**Business Plan**

**CW1D**

**Games and Interactive Entertainment Business Practice**

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**Introduction**

The project “Death-rone” is a mobile endless runner combat game where the player is given the freedom to attack enemies and have a final boss encounter on each level as opposed to other competitors that utilize Quick-time events for combat. The main objective is to create a game where the player is able to engage in an immersive mobile combat game on the go while preventing the customers to learn overly complicated controls. This in turn provides the impression of a simplistic game with simplistic control schemes.

**The LEAN Canvas**

The LEAN canvas below highlights the general overview of the project:

**Unfair advantage**

The unfair advantage of the product is the unique characteristic of providing a true combat experience for the player in the endless runner game genre. This in a sense turns it to an almost on-rail gameplay style, but endless runner elements will still be the main aspect of the game.

**The Customer**

The customer or target market the game aims for are for gamers on the go, or gamers that dislike long commitments to games which require significant amounts of effort to learn the gameplay controls within the respective game’s dynamics, either due to personal reasons or time commitments allocated to other tasks in their respective lives. This is also for customers that enjoy linear gameplay with simple objects rather than open world explorations which may seem repetitive in the long run or generic. Due to the simplicity of the gameplay and potential attractiveness of the game dynamics, the target would also range from players that enjoyed on rail shooters to the likes of Lylat Wars, Temple Run, and those that enjoy both.

**The MVP**

The MVP (Minimum Viable Product) of the project is to ensure basic gameplay is there, which should consist of a tutorial level, and 2 boss stages. The levels and general gameplay should be created within Unity, and allowed to be ported onto mobile devices (in this case iOS) to test on multiple iOS devices. The idea is to use as basic assets as possible for the player and enemies as well as projectiles, as the focus would be primarily on gameplay, and ensure that mechanics within the game are working as intended. The development time for the MVP should be around 1 -2 months. The game would then use the rest of the development cycle to implement the additional agreed upon levels and

**The Costs**

The cost for the game would be estimated to be around £144719.13 for the tutorial and 7 levels of the game. The game would consist of an entirety of 8 levels to play on, including final boss encounters. The number is calculated from the average game developer salary of £32500 *(C. Chapple, 2015),* Unity pro license at £1050.46 (For development purposes) and an apple developer license at £68.67. The development office rent would cost around £13600 (*I. Kitchener, A. Green, 2015*).

**The Team**

The team of developers will include 2 programmers and 2 artists.

**References**

Chapple, Craig. "Revealed: Average Game Developer Salary Falls To £32,500". *Develop-online.net*. N.p., 2015. Web. 24 Dec. 2015.

Kitchener, Ian, and Alice Green. "Office Rent London: Definitive Guide - UPDATED For 2015 Q3". *Find a London Office*. N.p., 2015. Web. 28 Dec. 2015.