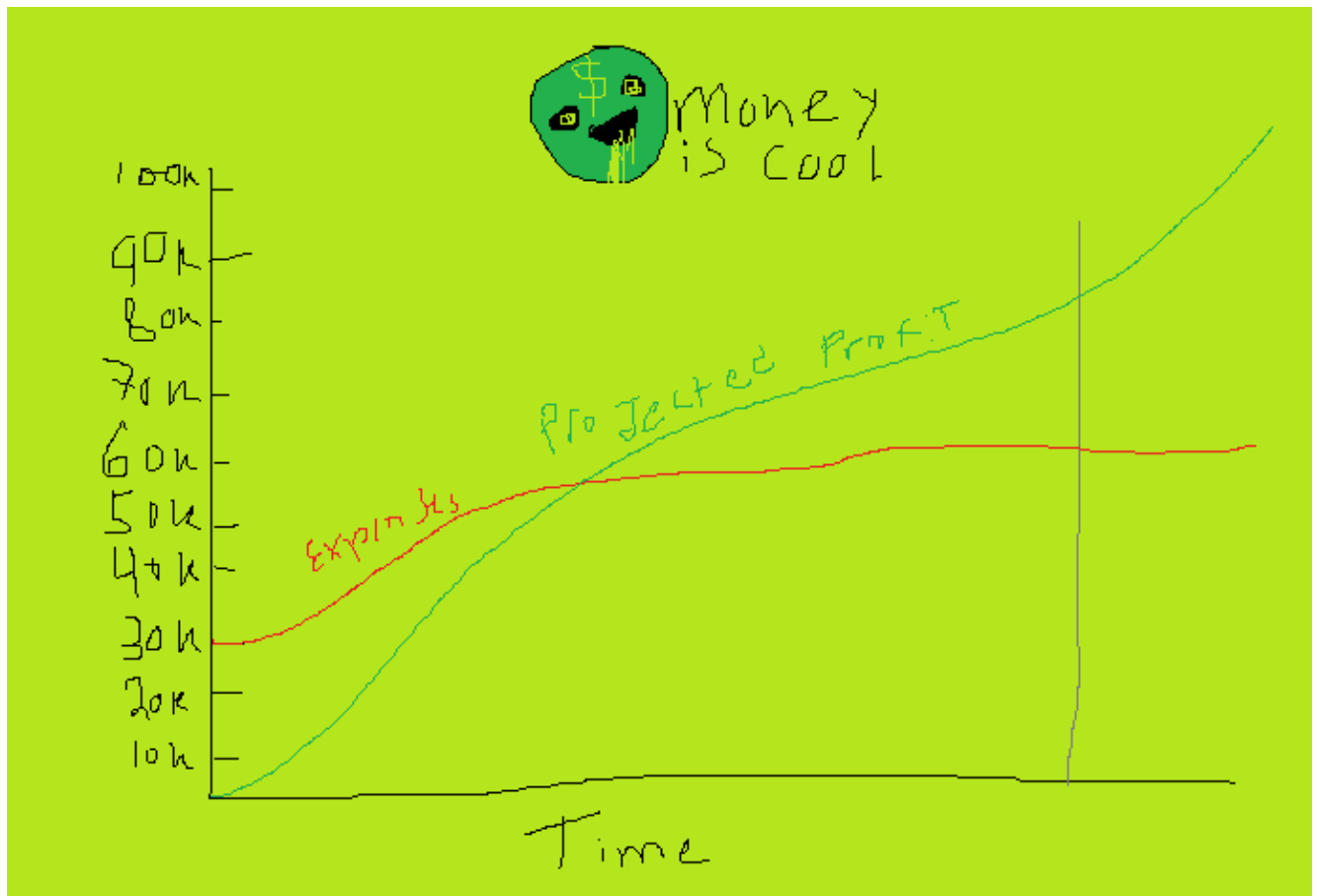
The database operations are the most expensive aspect of the service. Costs of operating a database are difficult to pin down, and can vary depending on multiple factors. A good estimate could be an initial purchase of about \$30k, and an additional \$20k per year.

Moderation

Moderation costs can be limited by automatically screening text for inappropriate language and disallowing those projects to be published. For less obviously inappropriate content, however, we would employ a moderation team to review projects that managed to get published. A good estimate for that would be about \$40k per year.

