



**PITCH TEMPLATE**

**USE THIS SLIDE FOR KEY ART / LOGO**

# YOUR **STUDIO**

BRIEFLY INTRODUCE THE STUDIO. WHAT MAKES YOU DIFFERENT?

WHAT IS YOUR MISSION AND VISION AS A STUDIO?

WHAT IS YOUR FOCUS AS A STUDIO?

# YOUR **TEAM**

INTRODUCE THE DIFFERENT PEOPLE IN THE TEAM. WHAT  
IS YOUR BACKGROUND?

WHAT MAKES YOU DIFFERENT, WHAT ARE THE  
STRENGTHS OF YOUR TEAM?

## PREVIOUS **PROJECTS (IF APPLICABLE)**

WHAT HAVE YOU BEEN WORKING ON? WHAT ARE YOUR  
PREVIOUS SUCCESSES?

# GAMEPLAY **TRAILER / PROTOTYPE**

- LINK TO VIDEO MATERIAL OF THE GAME, THIS CAN BE RAW FOOTAGE, TRAILERS, ... INCLUDE GAMEPLAY FOOTAGE, EVEN IF IT IS STILL ROUGH.
- LINK TO PROTOTYPE (IT DOESN'T HAVE TO BE FULLY STABLE YET).
- DON'T FORGET TO ADD PASSWORDS IF THE VIDEO IS PASSWORD-PROTECTED.

TRAILER  
LINKS

# ELEVATOR **PITCH** + **SPECS**

- ELEVATOR PITCH: BE CONCISE (3 LINES MAX)
- SPECS:
  - PLATFORM(S):
  - GENRE:
  - NUMBER OF PLAYERS:
  - LENGTH:
  - TARGET PRICE:
  - TARGET AUDIENCE:

KEY ART

BLOW US AWAY WITH ONE IMAGE  
THAT TELLS US THE CORE OF YOUR  
GAME

# CORE **GAMEPLAY**

DESCRIBE THE KEY FEATURES OF THE GAME,  
USE SCREENSHOTS AND/OR GIFS TO  
ILLUSTRATE.

GIFS

# UNIQUE **SELLING POINTS**

POINT OUT WHAT MAKES YOUR GAME  
STICK OUT FROM SIMILAR GAMES. USE  
IMAGES AND/OR GIFS TO ILLUSTRATE.



## COMPETITIVE **ANALYSIS (OPTIONAL)**

- COMPARE WITH SIMILAR GAMES THAT HAVE RELEASED RECENTLY.
- USE TOOLS AND DO YOUR RESEARCH THOROUGHLY, PROVE YOUR GAME IS VIABLE.
- DON'T BE AFRAID TO APPROACH DEVELOPERS OF SIMILAR GAMES DIRECTLY TO GET THE MOST RELIABLE INFO POSSIBLE.
- RESOURCES:
  - [HTTPS://STEAMSPY.COM/](https://steamspy.com/)
  - [HTTPS://STEAMDB.INFO/STATS/GAMERATINGS/](https://steamdb.info/stats/gameratings/)
  - [HTTPS://STEAM-REVENUE-CALCULATOR.COM/](https://steam-revenue-calculator.com/)
  - TALK BY INVESTMENT EXPERT CASSIA CURRAN: [HTTPS://BIT.LY/3LNS48M](https://bit.ly/3LNS48M)

# TRACTION **PROOF (OPTIONAL)**

- PROVE THAT OTHERS THINK YOUR GAME IS COOL
- COULD BE:
  - COMMUNITY / SOCIAL MEDIA NUMBER
  - AWARDS
  - PRESS COVERAGE
  - SPECIAL PARTNERS, CONSULTANTS, SECURED FUNDING

# PROJECT OVERVIEW **BUDGET, TIMELINE, MILESTONES**

GIVE A ROUGH BUDGET OVERVIEW FOR THE GAME

WHAT'S THE TIMELINE? WHEN DO YOU PLAN TO RELEASE?

# BUSINESS MODEL / **SALES FORECAST**

## TOOLS:

- [HTTPS://WWW.DUTCHGAMEGARDEN.NL/PROJECT/GUESSTIMATOR-FOR-STEAM/](https://www.dutchgamegarden.nl/project/guesstimator-for-steam/)

## WEBSITES:

- GAMAUTRA: JAKE BIRKETT, DANNY WEINBAUM, SERGIO GARCES
- RYAN CLARK – THE CLARK TANK
- CHRIS ZUKOWSKI – HOWTOMARKETAGAME.COM
- SIMON CARLESS – GAME DISCOVERABILITY
- GAMESINDUSTRY.BIZ: JASON DELLA ROCCA, CASSIA CURRAN, ...
- GAMEDAILY.BIZ: MICHAEL FUTTER AND OTHERS

## LONG TERM: **STUDIO TIMELINE**

MAKE A VISUAL REPRESENTATION OF YOUR MILESTONES.  
BOTH FOR THIS GAME AND THE STUDIO AS A WHOLE.

WHEN DO YOU PLAN ON EXPANDING YOUR TEAM AND/OR WHEN DO YOU WANT  
TO SECURE FUNDING?

# WHAT IS **YOUR ASK**

WHY DO YOU APPROACH US?

WHAT DO YOU EXPECT FROM US?

# AWESOME **OUTRO**

END WITH A STRONG VISUAL AND YOUR CONTACT INFO

**YOU'RE DONE!**

MAIL THIS PITCH TEMPLATE TO [MICHIEL@DAESTUDIOS.BE](mailto:MICHIEL@DAESTUDIOS.BE)

TALK TO YOU SOON!