Business Model Report

By

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DGH1

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Brainstorming

Idea 1: "The Driven Dead"

You are a soldier called Graham "Gixer" Mcstay assigned to a biochemical lab, midst the Zombie apocalypse. You are given a vile containing the cure and your mission is to traverse 6 zones in a busted old hummer and deliver the cure to the World Health Organisation's HQ. The game would predominantly be a driving game. There would be 6 practice levels and a campaign where each zone is fixed in time attack mode. Meaning once entered the player has a set amount of time before the zone is locked down for good. This system is in place to prevent the further spread of the zombie plague. So the player must be well versed on the routes of each zone if he/she wants to complete the campaign. All of the practice level's best times are stored beside them and the same for the campaign.

Idea 2: "Volcano Village"

You are an explorer called Graham "Gixer" Mcstay. You stumble upon a hidden Village atop an ancient Volcano; you'd been studying in the Himalayas. The game would predominantly be an RPG. Meaning you interact with the locals and go missions they assign you. Eventually you get to know everybody and even make a few enemies along the way. You learn new skills like hunting and cabin building and any other such activities that isolated folk engage in. In the end Graham is faced with a decision. Stay or leave? The entire game would be decision based and all events that occur are based on the player's choices.

Idea 3: "Mysterious Ways"

You are a private investigator man named Graham "Gixer" Mcstay. You operate from an office in downtown Dublin. Patrons show up and ask for your help with problems they need fixed or explained, general private investigator type stuff. This would be a decision based role playing game, where the player can decide which case to take, when to take it and so forth. It would also be a sand box game i.e. free roaming in the style of Grand theft auto without the criminal endeavours. Eventually a personal case crops up that consumes Graham and his business. Will he solve the mystery or will he die trying?

Idea 4: "Lab Rat"

You are a lab rat called "Gixer". Every day "Gixer" gets tested on his speed, agility and puzzle solving abilities. Lab Technicians test Gixer Everyday on special tracks. A scientist named Calvin Klein has created various experimental cheeses that enhance Gixer's abilities. Calvin Klein has been secretly doing these experiments without the board of scientists that he is a part of knowing. He designs test courses around these experimental cheeses for Gixer to navigate and as an extra bonus for Gixer he places his favourite Edam cheese at various

spots for him to enjoy. The courses consist of tunnels and multiple routes with lethal obstacles on the routes. There will be a clue as to where the exit is at the beginning of each test. It will disappear after a few seconds. It will be up to the player to memorise where the hidden booby traps are at the exits and or avoid the ones in the open. The goal is to collect all of the pieces of cheese and make it to the correct exit, in the fastest time possible. The exits do not open until all of the cheeses have been collected. As the player progresses he/she obtains new abilities and eventually these abilities allow Gixer to escape the lab.

Idea 5: "Zombie Racers"

The zombie apocalypse has occurred but the zombies didn't win. The Japanese government designed a piece of technology that once plunged into the neck of a zombie allows complete control over their motor functions, thus rendering them completely docile. After all of the zombies had been rounded up there was a problem. How to get rid of them? A group of TV entrepreneurs invented "Zombie Racers". A show in which contestants race zombies around courses designed to destroy the zombies. You are a zombie racer named Graham "Gixer" Mcstay. You enter competitions all over the world and try to earn as much money as possible. The game is racing game but instead of driving you are controlling a zombie and guiding them into death traps for extra points. Each map and location is unlocked as the player earns more and more prize money.

Chosen Idea

Idea 4: "Lab Rat"

You are a lab rat called "Gixer". Every day "Gixer" gets tested on his speed, agility and puzzle solving abilities. Lab Technicians test Gixer Everyday on special tracks. A scientist named Calvin Klein has created various experimental cheeses that enhance Gixer's abilities. Calvin Klein has been secretly doing these experiments without the board of scientists that he is a part of knowing. He designs test courses around these experimental cheeses for Gixer to navigate and as an extra bonus for Gixer he places his favourite Edam cheese at various spots for him to enjoy. The courses consist of tunnels and multiple routes with lethal obstacles on the routes. There will be a clue as to where the exit is at the beginning of each test. It will disappear after a few seconds. It will be up to the player to memorise where the hidden booby traps are at the exits and or avoid the ones in the open. The goal is to collect all of the pieces of cheese and make it to the correct exit, in the fastest time possible. The exits do not open until all of the cheeses have been collected. As the player progresses he/she obtains new abilities and eventually these abilities allow Gixer to escape the lab.

Defined Idea

"Lab Rat"

You are a lab rat called "Gixer". Every day "Gixer" gets tested on his speed, agility and puzzle solving abilities. A scientist named "Calvin Klein" has created various experimental super cheeses that enhance Gixer's abilities. Calvin Klein has been secretly doing these experiments without the board of scientists that he is a part of knowing. He designs test courses around these experimental cheeses for "Gixer" to navigate and as an extra bonus for "Gixer" he places his favourite Edam cheese at various spots for him to enjoy. The courses consist of tunnels and multiple routes with lethal obstacles on the routes. The lethal obstacles trigger death scenes in which, "Gixer" is squashed by a random object. These are meant for comedic relief in the game. There will be a clue as to where the exit is at the beginning of each test. It will disappear after a few seconds. It will be up to the player to memorise where the hidden booby traps are at the exits and or avoid the ones in the open. The goal is to collect all of the pieces of cheese and make it to the correct exit, in the fastest time possible. The exits do not open until all of the cheeses have been collected. As the player progresses he/she obtains new abilities and eventually these abilities allow Gixer to escape the lab.

