

REQUEST FOR PITCH

“MOBILE PHONE PUZZLER”

Dear Team,

Supermassive Games would like to invite you to submit a proposal for the design and development of an original video game:

Genre: Puzzle*

Theme: Sounds, Shapes Colours

Number of Players: 1 player, plus support for leaderboards & challenges

Audience: Casual Gamers**

*Note 1 – examples; Bejeweled, Pudding Monsters, Cut the Rope, Where's My Water, Puzzle Quest, Triple Town, Candy Crush

**Note 2 – a video game player whose time or interest in playing games is limited compared with a hardcore gamer. Casual gamers can conceivably consist of any people who show more than a passing interest in video games; therefore, it is difficult to categorize them as a group. For this reason, games which attempt to appeal to the casual player tend to strive for simple rules and ease of game play, the goal being to present a pick-up-and-play experience that people from almost any age group or skill level could enjoy. Casual gaming demographics also vary greatly from those of traditional computer games, as the typical casual gamer is older and more predominantly female, with over 74% of those purchasing casual games being women.

Target platforms are:

- **Mobile Phone - iPhone/Android**
- **Tablet – iPad/Android**

***Note 3 – a solid business or creative case MUST be made for support or exclusivity of less popular (smaller installed base) or less profitable platforms.

The platform must be integral to your proposal; therefore controls, screen space usage and game play must suit the target platform's abilities and input methods – bear in mind there are two different device sizes, how will you take advantage of this?

The distribution of the final game will be through the app store or digital marketplace. Therefore the product needs to be of a **downloadable size** – you will require to do some research into games that fit this requirement, clearly demonstrate that understanding in the pitch and presentation, focus on this value in the descriptions of game complexity and proposed visual fidelity.

- **Executive Summary (Task E) delivery deadline is the 14th June 2019**
- **Presentation (Task F) deadline is the 17th June**

DELIVERABLES

- A **4 page** “Executive Summary” (Task E) that includes:
 - A 2-3 sentence, high level summary of the proposed game (the “Elevator Pitch”)
 - Target devices/platform(s).
 - Description of the target audience and supporting research into how your game meets the needs of this audience.
 - A walkthrough of the proposed gameplay (including elements of game narrative, game mechanics etc) – this should include clear moment-to-moment gameplay examples.
 - List and Description of key game features including, but not limited to; game mechanics, controls, characters, story, goals, rewards, user interface/GUI.
 - USP's – unique selling points, what makes your game stand out from the crowd!

- A presentation to be shown on a projector to the client whilst you verbally present the idea (Task F). Your presentation should include the elements from your pitch document précised for visual presentation, and supporting materials and information such as:
 - Gameplay images.
 - Videos.
 - Play Pieces (objects, characters, items).
 - Storyboards.
 - Competitive products.
 - And other reference material you think help convey the proposed game idea.
 - You will have **10 minutes** to present the pitch and we welcome any supporting materials that are not presented but intended to accompany the pitch.

Constraints and Considerations

We would like to see proposals that include information about:

- The differences in user experience with online modes
- The way the game approaches the new business models (free to play and alternative monetization ideas)
- Budget (time or proposed cost)
- Team make up – what types of skills are needed to deliver the game.
- Given the anticipated price point or in app purchase prices, you should show sufficient appreciation of the likely development budget to ensure your game is commercially viable (i.e. will make a profit)

If you have any questions, please contact me via email at s.goss@supermassivegames.com

Sincerely,

Steve Goss

Supermassive Games Director of Design