

# Name

# Company

# Game Title

- Concept: Factual 1 line description.
- Genre: Clarification of market area and game genre.
- X statement: Emotive description of the concept.
- Description: Practical user story of product.
- Key Features:
  - 3 Unique elements that make your product stand out from the competition.
  - Also known as USP's. Can go on to be the pillars of your product.
  - It's good to make all three very different. (Graphics, Gameplay and Brad Pitt stars in it for example. 😊)
- Audience: Who is it aimed at and how many of them are there?
- Competitive analysis: Is there anything else like this on the market?
- The Ask: What are you looking for?
- The Return: What % of the total market = the money the game can make.

Insert picture

NB: Use the background of the slide. Have a subtle image that says something about the concept.