Genre: The game is a "puzzle platformer" with elements of racing, in such that the player is rewarded for completing tasks in the fastest time possible.

Platforms: The game would be built with Unity, thus offering the option to build and release for multiple platforms. Windows P.C., Windows App Store, Windows Phone, Android, iOS and OUYA.

The Audience: This game would be aimed at the younger generation. So I guess the game is geared towards everyone but with the focus on the younger kids. The humour and light-hearted atmosphere would be more favourable to that age group. Since Unity offers such a

wide range of platforms to build for the audience is vast and the target may be blurred when it comes to the mobile gaming market.

Market Research

I created a simple questionnaire that consisted of five questions regarding the game and asked 10 random people to read the concept and then to answer the questionnaire:

1. Do you like Puzzle Platform games? **7 answered, Yes**.
2. Is the storyline for "Lab Rat" interesting? **8 answered, Yes**
3. Is the "Super Cheese" mechanic a good idea? **9 Answered, Yes**
4. Are the death scenes cruel or a funny idea? **6 chose, Funny idea**
5. Would you buy a game like this? **8 answered, Yes**

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26/11/13 NO. 1

"Lab Rat"

The game concept is basically a 3D Puzzle-Platformer. One plays as a Lab Rat called "Gixer" that is being experimented on by an evil scientist, who's created "super cheeses" that enhance "Gixer's" intelligence, speed and strength amongst other things. These abilities are then put to the test on obstacle courses designed with a specific ability in mind. The evil doctor has placed many lethal obstacles on the courses also that "Gixer" must overcome, which in turn leads to the game's extra features. In these hilarious death scenes, "Gixer" is killed in a multiple of odd and random ways that add an air of comedic and fun factor value. Eventually "Gixer" uses his new abilities to escape the clutches of the scientist.

Market Research

1. Do you like Puzzle Platform games?

    Yes   NO

2. Is the storyline for "Lab Rat" interesting?

    Yes   NO

3. Is the "Super Cheese" mechanic a good idea?

    Yes   No

4. Are the death scenes cruel or a funny idea?

    Cruel   Funny

5. Would you buy a game like this?

    Yes   No

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Above is the first questionnaire and in the interests of space I won't add the other nine. They can be found in the folder along with the original hard copies. From the research I gather the feedback was very positive and encouraging. The only slightly low outcome that may be cause for discernment is the death scenes. However, I am confident and happy enough with the information garnished to move forward without alterations to the direction of the game, at this point.

Here is a pie chart of the results, which display the overwhelming positive feedback:
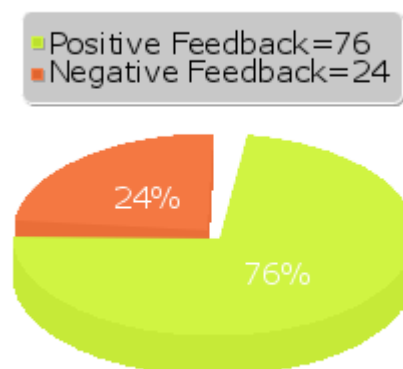
Team Required

Game & Level Designer:

A video game designer will come up with a concept that will eventually become a video game and see that idea through to fruition. He or she will work with other members of the development team, including artists, programmers and audio engineers. Video game design jobs are not entry-level positions — one will have to work him or herself up to this position by working in other jobs in the field. Video game design jobs include game designer, lead designer and level designer.

Programmer:

Video game programmers design and develop the code that make the video games work. They work with the design team to implement its vision for the final product. Video game programmers specialize in one area of programming and are usually computer software engineers and computer programmers.

3D Animator: Animators make video games come to life visually and are an integral part of the video game development team. They create the series of pictures that form the images in a video game.

Audio Engineer: Audio engineers are responsible for anything you hear during a video game. They give voice to characters and create a game's sound effects.

Video Game Tester: A game tester provides quality assurance for a video game company. He or she makes sure a game functions as it is supposed to, identifies problems and bugs, and reports findings.
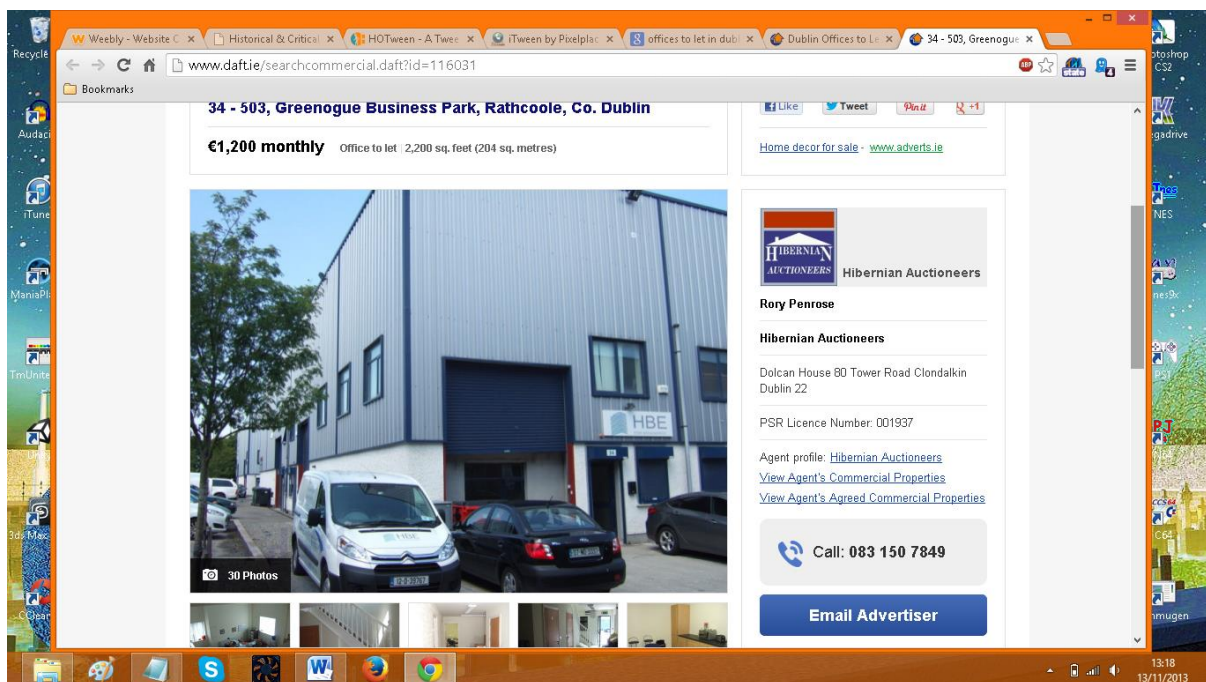
Producer: Video game producers, like producers that work in the entertainment industry, tend to the business and financial details involved in making a video game. He or she coordinates the activities of all personnel who work on a video game and keeps production within time and budget constraints.

