

May 14

**Elementropy**

**2009**



**Aluminium  
Grenade**

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## Company Profile

### ***History***

Aluminium Grenade was formed on March 27<sup>th</sup> 2009 in Bolton, Greater Manchester. It is a company made up of five undergraduate students all studying towards BSc Degree's in Games Design at Bolton University. Since the company formed, high levels of both digital and personal correspondence, along with a group passion for games development, have lead to an excited atmosphere around the office.

### ***Company Aims***

As a company, we aim to develop, infectiously fun, interesting and innovative casual games for distribution over several methods such as Playstation PSN network, Microsoft's Xbox Live, Nintendo's Wii Ware and PC based Steam.

Our initial aim is to develop one successful title on Microsoft's Xbox Live platform, to turn a successful profit from this and invest that profit into developing future content and games, hiring new developers, aspiring towards second team, able to create multiple titles at once.

We aim to have the first title developed from concept to sale within one year. This allows us to release at the start of year 2, in what would normally be a slump for upcoming new games (between New Year and Easter releases) enhancing interest levels in our title.

We believe we have a strong title that will do well in its intended market. This will give us great opportunity to invest well in to our company's future.

## Creative Team

### ***Project lead – Richard Allsop***

Richard is a confident project leader, having previous project management and time management experience. He is an avid guitarist and has a big interest in sound production of some original music for Aluminium Grenade upcoming titles. He spends most of his free time gaming on his PC or relaxing with his other half in front of a movie.

### ***Lead Level Design – Lee Hodges***

Assumed lead level design role upon finalisation of the video game concept, will oversee creation of all levels within the game and will monitor mechanics and game play elements.

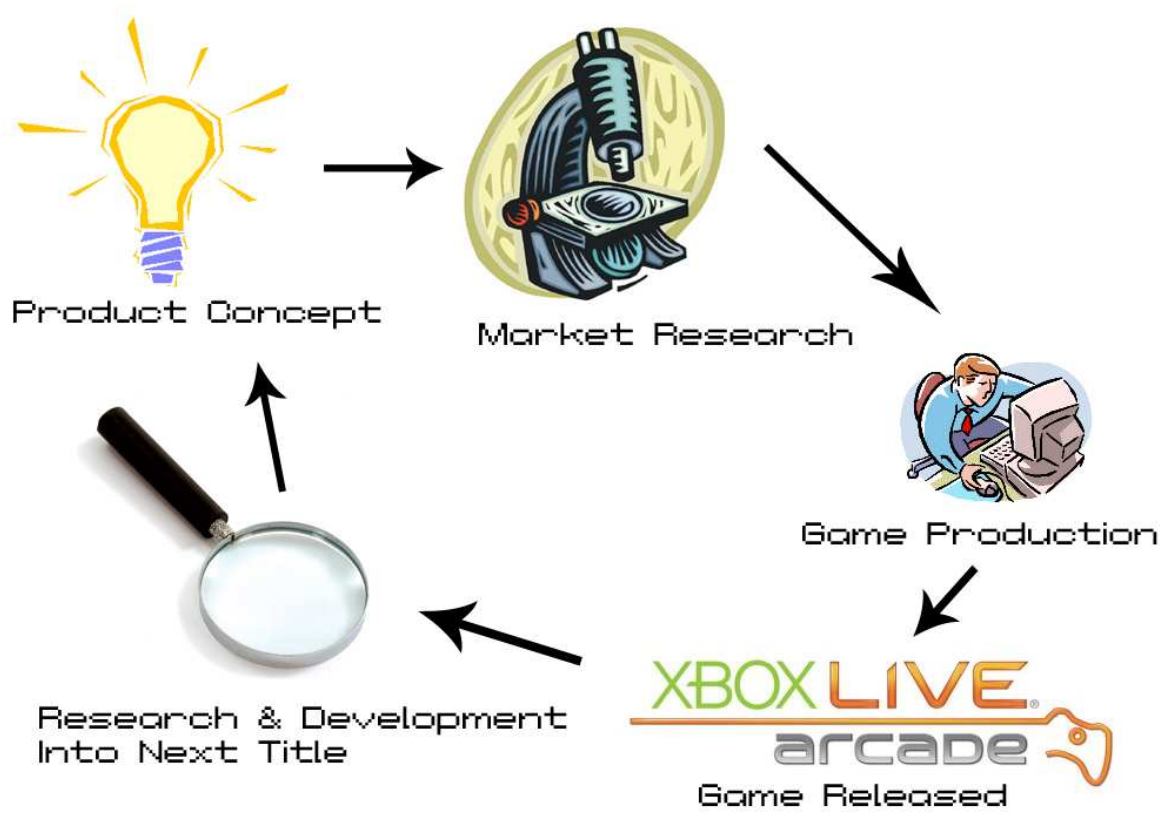
Educated with BSc degree from the University of Bolton in Games Design, he has had a passion for modifying games for many years inspired by the release of the Thief series on PC.

