



TEAM SLIME

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EXECUTIVE SUMMARY (OVERVIEW)

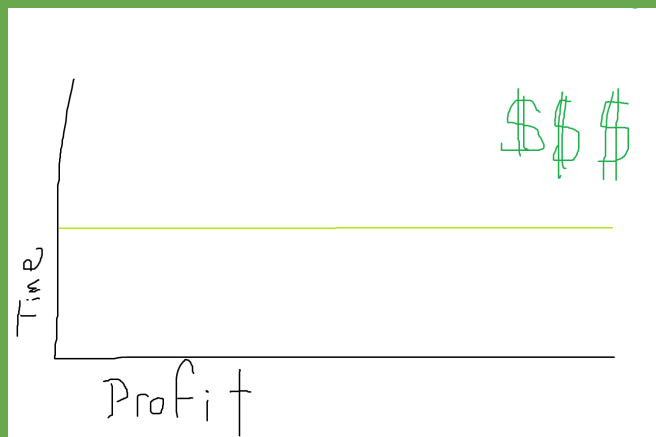
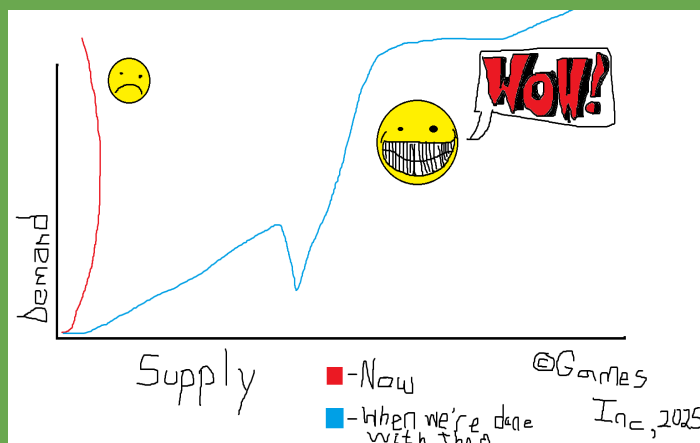


JAX BLOCKS IS A PARTY GAME SOFTWARE THAT LETS THE PLAYER DESIGN EXACTLY WHAT THEY WANT TO PLAY. THE PLAYER WILL HAVE THE ABILITY TO BUILD THEIR OWN GAME USING THE TOOLS PROVIDED IN JAX BLOCKS, SIMILAR TO BLOCK-BASED CODING. THESE GAMES CAN BE ACCESSED AND PLAYED BY A GROUP WITHOUT NEEDING TO PURCHASE MULTIPLE COPIES OF JAX BLOCKS. THE PLAYER WILL HAVE FULL ABILITY TO CREATE THEIR OWN MINIGAMES WITH THEIR OWN RULES, INVOLVING ANYTHING FROM DRAWING TO LEVEL DESIGN TO CARD GAMES. THIS PRODUCT IS FOR ANYONE WHO LIKES TO PLAY GAMES WITH FRIENDS IN GROUPS, PARTICULARLY THOSE WHO ARE CREATIVE AND WISH TO SOW CHAOS AMONG THEIR FRIEND GROUP. IT MAKES GAME DESIGNING MORE ACCESSIBLE FOR PEOPLE WITH LESS SKILL IN

CODING. JAX BLOCKS WOULD FILL A LUCRATIVE NICHE IN THE MARKET FOR COOPERATIVE AND CREATIVE PARTY GAMES. LIKE MOST GAMES, THE PROBLEM THAT JAX BLOCKS SOLVES IS BOREDOM. AS IT'S ALSO A SOCIAL AND CREATIVE PARTY GAME, IT HELPS TO FACILITATE COMPANIONSHIP AND CREATIVITY. IT FILLS A RATHER SPECIFIC NICHE OF THE GAMING SPHERE, SO WHILE MANY ASPECTS OF IT ARE SIMILAR TO OTHER GAMES, VERY FEW HAVE QUITE THE SAME AMOUNT AND COMBINATION OF FEATURES.



MARKET RESEARCH AND NEED JUSTIFICATION



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

THESE STATISTICS ARE A GOOD SHOWING OF TWO THINGS:

1. APPEAL:

AS SEEN ABOVE, EACH JACKBOX PARTY PACK SELLS 307.94K COPIES, GROSSING AN AVERAGE OF \$5.89M. THESE STATISTICS THEMSELVES AREN'T ENTIRELY INDICATIVE OF THE APPEAL, HOWEVER, AS ONLY ONE PERSON IN A GROUP NEEDS TO OWN THE GAME FOR AN ENTIRE GROUP TO PLAY. IN OTHER WORDS, THE APPEAL IS LIKELY EVEN WIDER THAN THE NUMBERS SHOW.