Marketing Manager & Sales Rep: Marketing managers oversee the activities of the marketing team. He or she formulates the way a video game will be marketed to the public. Sales representatives sell video games to wholesalers or retailers on behalf of the manufacturer. He or she must be knowledgeable about the product, potential customers and the industry.

Running Costs

Office Space: The average Office Space in Dublin is between €1,000 and €1,500.

http://www.daft.ie/searchcommercial.daft?id=116031

Computer Hardware: The average price for a gaming PC rig in Dublin is between €1,000 and €1,300

http://www.custompc.ie/intel-i7-3770-desktop-for-home--office-119963-p.asp

Software:

Unity: https://store.unity3d.com/
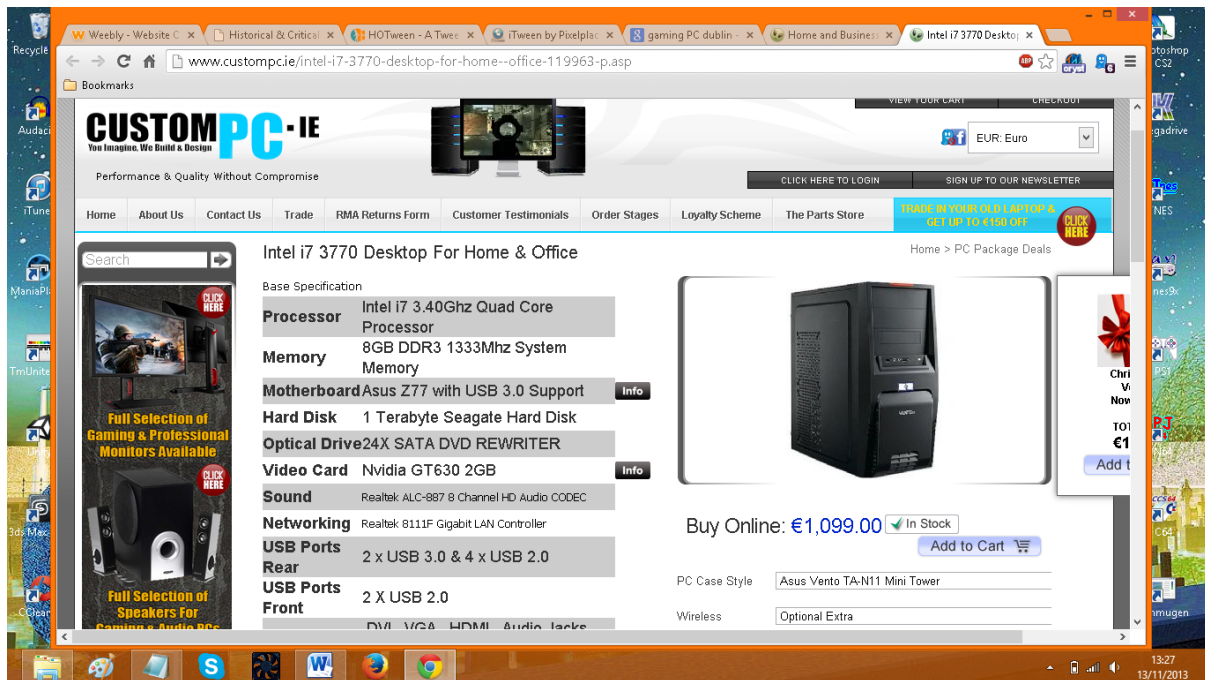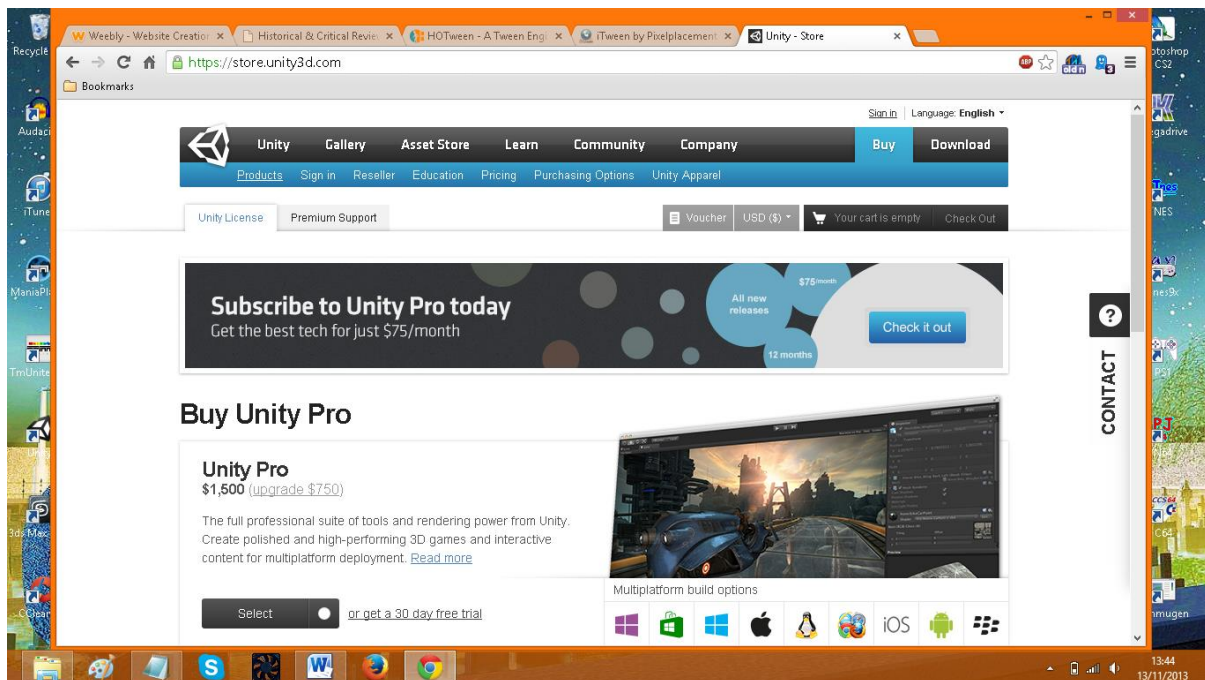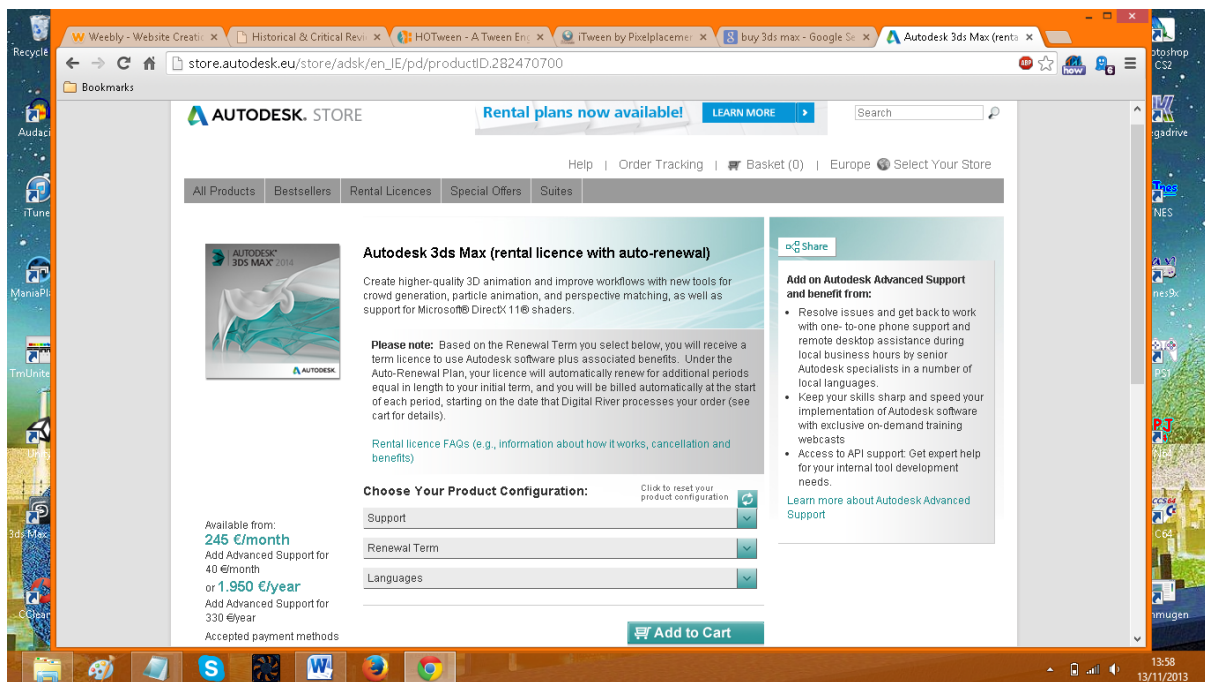
There is a free version of unity available but it is pretty limited so one would definitely need to purchase the pro version. $1,500 = €1,100.


3DS Max: http://store.autodesk.eu/store/adsk/en_IE/pd/productID.282470700

For a year license of 3DS Max it is €1,100 and it is essential to the game's production.