Total

In total, our estimates show an upfront cost of about \$31.5k, with additional yearly expenses of about \$60k.



❌ Success story ❌

There are 4 potential major issues with this project-

1. The Competing Market Share with projects like Jackbox:

Jackbox exists within a niche genre of games, and so competing with brand names like it and others such as Gartic Phone and, to an extent, Scratch would prove some level of difficulty. **Jax Blocks**, while providing several features to separate it from competitive products, may struggle to justify its own existence in this market.

2. Community driven products require community to function:

Jax Blocks would be highly driven by community made content, actually moderating and creating a community that would provide both content and interest in the product is no small task. If the community has no standing or falls victim to a wide array of inner social problems, then unlike other projects of similar nature – the product ceases to be both functional and profitable.

3. Finding a wide audience:

While in theory more options for creative control is appealing, there is little research in how much people would like to actively create more using the features of **Jax Blocks**. It needs to appeal to a wide audience, and every barrier to entry caused by any level of difficulty in product use thins out the potential amount of active creators willing to engage with the product. To supply the community required for community driven content, a wide audience is needed beside those already in the small game design market.

4. Ensuring the product works as intended to facilitate community growth:

The product has to be well designed from launch, any set of bugs or frustration with a new product like this would be the death of this product. And while it is obvious to most that products need to work on launch, contemporary products don't seem to necessarily follow this trend. A lack of vision and adequate execution during the beginning stages of this product would seal its fate as a failed design venture.

-How we intend to overcome these problems-

Jax Blocks' focus is to provide educational content to those willing to learn. It will offer an additional option to play the games for which, only one player has to have bought the subscription in the dev kit in order to host the game and the rest can join from the website.

Though **Jax Blocks** may be similar to several other products and have some strong competition, it combines its various features in a very unique way. You may say that Jackbox Party Pack has a monopoly on this type of party game, but it doesn't have the room for creativity that **Jax Blocks** provides. You may say that the devkit is too similar to Scratch's coding system, but Scratch games don't have the same capacity for hosting and multilayer that **Jax Blocks** does. You may point to other create-your-own games like Mario Maker, Roblox, or Ultimate Chicken Horse, but these products are level-designers. **Jax Blocks** is for designing party games, games that you play with a big group of people rather than traditional platformers or world-based games. While these products are similar, they are not direct competition as they don't produce the same product.

While other products are similar, **Jax Blocks** is completely unique in the specific features and services that it will provide. It will utilize C# as the scripting language for learning and provide extensive tutorials for learners. For the younger audience, it will also include the option to switch to block coding within the C# language. This will not only teach users how to make games with **Jax Blocks**, but also a large part of Game Development in general, i.e. programming with C#. This allows our learners to quickly kickstart their Game Development career with a much larger boost than what something like Scratch would provide making **Jax Blocks** ideal for all age groups. Additionally, being completely new, **Jax Blocks** can benefit from newer technologies allowing us to create a much simpler, easy to maintain and cost effective backend.

To attract an audience, we can advertise the product by partnering with schools and universities encouraging students to try out the application. By providing a clean and easy-to-use learning environment to students, we can attract a lot of attention to **Jax Blocks**. Furthermore, by allowing students to publish their games on the **Jax Blocks** network (with moderation), we can increase the amount of games on **Jax Blocks** creating a substantial amount of interest in our product and increasing sales of the hosting subscription service to those who wish to play community published games.

Summary

Jax Blocks is fundamentally a toolkit with limits only set by effort and imagination. It lowers the barriers to entry for having those moments of both fun and learning only possible through shared experiences. What separates us from similar online platforms is our accessibility and customization – with only needing a single person to purchase the product – access to templates that would allow even tech illiterate users to feel like game designers – what makes us special is the celebration of creation, not the stifling of it. Our product is giving gaming back to the people, our profit model is determined by people simply seeking to enjoy and learn, and our mission is to foster a community that believes there is something worthwhile in creation for the sake of itself. We at Team Slime believe that creativity and fun will never go out of style. We believe that in a constantly changing online landscape, giving creativity to all those who seek it, is not only a righteous endeavor, but a profitable one. As a product that is reliant on community thrives on community – and the ecosystem of content, educational, personal, and public use that can come from a platform like this – is a community we are willing to bet on. We implore you to do the same, and to support **Jax Block** into development.

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