2. PRICING

DESPITE SELLING CONSISTENTLY WELL ON AVERAGE, THERE IS A DIVIDE BETWEEN THE FIRST 4 GAMES AND THE LAST 6. ON AVERAGE, THE FIRST 4 GAMES SOLD 403,025 COPIES EACH, WHEREAS THE LATTER 6 HAVE SOLD ONLY 244,550 ON AVERAGE. THIS COULD BE DUE IN PART TO THE DECISION TO INCREASE THE PRICE FROM \$24.99 TO \$29.99 FOR JACKBOX PARTY PACK 5 ONWARDS. WHILE THIS PATTERN DOES NOT TAKE INTO ACCOUNT FACTORS SUCH AS GAME QUALITY OR TIME SINCE RELEASE, IT IS STILL USEFUL INFORMATION, EVEN IF GAMES 5-10 HAVE ONLY MADE ABOUT 9% (\$558.3K) LESS ON AVERAGE THAN 1-4.

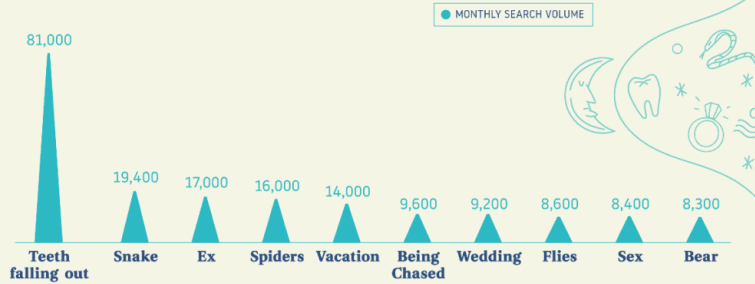


CASES OF PEOPLE MAKING “POWERPOINT GAMES.” CLEAR APPEAL, WITH ABOVE YOUTUBE CHANNEL MAGIC THE NOAH GARNERING MILLIONS OF VIEWS ON VIDEOS OF HIS FRIENDS PLAYING GAMES HE CREATED HIMSELF WITHIN A SLIDESHOW PROGRAM.

THE ATTRACTIVENESS OF CREATING A POWERPOINT GAME IS THAT IT’S A RELATIVELY EASY AND ACCESSIBLE WAY TO CREATE AND SHARE AN ENJOYABLE GAME. HOWEVER, IT DOES HAVE THE OBVIOUS DRAWBACK OF A SLIDESHOW BEING A VERY LIMITED MEDIUM.

THE TOP 10 DREAMS IN THE US

Where dreams come from is still a mystery, but some dreams are more common than others. We used Ahrefs to discover the most Googled dreams in the US. The most Googled with **81,000** monthly searches is the **teeth falling out** dream. According to dream theorists, to dream about your teeth falling out signifies a lack of self-confidence or embarrassment at your failings.



Source: Ahrefs and DreamHoods



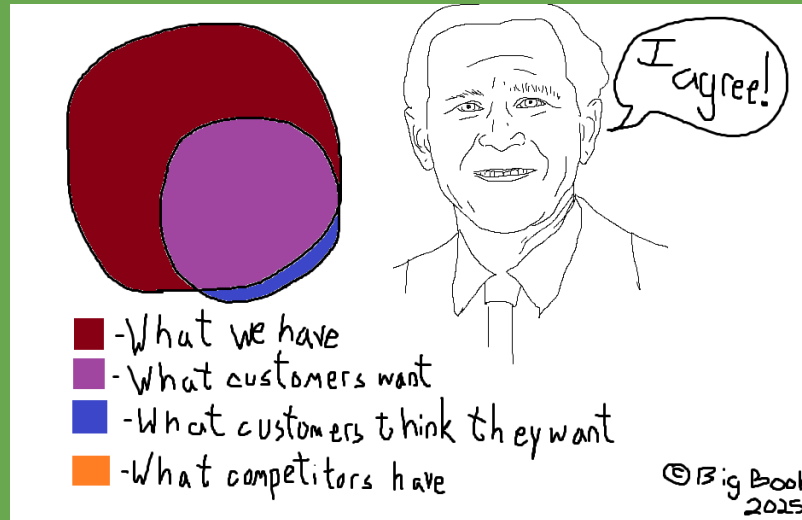
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Mornings.co.uk