Adobe Master Collection: http://www.adobe.com/ie/products/creativecloud/teams.html

The Adobe Master is also essential to the game's production and they offer a monthly payment scheme that comes in at €70 per month. So for 3 months the total is €210.
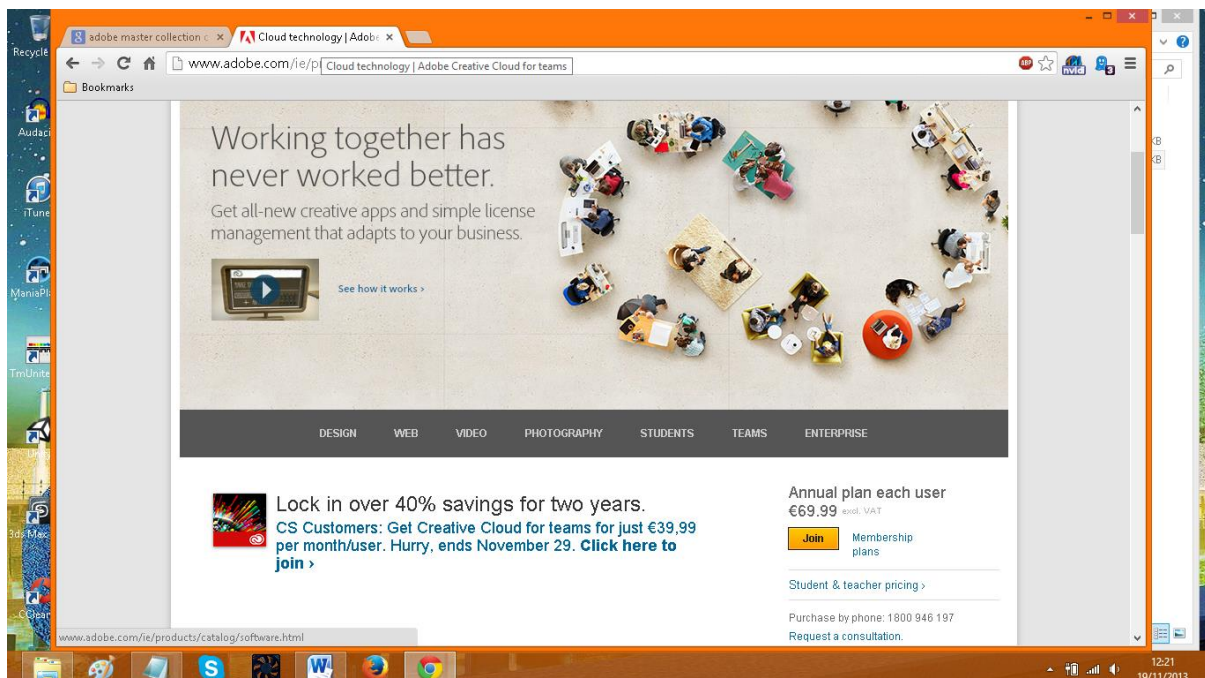
Microsoft Office: http://www.microsoftstore.com/store/mseea/en_IE/pdp/Office-Professional-2013/productID.263157300

Microsoft Office would also be an essential tool for many aspects of the game's production and is a once off payment of €540.

Salaries: http://www.bigfishgames.com/blog/video-gaming-industry-numbers-by-region/
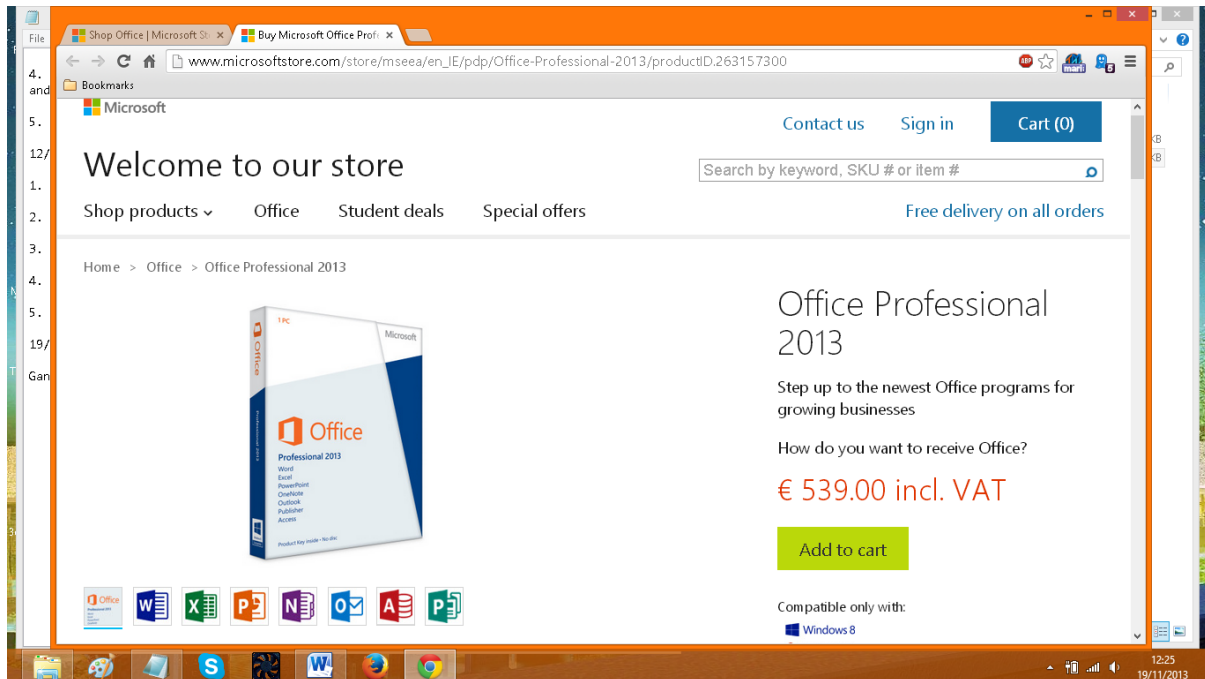
The average salary in the games industry right now is coming in at around $75,000 which is €55,000.This works out at around €1000 per week. The project would employ a team with first year experience and going by this salary information it would be feasible to offer €400 per week to each team member. 7 x €400 = €2,800 per week. €2,800 x 12 weeks = €33,600.

