1. What is your company going to make?
2. Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you’re making?
   1. Altogether, our team’s experience consists of GPU shader programming using CG and HLSL, general programming with C#, 3D modeling experience through Maya, and over 20 published Windows Store with approximately 100,000 downloads. On top of that, we’re all avid gamers and know what makes a good game.
3. What’s new about what you’re making? What substitutes do people resort to because it doesn’t exist yet (or they don’t know about it)?
   1. The Windows store is lacking in stealth games and 3D games in general. The overall video game market is also lacking in stealth games that provide a large amount of immersion and interactivity, except for a few series like the Splinter Cell and Deus Ex series, which both garner large followings because of that.
4. Who are your competitors, and who might become competitors?
   1. Given the lack of stealth games on the Windows Store, and the lack of indie stealth games in general, our game faces less competition than the typical game seen at Imagine Cup. Those competitors who do exist are mostly large game developers such as Rockstar, who recently ported San Andreas to the mobile market, but this still leaves stealth as a fresh market in the Windows store. The closest other competitor would be Eidos, which won’t be releasing its Deus Ex mobile game until late 2014.
5. How do or will you make money? (We realize that you are in a very early stage, so a basic concept is fine)
   1. DLC
   2. primary sale
   3. Letting people play the demo
6. If you’ve already started working on it, how long have you been working and how many lines of code (if applicable) have you written? Do you already have a prototype? (or a beta version of your product?)
   1. We’ve been working on our game for about 10 weeks and have already developed the core gameplay elements. Additionally, we’re taking advantage of freely available 3D models to add atmosphere to our game. We currently have a working prototype, showcasing dynamic lighting,, interactive environments, AI sight and sound mechanics, electrical circuit logic, fullscreen custom shaders that take advantage of DirectX 11. We also have a smooth camera that adds a cinematic feeling to the game.
7. If you have an online demo, what’s the url?
8. Which overall category would you say that your product/app belongs to?
   1. Games