**CW1A Individual Report – Sword Master Game**

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The sword master game is a third person battle royal game with emphasis on intuitive and innovative sword play rather than traditional pre-defined attack move sets. The game will be made utilizing C# in Unity and developed for mobile; though porting to other systems is also probable.

The risks involved in the sword master game range from a number of things. I feel a major risk is the significant lack of exposure for the project, as the only exposure the project can potentially receive at the moment is from an early demonstration of the sword play on Youtube. I feel that exposure for video games in order to garner interest and feedback from potential players is a major factor to consider, as irrelevancy of components in a game project, whether it being sluggish controls, lack of synergy from various game elements and such could render the project immediate failure and a waste of the project team’s resources and time. Another thing to consider is that without exposure, it may put the project at a disadvantage if the project were to be pitched in order to get funds via investors, either angel or corporate. The project has already seen a €500 investment on behalf of the original owner for an asset, thus the risk of failing to interest people in a specific target market could be discouraging.

A potential solution to expose the project is through online distribution, whether it be from online message boards such as Reddit, where we could potentially ‘advertise’ the MVP for constant feedback from the relevant message boards, or publish through Indiegogo or Kickstarter with crowdfunding in mind. This approach solves both the lack of exposure risk as well as funding issues both stated earlier, and could give the project more freedom in developing alongside with consumers via feedback. Another method for exposure is through livestreaming the development process potentially on Twitch. This was done by the company Vlambeer on the game Nuclear Throne, and has had very good exposure through livestreaming the iteration process from beginning product to its current state via feedbacks and suggestions from the twitch viewers. If the approach via crowdfunding was to fail, due to insufficient funds for submitting on either websites, another method is to utilize corporate schemes such as Steam Greenlight. The cost of Steam Greenlight is $100, and allows developers “to post and update as many of your games as you like within Greenlight” (Steam). This allows the project to essentially garner interest and begin a fan base of customers, whilst providing some solid proof to potential investors that there is a market for this product.

One of the risks I fear for a project like this is the fact that the concept of a sword fighting game has been done previously on mobile (*Infinity Blade* by Epic Games) and currently, a Triple-A backed game (*For Honor* by Ubisoft) is being published next year for PC and consoles. Although I say that, I do feel it potentially has its advantages towards Sword Master, as this would allow the market to react on whether or not it will be a well-received product, giving sword master potential in ‘free’ advertisement. What I mean by this, is the game would then be published solely on portable platforms, so user who enjoy the games with the similar concept in mind but are unable to play either due to financial reasons (game too expensive, hardware to run said game too expensive) or lack of free time, will be able to do so on a portable device on the go.