Skilled in various level editing tools, SDKs, and 3D modelling software.

### ***Mark Fox - Secretary***

A bit about myself I am the secretary for the company. I attend the University of Bolton and am studying for a Games Design degree. I am an avid gamer who likes to play console, pc and hand held games. My favourite genres to play are RPG's, First Person Shooters and Beat 'em ups. I also like to play the guitar and have been playing for around seven years. I mostly like to play rock and punk style of music when I am playing my guitar and like to play open Mic nights. In my spare time I like to socialise with my friends.

Business Model



## Product Analysis – ‘Elementropy’ (working title)

### ***Introduction***

The development group formed by myself, Richard, Tom, Lee and Mark (Aluminium Grenade) have decided on a lightweight casual game as the product we will work with for the duration of the career development module. This document will outline the details of the game, as far as we have defined them up to this point.

### ***Game Outline***

Our casual game is being developed under the working title ‘Elementropy’. It will be offered for sale on Xbox Live Arcade and the PlayStation Network, similarly to the many casual games currently available on these platforms, and will be priced between five and eight pounds. If a success, it may later be ported to a PC platform such as Steam. The genre will be puzzle-platformer, and although the game will be viewed from the classic 2D side-on perspective, the graphics will use 3D models and backgrounds, making the game effectively ‘2.5D’. Whether or not the game will be screen-based or side-scrolling has yet to be decided.

### ***Premise***

‘Elementropy’ will feature four main characters. Each of these, as the title hints, will represent one of the four classical elements (earth, air, fire and water), and will have powers to match. For example, the earth character may be able to move certain types of obstructions; the air character may be able to fly, etc. These special abilities will be the main way in which the game’s puzzles are solved, and these elemental puzzles will form the majority of the gameplay.

## ***Theme and Setting***

The game will be made up of five main worlds, each containing three levels. Each of these worlds will be set in a different historical period- for example, ancient Greek, medieval, Victorian, Aztec, Futuristic City, etc. Setting the game in different time-zones not only makes it more interesting by keeping the environments fresh; it will also allow each level to contain much more detail and quality, as ideas will not need to be spread over the entire game, but can instead be focused in each time-zone. Also, experience and market research has shown that casual games, because of the largely abstract nature of their gameplay or premise, almost always benefit from the use of a strong visual and auditory theme.

## ***Controls***

The controls will be standard for a puzzle-platform game. Because it is a casual title, they will be kept as simple as possible. However, the usual degree of extreme simplicity called for in a casual game will not be needed with this title, as the console platform means players will be well-versed in their particular controllers and so over-simplification would be needless. Thus far we have decided on movement (left-right), jump (up-down), action (button), swap character (button) and attack (button), along with the standard pausing and menu-navigation controls. Additional controls may be added during the course of development.

## ***Power-Ups***

The main power-ups in the game will be lives (the game will not feature a health system, but will use a Mario-style 'one strike and you're dead' arrangement instead) and character-change tokens. The latter will form the primary in-game 'currency', as the player will need to switch between the different characters in order to solve puzzles.

## ***Replay Value***

Replay value is a key consideration for the product, and we will be including offline scoreboards and un-lockable in-game rewards such as bonus levels, achievements and trophies for time-trials and other challenges. Online leader boards will be included for the competitive players, along with downloadable content.

## ***Multiplayer***

Multiplayer features will also be included, consisting of 2 and 4 player co-operative modes. In each of these modes, players will all play on the same screen, but each will take control of a different character and the ability to switch will be removed. Instead, players will have to co-operate to solve puzzles using their individual character's powers. In the 2-player co-operative mode, each player will take control of a character which can only switch between two elements, as opposed to the full range of four switches allowed in the single-player mode.

