# 4.1 Starting position

The market for video games is currently in a continuous state of growth with an estimated increase of almost eight percent in 2017 [1]. While many start-ups and small businesses are entering the business to find success, the demand for original and entertaining games is still growing.

# 4.2 Idea

The plan is to develop a strategy game for desktop PCs. The primary objective will be to defend a central structure over multiple landscapes against waves of enemy units. This is accomplished by building offensive and defensive structures to hinder and destroy the incoming foes. Each enemy that is stopped will provide the player with a set amount of currency that allows him to further improve his defences. The Player must manage three different maps at once, all of which have enemies that move towards the central structure.

The player will be able to create his own maps and then play on them.

# 4.3 Customer Value

The customer will be provided with an entertaining tower defence game with multiple original twists such as the increased challenge by having to manage multiple maps at once or the improved replayability due to the custom maps.

[1] NEWZOO. (2017). *The Global Games Market Will Reach $108.9 Billion in 2017* [Online]. URL: <https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/> [As at: 28.9.2017]