Expenses:

Energy: http://www.bordgaisenergy.ie/business/low-volume/
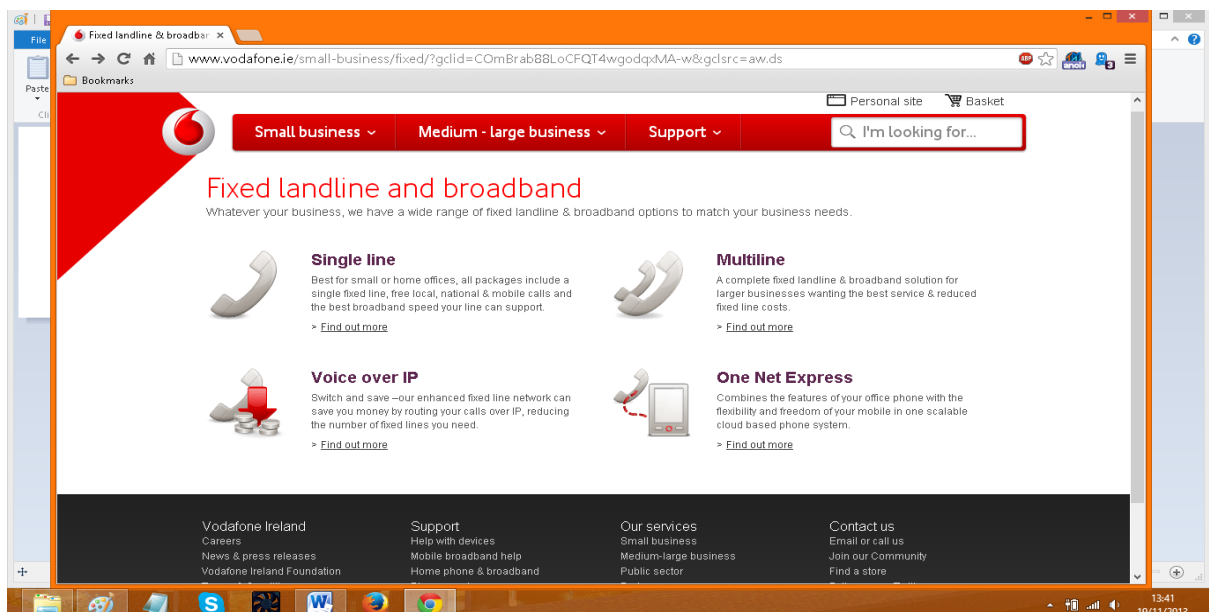
The energy for a small business in Dublin is €425 per month so multiplying that by 3 gives €1275.

Internet: http://www.vodafone.ie/small-business/fixed/?gclid=COmBrab88LoCFQT4wgodqxMA-w&gclsrc=aw.ds
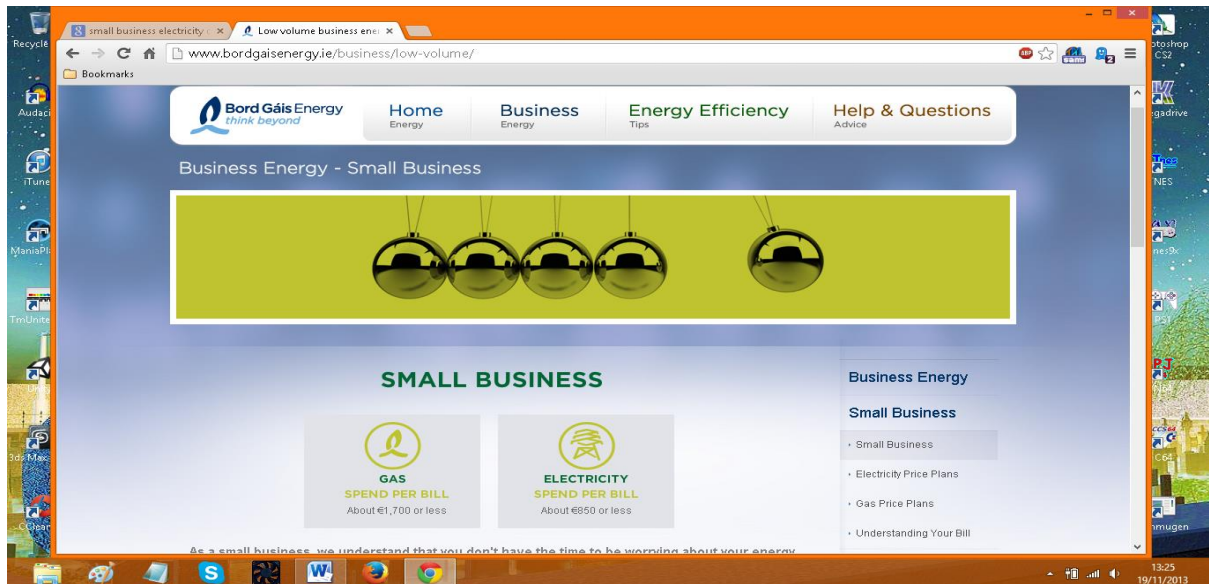
The internet bill for a small business is around €40 per month, multiplied by 3 making the final bill €120.