## ***Possible Additions***

The team has discussed the possible addition of 3D bonus puzzle levels, although whether or not they will be included in the finished game is still undecided.

## GAME SALES

Braid Sales as of Sept 2008 - 150,012 (360)

Megaman 9 – 140,00 in week one (Wii and US only, not confirmed, rumoured to be false)

Marble Blast Ultra – 120,000 users = \$1,200,000

Frogger (\$5 US) - 115,998 users = \$580,000 in sales.

Bejeweled 2 (\$10 US) - 115,466 users = \$1,150,000 in sales.

Geometry Wars Evolved (\$10 US) - 204,640 users = \$2,046,000 in sales.

Uno (\$10 US) - 180,703 users = \$1,807,000 in sales.

Galaga (\$5 US) - 43,560 users = \$218,000 in sales.

Street Fighter II (\$10 US) - 17,914 users = \$180,000 in sales.

## **WORK SPACE**

£1260 per month for a 6 man office (located in Bolton) Bolton, Manchester Road, BL3 2PY

- Rent
- Business rates
- Service charge
- Electricity
- Heating
- Reception staff and IT support
- Furniture
- Cleaning services
- 24 hour access 7 days a week
- Building insurance and maintenance

### Amenities

- Meeting rooms
- ISDN
- Cat 5 cabling
- Access to other centres nationwide
- Car parking
- Reception services
- Broadband Internet / T1
- Videoconferencing

## DEVELOPEMENT

PSN - Dev kit FREE! Engine called PhyreEngine that is free to download and use, and has good support. Main cost would be \$1200 (About 600 quid i think) to get a debug PS3.  
Free to set price when game put on PSN  
Advert opportunities (PSN banner, weekly email, monthly email, playstation.com, weekly PR media bulletins, the playstation blog, and XMB ticker)

XBLA – XBLA games taking on average 6-12 months to complete  
Costing between \$100,000 - \$300,000 (most popular/good games costing high end)  
Royalty percentage in-between 35-70 (around 35% if you get Microsoft to help, 70% if you go it alone)  
<http://makeitbigingames.com/2006/09/how-much-money-can-your-xbox360-live-arcade-game-make/>  
<http://randomlygenerated.blogspot.com/2006/08/numbers-behind-live-arcade.html>  
[http://www.gamesetwatch.com/2008/02/xbla\\_royalty\\_rate\\_changes\\_clos.php](http://www.gamesetwatch.com/2008/02/xbla_royalty_rate_changes_clos.php)  
\$25k for a dev kit?! Not sure its real  
Apparently need an XNA account (which is \$90 a month i think)

Wii - The development kit costs around US\$2000 and developers need to be licensed with and approved by Nintendo  
Nintendo will handle all pricing options for the downloadable games  
Debug Wii price unknown (apparently don't need one)  
[http://www.gamedev.net/community/forums/topic.asp?topic\\_id=424725](http://www.gamedev.net/community/forums/topic.asp?topic_id=424725)  
Supposedly a larger file size limit than that of other consoles  
Royalty rate at least higher than 35%  
<http://www.developmag.com/interviews/143/WiiWare-Week-Versus-Round>

PSN FACTS - 2.8 million registered PSN users  
since Christmas, 100,000 more have joined every week  
50 percent of PS3 owners going online  
82 percent downloading at least one piece of content  
65 percent downloading something the first day they connect  
Audience makeup, 92 percent are male, and 79 percent are between 18 and 34.  
660,000 get the weekly email, with an average open rate of 26%  
Royalty payments made quarterly  
PS3 downloads have no size restriction.  
[http://www.gamasutra.com/php-bin/news\\_index.php?story=17707](http://www.gamasutra.com/php-bin/news_index.php?story=17707)

## Salary & Expenditure

Proposed £18,000 PA salary for all company members.

Profit and Loss sheet included in appendix – Detailed breakdown of expenditure included.

### ***Software***

3D Studio Max = approx £2721 per copy = £13,607

Adobe Photoshop = £750 per copy = £3750

Reason sound studio = approx £402.54 per copy = £2012.70

Dell High spec (spec included in documentation) = £2700 each = £13,500

Office Space = £1260 PCM = £15,120PA

Proposed Investment = £180,000 including contractor budget.