The Great Journey

PITCH DECK TEMPLATE

MAKE A COPY AND START MAKING YOUR OWN AWESOME PITCH DECK

A PITCH DECK CONTAINS:

A SHORT PRESENTATION

THE GAME

THE TEAM

BUSINESS

A VISION

A PITCH SHOULD ALSO ANSWER THESE TWO QUESTIONS:

1. **IS THE GAME WORTH MAKING?**

   TOO SIMILAR TO OTHER GAMES? TOO EXPENSIVE TO MAKE? DID SIMILAR GAMES SOLD VERY LITTLE?

2. **CAN THE TEAM MAKE THE GAME?**

   DO THEY HAVE THE KNOWLEDGE, SKILL AND TEAM TO PULL IT OFF?

SHORT PRESENTATION

- SHORT PRESENTATION TO CAPTURE THE VIEWER'S INTEREST.
- DESCRIBE THE GAME, WHAT IS UNIQUE? WHAT MAKES THE GAME INTERESTING?
- IF POSSIBLE, REFER TO OTHER GAMES/MOVIES SO THAT THE VIEWER CAN QUICKLY GET A GOOD UNDERSTANDING WHAT IT'S ALL ABOUT.

SHORT PRESENTATION

EXAMPLE A.

AGE OF EMPIRES

A HISTORY THEMED REAL-TIME STRATEGY GAME FOR PC THAT PRESENTS THE RISE OF THE FIRST GREAT CIVILIZATIONS ON EARTH BY COMBINING RTS GAMEPLAY FROM WARCRAFT 2 WITH HISTORICAL AND ECONOMIC FEATURES OF CIVILIZATION.

EXAMPLE B.

GRAN TURISMO

“THE REAL DRIVING SIMULATOR”

FEATURES:

- ACCURATE REPRODUCTIONS OF CARS FROM WELL KNOWN BRANDS.
- REALISTIC HANDLING AND PERFORMANCE.
- REAL WORLD TRACK AND RACING CONDITIONS.

THE GAME

PRESENT THE GAME

HERE YOU PRESENT WHAT YOU ARE BUILDING.
YOU COULD SHOW A GAMEPLAY TRAILER, A GIF OR IMAGES, CONCEPT ART OR SCREENSHOTS.
IF YOU SHOW A GAMEPLAY TRAILER, KEEP IT SHORT: 1 MIN.