SONY'S DREAMS (2022) IS A GAME FOR THE PLAYSTATION 4 WITH THE SHARED THEME OF BEING A SERVICE WHERE YOU MAKE YOUR OWN GAMES, UPLOAD THEM TO A VAST LIBRARY OF OTHER PLAYER-MADE GAMES, AND PLAY GAMES FROM THAT LIBRARY. ACCORDING TO OPENCritic, THE GAME SCORES AN AVERAGE RATING OF ABOUT 90 AMONG CRITICS AND 80 AMONG PLAYERS, WITH 96% OF CRITICS RECOMMENDING THE GAME. WE COULD NOT FIND ANY INFORMATION REGARDING SALES NUMBERS OF DREAMS, BUT BASED ON ITS REVIEWS, WINNING OF SEVERAL AWARDS, AND NOMINATION FOR EVEN MORE AWARDS, IT WAS LIKELY PROFITABLE.



PRODUCT DESCRIPTION



OUR PRODUCT IS A PARTY GAME CALLED JAX BLOCKS. THE CENTRAL IDEA DRIVING THIS PRODUCT IS THE DESIRE TO PLAY UNIQUE GAMES WITH YOUR FRIENDS. BREAKING OUT INTO THE GAME INDUSTRY IS HARD AND HAVING AN ACTUALLY GOOD TIME WITH FRIENDS AND FAMILY IS EVEN HARDER, WHICH IS WHY JAX BLOCKS ARE EXACTLY WHAT PEOPLE HAVE BEEN WAITING FOR. NOBODY HAS TIME TO DESIGN CODE AND DEBUG A GAME ALONGSIDE THEIR JOB BUT PLENTY OF PEOPLE STILL HAVE FANTASTIC IDEAS FOR GAMES. WHAT WE'VE DONE IS SIMPLIFIED THE PROCESS AND ALLOW YOU TO PLAY YOU AND YOUR FRIENDS GAMES IN A PARTY GAMES FORMAT.

WE HAVE BOTH THE GAME ITSELF WHICH WOULD BE PURCHASABLE FROM OUR COMPANIES WEBSITE AND ON THIRD PARTY PLATFORMS LIKE STEAM OR NINTENDO E-SHOP, AS WELL AS A WEBSITE USED TO JOIN YOUR FRIENDS LOBBIES. IT WOULD WORK SIMILARLY TO JACK BOX WHERE ONE PERSON HAS TO OWN THE GAME TO HOST A SERVER AND EVERYONE ELSE CAN JOIN THROUGH JACKBOX.TV. THE MAIN DIFFERENCE BETWEEN THEIR HOSTING SERVICES AND OURS IS THAT WE BUNDLE THE GAME ITSELF WITH A PROGRAM DESIGNED BY US TO MAKE GAMES THROUGH EITHER BLOCK CODING OR BASED OFF OF TEMPLATES ALLOWING YOU TO MAKE CUSTOM MINIGAMES. BUT FEAR NOT, EVEN IF YOU DON'T HAVE THE CREATIVE CHOPS TO MAKE YOUR OWN GAMES YOU CAN ALWAYS GET A MEMBERSHIP WITH OUR WEBSITE WHICH GIVES YOU ACCESS TO ALL GAMES THAT HAVE BEEN SHARED PUBLICLY BY OTHER MINIGAME DEVS. IT WOULD BE A MONTHLY SUBSCRIPTION BASED MODEL WHERE IF YOU PAY YOU GET ACCESS TO ALL GAMES PUBLISHED THAT MONTH, YOU CAN PUBLISH A GAME AFTER MAKING IT IN GAME BY SHARING IT TO THE WEBSITE.



POSSIBLE ISSUES AND COUNTERARGUMENTS



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 TO BE 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 AN 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-

WE INTEND TO MITIGATE THIS PROBLEM BY PROVIDING A STREAMLINED USER EXPERIENCE WITH JAX BLOCKS. THIS CAN BE ACHIEVED USING C++ TO CREATE AN APPLICATION THAT IS FAST AND UTILIZES MODERN USER INTERFACING MAKING IT STAND OUT FROM COMPETITORS ALREADY IN THE MARKET. IN ADDITION TO THAT, WE WILL INTRODUCE NUMEROUS POPULAR AND TRENDING GAMES TO KICKSTART THE JOURNEY OF JAX BLOCKS.

