Exec Producer PRE-PRO Scorecard

Scoring

* 50 points possible; 0-2 points per bullet
* 40+ = Fund production immediately
* 30-39 = Fund 4-6 week proto immediately (5 people team)
* 20-29 = Rethink presentation; return in 1-2 days
* 0-19 = Other

**1.       Product Vision**

         Does it suggest a key screenshot?

         Does it suggest a key game innovation?

         Does it suggest action?

         Slogan memorability

         Do customers want this?

**2.       Insight and Entertainment**

* +1-2 points per new feature or new content idea
* -1 or 2 points per lame new feature or new content idea
* +1-2 points for every strong emotional reaction or laugh
* -1 or -2 points for being boring or lacking commitment
* +1-2 “style points” for quality of slides and materials
* -1 or -2 “style points” for dull slides and materials

**3.       Internal consistency and alignment**

* +1-2 for each slide or illustration that strongly supports the X.
* +1-2 for each slide or illustration that strongly supports the game title or license.
* -1 or -2 for each slide or illustration that is “off strategy”.
* -1 or -2 for each slide or idea that is confusing.
* -1 or -2 for each slide that seems poorly prioritized.

**4.       Marketing context and understanding**

* +1 or +2 for each “magic phrase” or key soundbite.
* +1-2 for understanding competition and license history
* +1-2 for big business goals
* +1-2 for understanding key features this type of game is positioned around
* +1-2 for suggesting how sales and marketing can get fired up about this
* -1 or -2 omitting above, or getting them wrong

**5.       Organization context and understanding**

* +1-2 for using an existing engine, up to 3
* +1-2 for clearly defining new valuable engines
* +1-2 for clearly defining immediate next steps
* +1-2 for defining key contributors, based on proven track record
* +1-2 for demonstrating key contributors involvement, as with great initial art
* +1-2 for ship date confidence
* +1-2 for organization building idea