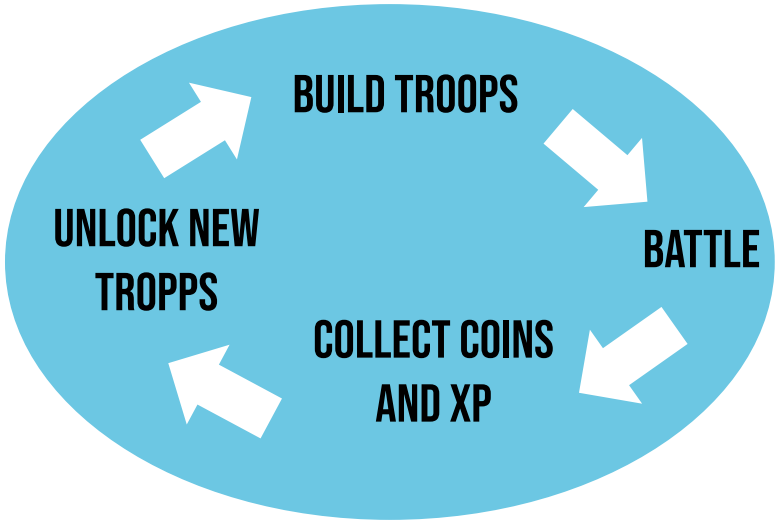
- EXPLAIN THE CORE GAME LOOP OF THE GAME

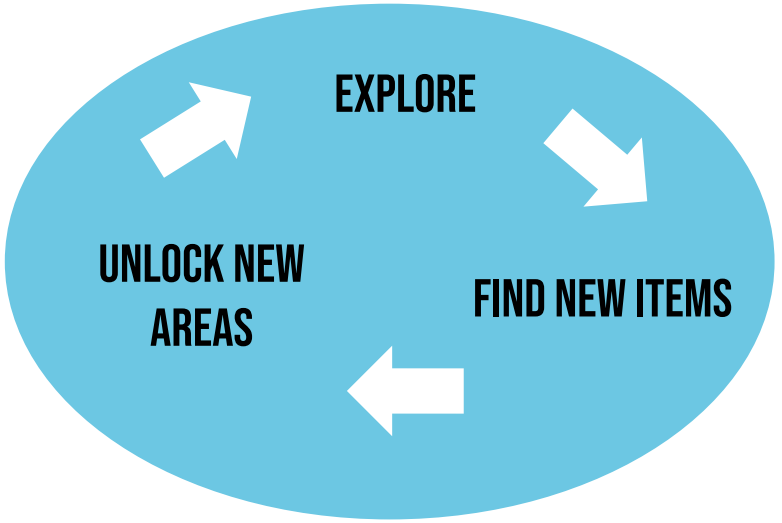
- EXPLAIN THE LOOK AND FEEL OF THE GAME

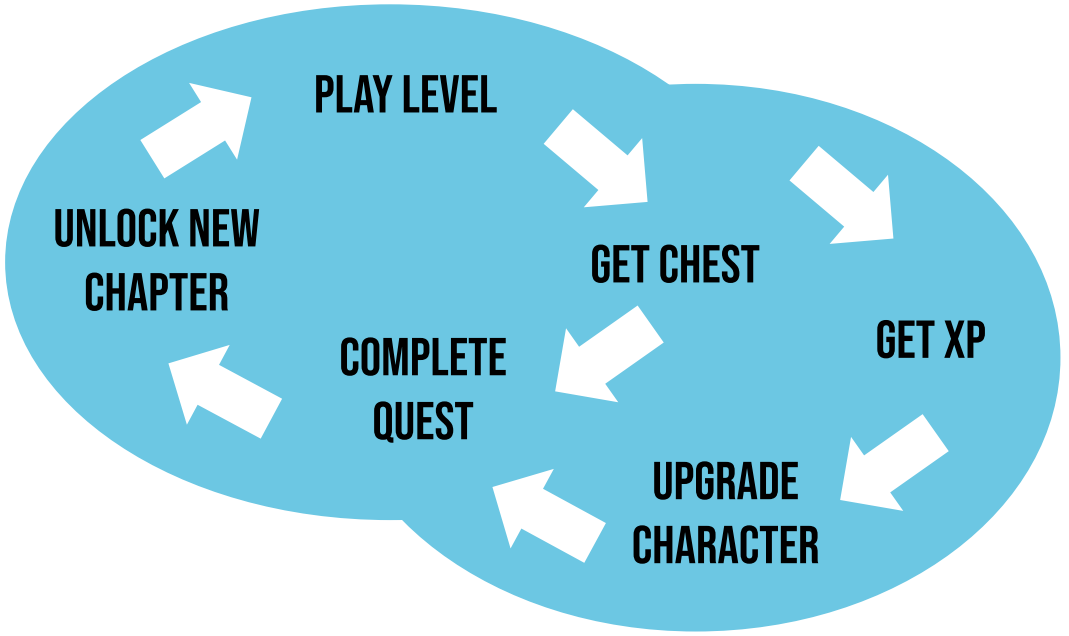
THE GAME

EXAMPLES OF

CORE GAME LOOPS







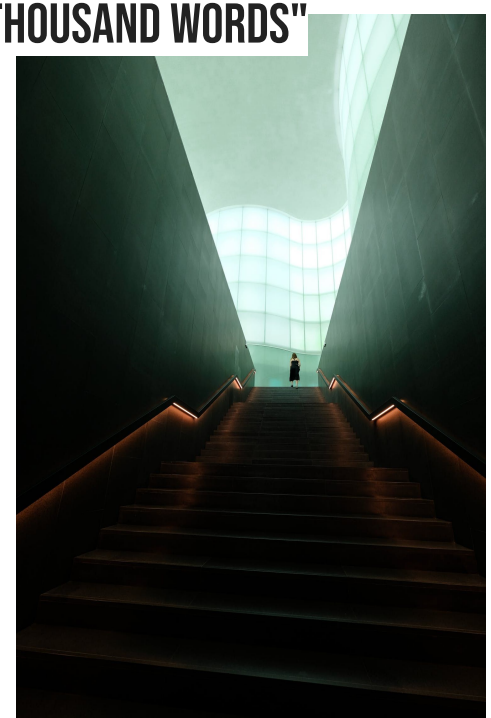
THE GAME

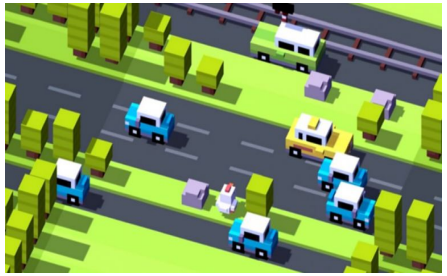
EXAMPLES OF

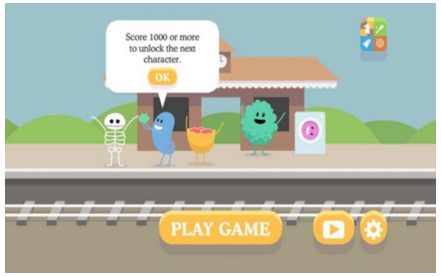
LOOK AND FEEL OF THE GAME

If you don't have any cool images of your own, use photos and others work to describe the look you are going for.

