<u>Introduction</u>:

Hello, We are group 3 for Software entrepreneurship and we will be presenting our game 'A Lag in time'. In this video we will go over the investor's pitch, innovator's method, feedback integration, pivot, and conclusion.

Here's our advertisement.

Meet Tonio, a 14-year-old self-proclaimed strategy king. He's played every board game out there, and honestly? He's bored.

"They're all the same — too competitive, not enough teamwork. Where's the adventure? Where's the mixture of reality and fantasy? Where is the motivation?"

"TIME IS FALLING APART, AND ONLY YOU CAN SAVE IT!"

Introducing: A Lag in time.

A cooperative board game where you and your team travel through history, solve anomalies, take on curses, and outsmart the Rogue Leader before reality unravels!

The fate of the UNIVERSE is in your hands!

<u>Investor's Pitch:</u>

Good afternoon, and thank you for the opportunity to speak with you today! We are Chrono Inc., and we're excited to introduce our new collaborative board game, *'A Lag in Time'*.

Why did we decide to create a collaborative board game?

In today's market, many board games struggle to maintain engagement and offer fresh experiences with every playthrough.

Too often, these games fail to take full advantage of **immersive storytelling and dynamic mechanics**, instead relying on predictable systems that don't evolve over multiple sessions. Players are drawn to experiences that capture the excitement of an escape room—games that combine teamwork, high-stakes decision-making, and fascinating historical twists.

People want a game that:

- Challenges their minds.

- Introduces something new each time they play.
- Feels immersive, strategic, and replayable.

The challenge is **how to create a game that delivers all of this while staying accessible and fresh.**

At Chrono Inc., we are a team of passionate game designers, writers, and strategists with years of experience crafting immersive board games. We've successfully developed and launched several titles, including *Quantum Qrisis, Bottle Stopper,* and *Tony in Paris.*

But our journey hasn't been without its challenges.

Challenges Faced with There Games:

- With *Tony in Paris*, we found that while deep storytelling engages players, it can sometimes make games feel **too linear**, limiting replay value. We've since developed the skills to allow each session to unfold in a unique way, ensuring a fresh experience every time.
- *Quantum Qrisis* had a **steep learning curve** that made it difficult for casual players to jump in. This helped us develop the skill of keeping the game **strategic yet intuitive**, so it's both deep and accessible

These experiences have helped us refine our approach, making us confident that *A Lag in Time* is not just engaging, but also replayable, immersive, and uniquely challenging.

Solution: *A Lag in Time*:

How does '*A Lag in Time*' solve these problems?

In *A Lag in Time*, players work together to solve eight unique anomaly challenges that threaten to disrupt the flow of time.

Each anomaly is represented by a set of cards and board elements that offer a mix of puzzles, strategic decisions, and unexpected twists.

As players progress, they must combine their insights and skills to restore the timeline before the game ends—much
like the pressure and excitement found in an escape room.

The game's modular design ensures that every session offers new

challenges and outcomes, enables them with new fun facts about world history, keeping players engaged over multiple playthroughs.

Investment:

We are here today asking for a $100,000 investment. This funding will be allocated to:

- Finalizing game design and production quality.
- Enhancing our playtesting and quality assurance processes.
- Developing targeted marketing materials and launching an initial pre-order campaign.
- Establishing partnerships with key retailers and online platforms for distribution.

Success and Vision:

Our immediate goal is to build a strong community of players, with success measured by pre-order numbers, player engagement and positive feedback from our playtesting sessions.

We plan to track metrics like repeat purchase rates and community growth to ensure we meet our targets. With your investment, we aim to break even within the next 12 months and lay the groundwork for future expansions and additional titles under the Chrono Inc brand.

A Lag in Time is a collaborative, narrative-driven board game designed to meet the evolving needs of today's players. With our experienced team at Chrono Inc. and your support, we believe we can bring a fresh, engaging gaming experience to market. Your support will not only help us bring *A Lag in Time* to life but will also enable us to build a lasting community of players who share our vision for collaborative, narrative-driven gaming.

The Innovator's Method:

Hi everybody! This is Bahar from Chrono Inc.'s innovation department and I am here to tell you the steps we followed in the *Innovator's Method,* starting with our exploration.

During the search phase, we searched broadly, trying to understand what games people enjoyed the most, what they loved about board games, what they loved about card games, what made each experience special, and what were the pain points for each of these formats.

We also conducted ethnographic research by visiting board game cafés, watching how people played, and noting what engaged them the most about each game, whether it was a board game or a card game.