Office Supplies: http://www.officevalue.ie/office-supplies.html

Office supplies are relatively cheap so a rough budget of €300 should cover the project.
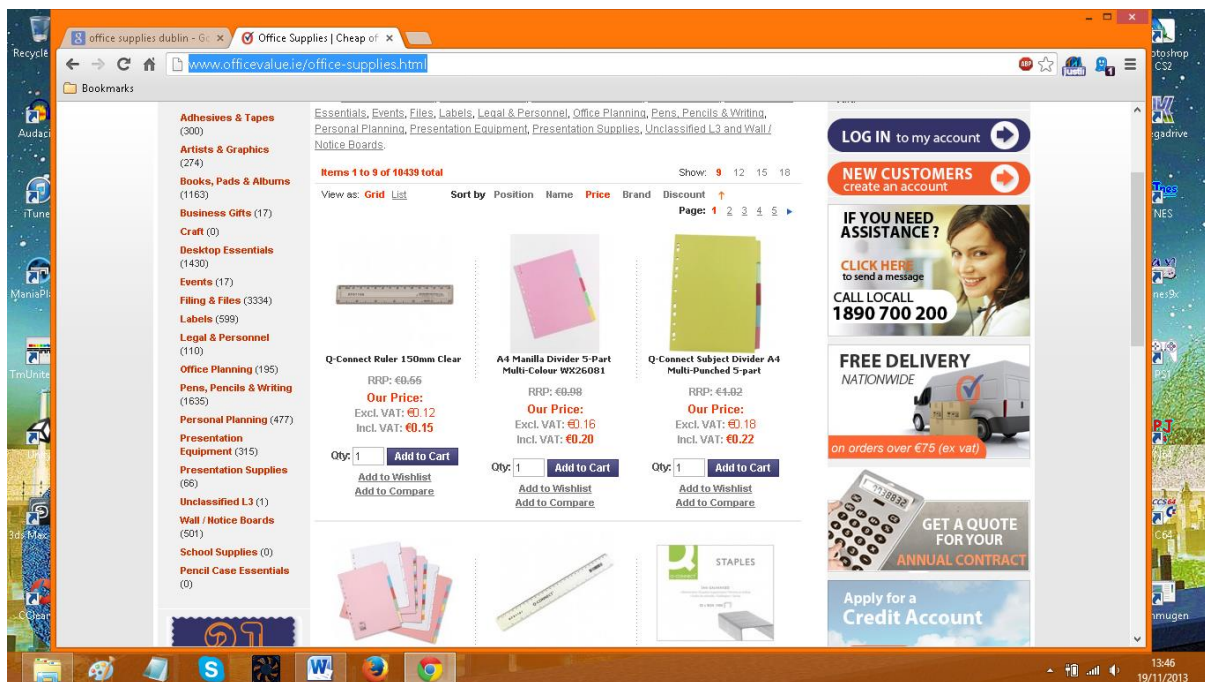
Petty Cash: €500 - For emergency situations and or everyday expenditure on water, tea and coffee etc.

Running Costs Calculation:

Office space: €1,200 per month

Hardware: €7,700

Software Licenses: €3,000
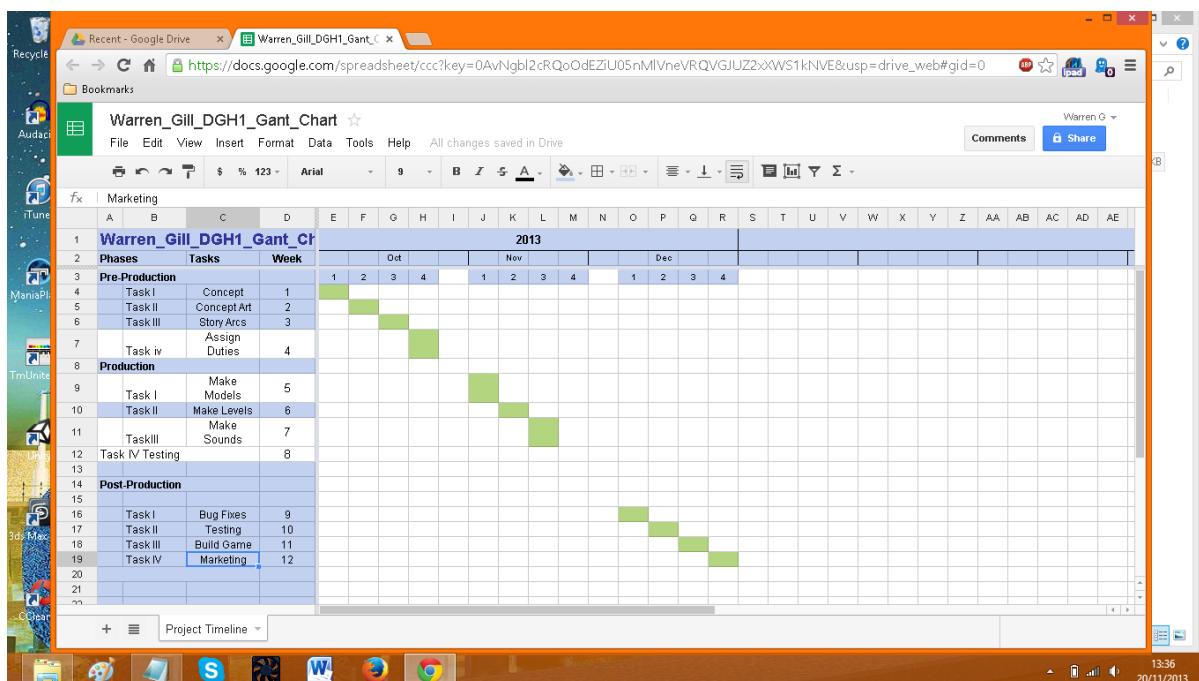
Salaries: €33,600