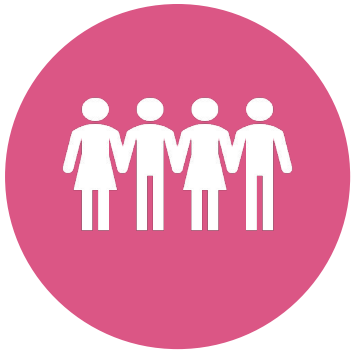
"A PICTURE IS WORTH A THOUSAND WORDS"







1-2 PAGES OF IMAGES CONVEYING THE LOOK AND FEEL OF THE GAME. USE CONCEPT ART, PHOTOS, SCREENSHOTS, GIFS ETC.



THE TEAM

PRESENT THE TEAM

- PRESENT THE TEAM, KEEP IT SHORT AND SWEET.
- WHO IS IN THE TEAM AND THEIR MAIN WORK AREA.
- MENTION IF THE TEAM HAS WORKED TOGETHER BEFORE, PREVIOUS PROJECTS OR GAMES.
- IF THE TEAM IS MISSING SOME KEY TEAM MEMBERS, THIS IS THE PLACE TO MENTION IT.

TEAM EXAMPLE

THE TEAM IS REALLY PASSIONATE ABOUT THIS GAME. MEMBER A AND B DID 2 PROJECTS TOGETHER.
A,B,C STUDIED TOGETHER FOR 1 YEAR. WORKED ON THE IDEA FOR 6 MONTHS.

MEMBER NAME A
LEAD PROGRAMMER

PREVIOUSLY
HOBBIT IN LOTR

MEMBER NAME B
CEO & ART

PREVIOUSLY
A WIZARD FOR 3 YEARS

MEMBER NAME C
2D ART & PLANNING

PREVIOUSLY
A WARLOCK FOR 1 YEARS

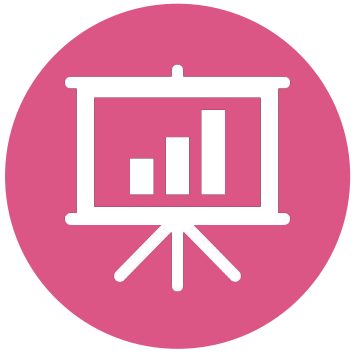
MEMBER NAME D
PROGRAMMER &
MARKETING

PREVIOUSLY
STUDIED AT TGJ

?

MISSING MEMBER

LOOKING FOR
PIXEL ARTIST



BUSINESS

BUSINESS

- TARGET PLATFORM AND TOOLS.
- MENTION OTHER GAMES OF INTEREST AND THEIRS ESTIMATED SALES. IS THERE A MARKET FOR YOUR GAME?
- YOUR THOUGHTS ON MARKETING.
- MONETIZATION
- PRODUCTION TIMELINE

WHERE ARE YOUR GAME COMPARED TO SIMILAR GAMES?

An example of how to show that your game are unique compared to other big titles that are similar to your game.

MONETIZATION

or how will the game make money so that you make more games

DIFFERENT TYPES OF PAYMENT MODELS

- PREMIUM, 1 TIME PAYMENT
- DLC
- ADS
- FREE TO PLAY
- IN APP PURCHASES

IS THERE A MARKET FOR YOUR GAME?

- **WHAT IS YOU TARGET GROUP?**
  Example 1: PC players who enjoy strategy-games, who plays/played game x and/or game y.
  Example 2: Competitive pc or xbox players who play racing games.

- **WHAT ARE THE ESTIMATED SALES FOR SIMILAR GAMES THAT ARE WORTH TO MENTION?**
  Example: Players enjoyed GAME-X because of XYZ. GAME-X estimated sold 2 million copies in 2019 on PC. We think these players would like Y & Z in our game. Our game is similar in style but with different mechanics and award system that many complained about in GAME-X.

MARKETING

- YOUR THOUGHTS ABOUT MARKETING.

  HAVE YOU STARTED ANY SOCIAL CHANNELS, AND IF SO HOW DO PEOPLE REACT TO IT?

  GOALS ON GETTING X AMOUNT OF FOLLOWERS, OR EMAILS LISTS, OR WISHLISTS ON STEAM.

  ANY OTHER WAYS OF REACHING YOUR TARGET AUDIENCE?

- SELFPUBLISHING / PUBLISHING / KICKSTARTER , WHAT ARE YOUR GOALS AND THOUGHTS?

PRODUCTION TIMELINE

CREATE A TIMELINE TO QUICKLY SHARE SHORTTERM AND LONGTERM MILESTONES.