That's when we received our first surprise. We found that most people in our age group preferred a mix of both a hybrid game that blends board and card mechanics, and so with that insight, we brainstormed possible game ideas, and ran a 'vote test' to narrow down our options, we ended up with two strong contenders, and after careful consideration, we picked the one we felt had the most potential: our time traveling game.

We decided to validate our theme by running targeted ads on Instagram, stories and posts, to see if people would be interested, and thankfully they were. To refine our concept we held another session this time focused on potential paint points, and we decided to 'paintstorm'. We explored how different mechanics or themes might make the game more complex, less engaging, or even frustrating for certain players. We started developing our theoretical prototype, using it to conduct interviews and gather feedback from our peers.

We then conducted 'the wow test' before making our virtual prototype. Thankfully people showed enthusiasm, some people rated it eight or even higher on 'the wow test', and with that positive feedback, we moved to make our virtual prototype, sketching the board layout, designing the cards and testing different problem solving mechanics and challenges on Google docs.

We then invited some of our peers and conducted 'the wow test' again, and asked them how likely they are to recommend this game to their peers, and also asked them if they would be willing to actually purchase this game some day, so basically the 'NPS and the payment tests'. We also conducted some 'advice interviews' to make sure we are capturing people's ideas and insights.

We then made our minimum viable paper prototype and invited people to do play tests and after some initial play tests, we kept refining, playing the game ourselves, gathering feedback from different people and making continuous adjustments until we perfected our minimum viable product.

Due to the fact that we were not planning on entering the board game market, we only focused on specific aspects of the consumption chain, mainly the customer evaluation and use, but not really the customer awareness, purchase or connection part, because again, as of now we are not planning to enter the board game market, but who knows what the future will hold?

When we had perfected our MVP, we invited players back for a final round of testing. This was our reality check. Did people actually enjoy the game? And that is where I will be handing it to my dear coworkers, Olisha and Mariyam!

Feedback Integration:

Our final feedback process at this stage was to ensure that the game we built met the target users' expectations and was enjoyable to play. Through playtesting, we gathered valuable insights on what worked well and what needed improvement. Players appreciated that the game was relatively easy to learn and had a flow similar to other board games, making it intuitive and approachable to new players. They also found the game fun and engaging, with replayability and randomness that added excitement.

However, we realized that what we thought was perfect had flaws. Although the game didn't have a steep learning curve, it required close attention to instructions. This highlighted room for improvements in game manual details. Since understanding the game mechanics is the first step to an enjoyable experience, improving this aspect would provide a smoother learning curve for players.

We initially introduced difficulty levels to balance the game, but we hadn't considered them from the player's perspective. Through our research on different historical time periods, we had built a strong knowledge base to design anomalies, challenges, and personas. However, this was knowledge that our players typically wouldn't have. As a result, it created an unintended gap in accessibility. Additionally, the time-seer manual lacked structure, was too open-ended, and didn't focus on solutions. This made it harder for players to successfully clear anomalies and curses.

We took the feedback and went straight into making our game better. We refined the game manual to include a step-by-step setup, different gameplay examples for different numbers of players, and a demo on how to play the game.

We also adjusted the difficulty level of the cards and clarified anomaly descriptions. To improve usability, we ensured the time-seer manual had hints and solutions.

These changes made it easier to solve anomalies, reduced frustration, and still maintained the urgency factor.

Pivot:

A significant pivot point in our development process came when we realized that the difficulty level and accessibility of the game needed a major change. We assumed that our players would naturally understand the logic, but playtesting revealed that it wasn't as intuitive.

This led us to simplify certain mechanics, introduce clearer instructions, and make gameplay more approachable.By incorporating the feedback, we saw a positive improvement in player satisfaction and engagement. User enjoyment and replayability gave us the confidence that we had built a cooperative board game for the customer.

Conclusion:

Through our design process, we refined *A Lag in Time* to be fun, accessible, and engaging by actively incorporating player feedback. Using the Innovator's Method, we took a structured, data-driven approach to ensure the game met both player and investor expectations. We improved instructions, balanced difficulty, enhanced communication mechanics, and ensured replayability. Playtesting confirmed these changes made the game more intuitive while keeping it exciting and challenging.

To keep improving, we will continue gathering player feedback through surveys and discussions, track gameplay patterns to identify necessary adjustments, and refine mechanics where needed. We also plan to explore expansions to keep the game fresh while maintaining its core experience.

A Lag in Time is more than just a game—it's an evolving, collaborative experience, and we are committed to making it even better over time.