GAME PITCH

PITCHING A GAME

- In this course, you’ll be practicing the elevator pitch for your game.
- Need to win the audience in the 30 seconds it takes to ride the elevator with the CTO or Lead Game Designer.
- There are no absolute rules that need to be followed, but there are things that will help you succeed.

MILESTONE #1 PRESENTATION

- 5 minute presentation that describes your game to our industry panel, such that they understand
  - what your game is about
  - what makes it interesting/unique
  - what your theme and audience are
- Include elements that communicate your vision
  - Images (mood boards)
  - Videos
  - Comparisons to other media
- Show what you build during Game Jam #2 and why you decided to build that first

MILESTONE #1 CREATIVE BRIEF

- Description of your game, in more detail than your pitch presentation:
  - Gameplay: Genre, number of players, game mechanics, overall experience, fun elements, etc.
  - Inspirations: aesthetic (mood board), similar games, images, videos, etc.
- Storyboard, character & level designs, level progression, etc. are fine but not necessary.
- Save these for the design document milestone
- Remember the TA is marking this without seeing your pitch

PRESENTATION OUTLINE

- Introduction:
  - Your team
  - The name of your game
- The game:
  - What the game is about
  - What’s cool, fun or unique about it
  - Special details worth mentioning
  - Describe gameplay, style, mechanics, secret ingredients
- Demo

THINGS WE WANT TO SEE

- Getting feedback:
  - Assign somebody to take notes
  - Be gracious in accepting suggestions
  - Avoid debate as much as possible
  - Use industry guest to resolve design issues
  - You don’t have to have everything figured out
  - Don’t read from your phone or from the slides
THINGS WE WANT TO SEE

Be prepared:
- Figure out how to connect to A/V ahead of time
- Prepare slides with imagery to accompany presentation
  - You should be able to pitch without slides
- Practice with your group
  - Know who is going to speak
  - Know EXACTLY what everyone is going to say

THINGS WE WANT TO SEE

- A picture is worth one thousand words
  - Present images from similar games that you will draw inspiration from.
  - Early sketches
  - Character designs
  - Mood boards

PREPARING FOR THE PRESENTATION

Know your game

STEP #1

Picture your game exactly how it’s going to work

STEP #2

Figure out things like:
- Type of game
- Look & feel
- Controls
- Gameplay
- Challenges and rewards

You need to be able to answer any question from the audience

Good presentation
PRESENTING

• State the purpose of the presentation
  • Start with one-sentence description
  • Slides should build to game’s overall goal
  • Ensure clarity and flow

• Keep points brief!
  • No long, rambling points
  • Presentation should cue the presenter, not a full description.
  • They’re meant to help you, not replace you.
  • Figure out the technical setup ahead of time

BAD PRESENTATION

AUDIENCE

STEP #3

Engage the Audience

PRESENT, DON’T READ
MAKE IT INTERESTING
GET PEOPLE INVOLVED
IT’S NOT ABOUT YOU, IT’S ABOUT THEM

STEP #4

Delivery

BE CONFIDENT
BE COMFORTABLE
SPEAK CLEARLY
DON’T RUSH
KEEP FOCUS
TIPS

• Stop thinking about the presentation
  • Focus on the story you’re telling

• Keep it short
  • Know when to stop talking
  • The more you talk, the less feedback you’ll get

• Practice!
• Don’t stress

EXAMPLE
King’s Candy Crush Saga

WHAT IS IT?
• Free Match-3 game
• Hundreds of levels
• Limited lives
• Available on iOS, Android and Facebook

SECRET SAUCE
• Facebook integration to request:
  • Lives, Charms, Moves, Boosters
  • Addicting gameplay
  • Regular updates with new levels

INSPIRATION