VISION

Vision

- WHAT ARE YOUR VISIONS ABOUT THE FUTURE?
- WHAT ARE YOUR VISIONS ABOUT THE GAME?
- END THE PITCH ON A POSITIVE NOTE AND BE OPEN FOR QUESTIONS.

MORE INFO

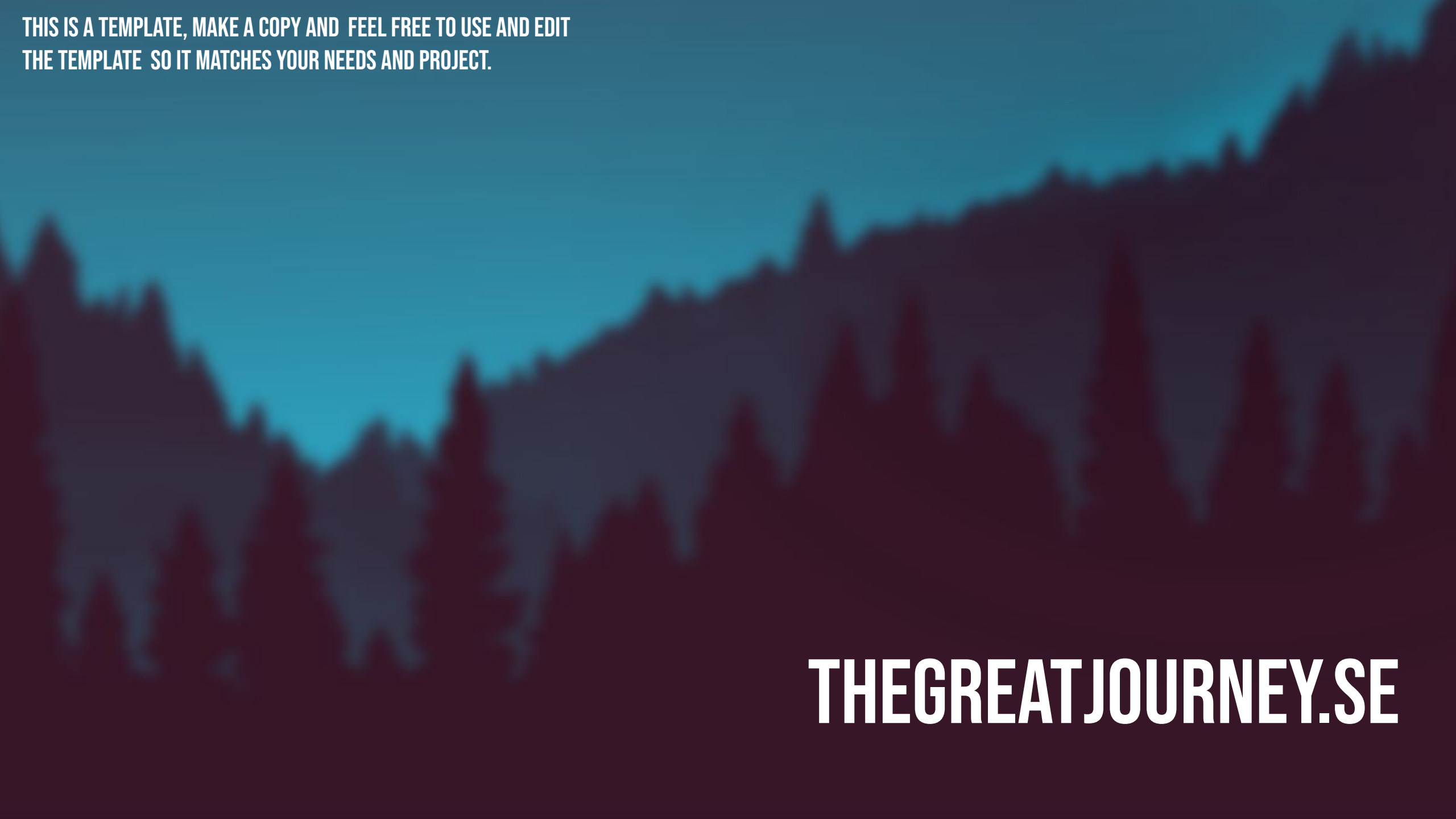
GDC TALK

30 THINGS I HATE ABOUT YOUR GAME PITCH

HTTPS://WWW.YOUTUBE.COM/WATCH?V=4LTTR45Y7PO

RAWFURYS DOCS ABOUT PITCHING, MARKETING, LEGAL ETC. (READ THIS IT'S AWESOME)

HTTPS://RAWFURY.COM/DEVELOPER-RESOURCES/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THE TEMPLATE SO IT MATCHES YOUR NEEDS AND PROJECT.
THEGREATJOURNEY.SE