Expenses: €2,200

Total: €48,000

Management Plan

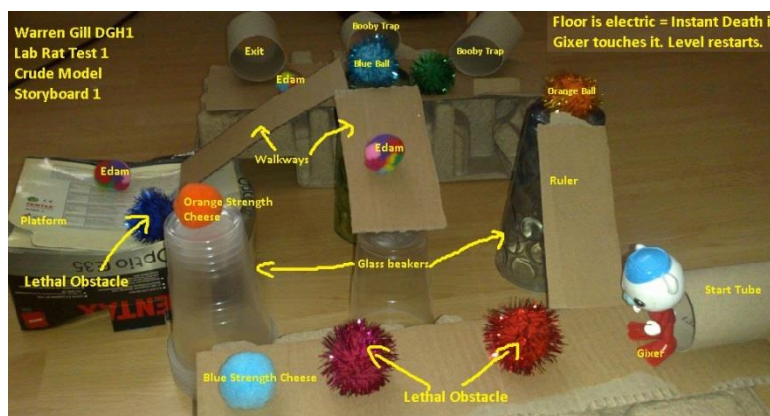**Gant Chart:** There is an excel version in the folder also.

Pre-Production

Week 1: Flesh out Concept, story style, setting, goals of the game

Week 2: Concept art, colour scheme, atmosphere

Week: 3: Story boards, Story Arcs, Game idea

Week 4: Assign Roles, set goals and deadlines
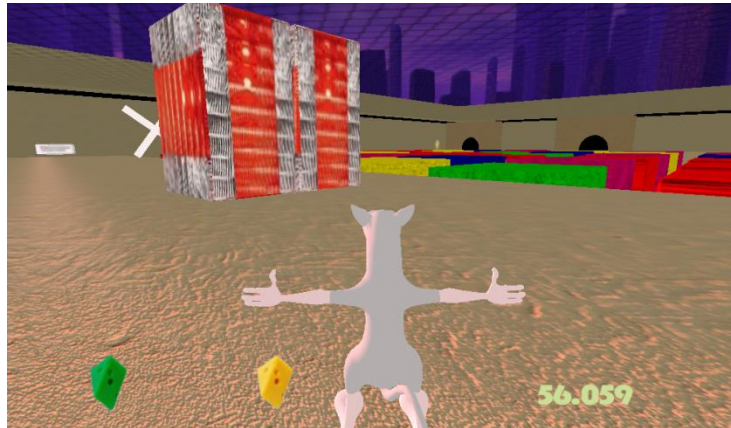

Screen grab of the 1st storyboard scene

Production

Week 1: Create Levels, Create Assets, Begin Functionality, Testing

Week 2: Polish Assets and Functionality, Testing

Week 3: Create sounds, Add Extra Polish, Testing

Week 4: Testing, Testing, Testing

Screen grab of the first test

Post-Production

Week 1: Bug Fixing and More Testing

Week 2: Finalise Polish, Testing, Testing, Testing

Week: 3: Build Game

Week 4: Deliver Pitches, Marketing

Screen grab of the opening scene of Lab Rat, just before Gixer gets squashed

Synopsis

The game concept is basically a 3D Puzzle-Platformer. One plays as a Lab Rat called "Gixer" that is being experimented on by an evil scientist, who's created "super cheeses" that enhance "Gixer's" intelligence, speed and strength amongst other things. These abilities are then put to the test on obstacle courses designed with a specific ability in mind. The evil doctor has placed many lethal obstacles on the courses also that "Gixer" must overcome, which in turn leads to the game's extra features. In these hilarious death scenes, "Gixer" is killed in a multiple of odd and random ways that add an air of comedic and fun factor value. Eventually "Gixer" uses his new abilities to escape the clutches of the scientist. One of the game's weaknesses may be in relation to the death scenes and how players perceive them but this is far outweighed by its comedic value, which is the game's best strength. Other strengths include the original story, the puzzles and colourful and upbeat atmosphere.

In order to complete the project in a three month time frame the team required would consist of a Producer, which is myself, a Game & Level Designer, a Programmer, a 3D Artist, an Audio Engineer, a Game Tester, Marketing Manager & Sales Rep.

Running Costs over a three month period will €48,000. The management plan was laid out in a gant chart. Pre-Production will take one week and consist of refining the concept, the concept art and the direction of the game and assignment of goals, roles and deadlines.

Production will take place in month two and will consist of the creation of the levels, the assets, functionality models and sounds. The testing phase will begin also and from then on continue for the duration of the project.

Post-Production is basically finalising the finished product, polishing graphics, models, extensive testing and bug fixing. In the final phase after the game has been built there will be a few pitches and then a simple launch event. Possible threats to the success of the game are that none of the investors the idea is pitched to are interested and back out. Once the game goes into production it is not well received by the public and or another game becomes more popular and the game fades into obscurity.

However, if the game is successful the opportunity exists to make a sequel or perhaps other studios will take not and offer jobs to members of the team.