Deployment Plan for  
Flappy Jayhawks

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**Table of Contents**

1. Overview
2. Console  
   1. Playstation Network
   2. Xbox Live
3. PC/Steam
4. Mobile (Android/IOS)  
   1. Android Dev Kit
   2. Apple Dev Kit
5. Web-Based
6. Attending Conventions/Setting up booths
   1. E3
   2. PAX Prime

7. Conclusion

**1. Overview**

The deployment plan is for the game of Flappy Jayhawks and provides information of related costs to getting the product up and running in the market. This deployment plan will include the costs that would be encountered should one choose to push their product onto the console, steam, mobile or web-based markets.

**2. Console**

Generally there is no fee to release a game for a console, however Sony and Microsoft do charge for their dev kits. Sony and Microsoft usually get a split of your sales as well. There are a few things that individual developers have to do before their game can be released on the market:

* You need approval from a Sony or MS content acquisition person saying your proposed game is something they want.
* You need special development hardware with the console chipset inside, but other ports and connections, extended operating system and software tools for developers, to make the game. You get these from the console makers.
* You need the manuals that describe all the platform specific technical requirements (TRC's). Once your game is finished and tested, you send it to them for TRC testing / first party testing and you need to pass first try.
* You need to define how your game will be distributed and sold - digital only, boxed retail version, supporting which languages, pricing in various currencies, ratings in multiple countries, demos, upgrades, DLC, promotions and so on

**2.1 Playstation Network**

<https://www.playstation.com/en-us/develop/>

The dev kits for the PS4 cost a range of $1,000-$10,000 depending on the needs of the developers.  
 Usually indie game developers purchase the $2,500 price range dev kit for their games. Games that seem promising are sometimes given the dev kit to use for free for varying time frames (usualy a year).

**2.2 Xbox Live**

<http://www.xbox.com/en-us/developers/id>  
 Developers can sign up for [ID@Box](mailto:ID@Box) for a chance to get approved to become a qualified game developers. When approved individuals will be provided with two Xbox One dev kits for free.

**3. PC/Steam**

<http://steamcommunity.com/workshop/about/?appid=765&section=faq>

In order to get your game to be considered for release, it must be Steam Greenlight first. Then Steam would contact the developer to help them set up their game and let developers know what is generally the best price range for this kind of game.

What is Steam Greenlight?

Steam Greenlight is a system that enlists the community's help in picking some of the new games to be released on Steam. Developers post information, screenshots, and video for their game and seek a critical mass of community support in order to get selected for distribution. Steam Greenlight also helps developers get feedback from potential customers and start creating an active community around their game during the development process.

What do I need in order to submit my game?

You'll need a valid and non-limited Steam account (yes, that means you'll need to own a game on Steam). Then you'll need to fill out the submission form, including some information about you and your game. There's also a one-time $100 submission fee per Steam account. The submission will require:

* A square branding image (similar to a box cover) to represent your game in lists and search
* At least 1 video showing gameplay of your game
* At least 4 screenshots or images
* A written description of the game along with the tentative system requirements.

Once the $100 submission fee is paid for the Steam account, the owner of the account can upload as many games as they wish onto Steam. However, only Steam Greenlight games will be considered for release.

**4. Mobile (Android/IOS)**

For both Android and IOS, if a developer wishes to upload any app/game onto the store they must purchase a developer account from the respective companies. These developer accounts can be purchased by almost anyone on the websites, and there are strict rules that developers must follow as to prevent developers from corrupting/installing malware onto users phones.

**4.1 Android (Google Play Store)**

<https://play.google.com/apps/publish/signup/>

It costs $25 to buy the developers account for Google Play Store.

**4.2 IOS**

<https://developer.apple.com/programs/how-it-works/>

It costs $99 to buy the developers account from Apple.

**5. Web-Based Game**

There are a lot of websites out there where individuals can upload their creations to for others to play with. One example is Kongregate which hosts lots of mini-games created/developed by individuals.

**Kongregate**

<http://www.kongregate.com/>

Who can submit a game?

Games can only be uploaded by their legal owner and all uploaders must agree to our Game License Uploading terms. Earn money without giving up the farm. Kongregate shares up to 50% of advertising revenue with developers and sponsors weekly and monthly contests where you can earn thousands more. You retain the full rights to your game by uploading it onto Kongregate and you may request that it be removed at any time.

Games should not include copyrighted material, including characters like Nintendo's Mario, unless you are the owner or have permission from the owner. Pornographic, hateful, or obscene games will not be accepted.

What can I submit?

Kongregate only accepts real games, and flash demos and movies will not be accepted. Games should not include copyrighted material unless you are the owner or have permission from the owner. Pornographic, hateful, or obscene games will not be accepted. Game files cannot exceed 50MB.

**6. Attending Conventions/Setting up booths**

There are a lot of conventions that gamers can attend, therefore we just chose two to get an estimate of the price it costs to showcase our games at these conventions.

**6.1 E3 (Electronic Entertainment Expo)**

600 square-feet is the smallest spot available at E3 and it costs $30,000 just for the booth space. In order to make the booth presentable and hire staff for the booth, $100,000 for everything would be an optimistic estimate for the E3 experience.

**6.2 PAX Prime (Penny Arcade Expo)**

PAX Prime is a much more affordable option for individuals to try to get some attention for their indie game. It costs $40/game submission cost and another $5,000 for a 10ft\*10ft Megabooth,   
 or $1,500 for a Minibooth.

**7. Conclusion**

In conclusion, releasing FlappyJayhawks on the Xbox One, Steam, Android, IOS, and the web are all realistic goals that could be achieved. The Playstation may be an option worth looking into aftere the game shows promising others on the other platforms. Attending big conventions like E3 to set up a booth is not a realistic plan for an indie game such as FlappyJayhawk, however getting a Minibooth at PAX Prime is a great alternative to get some publicity for our game.