TO ATTRACT A COMMUNITY OF PLAYERS, WE WILL INTRODUCE JAX BLOCKS WITH POPULAR AND TRENDING GAMES BUILT INTO THE APPLICATION. HOWEVER, WE STILL NEED A COMMUNITY OF GAME DEVELOPERS TO CREATE MORE GAMES WITHIN THE APPLICATION. WE WILL CREATE A CLEAN AND INTUITIVE API WHICH WILL ALLOW DEVELOPERS TO USE C# TO CREATE GAMES. ADDITIONALLY, WE WILL PROVIDE AN ADDITIONAL MODDING API WHICH WILL EXTEND UPON THE BASE API ALLOWING DEVELOPERS TO CREATE VIRTUALLY ANYTHING WITHIN JAX BLOCKS IF THEY EVER INTEND TO INTRODUCE FUNCTIONALITY IN THEIR GAMES THAT THE BASE API DOES NOT SUPPORT. FINALLY, WE WILL HIRE POPULAR FREELANCE DEVELOPERS TO CREATE ONE GAME EACH SO THEY CAN REVIEW JAX BLOCKS DEVELOPMENT EXPERIENCE AND ATTRACT MORE DEVELOPERS. IN THE FUTURE, WE WILL INTRODUCE A METHOD FOR THE DEVELOPERS OF THE GAME TO EARN MONEY OFF OF JAX BLOCKS.



CONCLUSION AND RECOMMENDATIONS



JAX BLOCKS WILL FILL A UNIQUE NICHE IN THE GAMING COMMUNITY, ALLOWING PLAYERS TO EXPRESS THEIR OWN CREATIVITY AND PASSION FOR GAMES AND SHARE IT WITH LIKEMINDED PEOPLE. USING BLOCK CODING AND TEMPLATES, EVEN COMPLETE BEGINNERS TO THE WORLD OF GAME DESIGN CAN HAVE FUN DESIGNING ON THIS PLATFORM, AND MAKE A LOT OF GOOD PASTIMES ALONG THE WAY. JAX BLOCKS IS FOR THE PEOPLE WHO WANT TO BE PART OF THE GAMES, WHO WANT TO MAKE AND PLAY NEW GAMES THAT THEY HAVEN'T BEEN ABLE TO BEFORE. IN JAX BLOCKS, THE PLAYER HAS FULL REIGN TO DECIDE

WHAT AND HOW TO PLAY, ALLOWING FOR BOUNDLESS CREATIVITY AND FUN. PLEASE HELP US MAKE JAX BLOCKS A REALITY TO FULFILL THE PLAYERS' NEED FOR A CREATIVE, SOCIAL, GAME OUTLET.

APPENDIX

VARIOUS. "THE JACKBOX PARTY PACK (1-10) – STEAM STATS." GAMALYTIC, [GAMALYTIC.COM/](https://gamalytic.com/game/331670) GAME/331670. ACCESSED 9 SEPT. 2025.

MULTIPLE SOURCES FROM GAMALYTIC USED FOR EACH JACKBOX PARTY PACK. INFORMATION ON THIS SITE IS TAKEN FROM THE STEAM DATABASE.

"THE JACKBOX PARTY PACK (1-10)." OPEN CRITIC, VALNET, [OPENCRITIC.COM/](https://opencritic.com/game/15649/the-jackbox-party-pack) GAME/15649/ THE-JACKBOX-PARTY-PACK. ACCESSED 9 SEPT. 2025.

MULTIPLE SOURCES FROM OPEN CRITIC WERE USED FOR EACH OF THE 10 JACKBOX PARTY PACKS.

VARIOUS. MAGIC THE NOAH. YOUTUBE, [WWW.YOUTUBE.COM/@MAGICTHENOAH](https://www.youtube.com/@MAGICTHENOAH). ACCESSED 9 SEPT. 2025.

VARIOUS. DIRECTED BY MAGIC THE NOAH. YOUTUBE, [WWW.YOUTUBE.COM/@MAGICTHENOAH](https://www.youtube.com/@MAGICTHENOAH). ACCESSED 9 SEPT. 2025.

"DREAMS." OPEN CRITIC, VALNET, [OPENCRITIC.COM/](https://opencritic.com/game/8786/dreams) GAME/8786/DREAMS. ACCESSED 9 SEPT. 2025.