# GEARS OF WAR

## SUMMARY:

# MARKET RESEARCH:

## THE MOBILE GAME:

**The Video Game's industries** is a **new entertainment industry** who **yield** a **large revenue in Dollard per years (billion).**

### *Video Games Revenue 2015*

Casual Webgames : 6%

TV / Consoles : 30%

PC / MMO : 28%

**91.8 Billion $**

Consoles portables : 3%

Tablettes : 9%

Smartphones : 24%
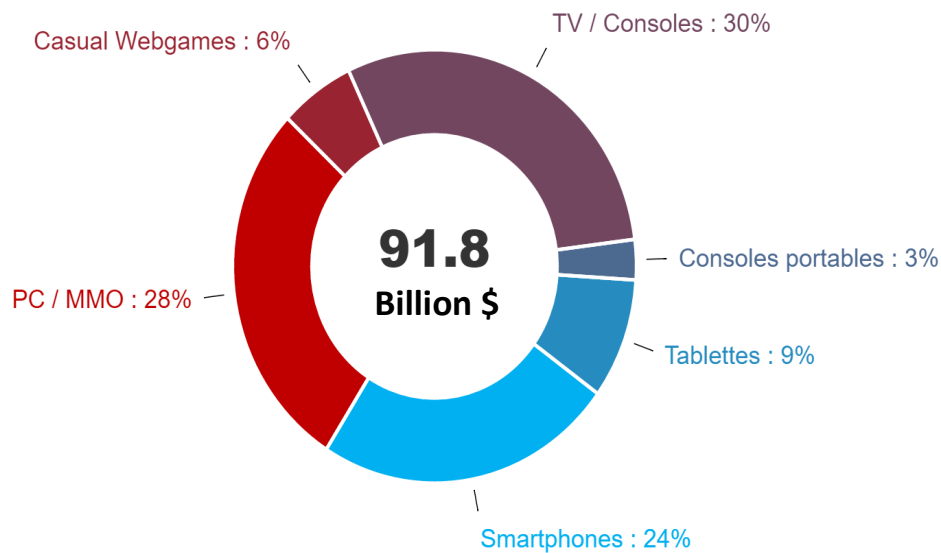
### *Video Game Revenue 2016 (projection)*

TV / Consoles : 29%

Casual Webgames : 5%

PC / MMO : 27%

**96.6 Billion $**

Consoles portables : 2%

Tablettes : 10%

Smartphones : 27%
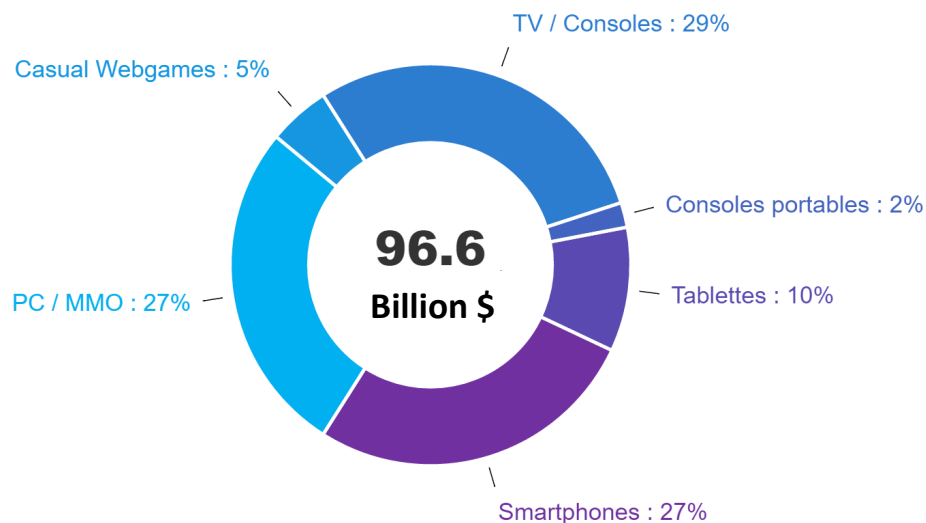
In 2015, the **Mobile Video Game** represent **32% of market**. It is mean **34.9 billion Dollars** of the total revenue.

**The projection for 2016** show an **augmentation of 5%** for the mobile game that is **37% on 91.8 billion dollars**.

http://www.afjv.com/news/6197_chiffre-d-affaires-mondial-des-jeux-video-2015-2016-2019.htm

The **Free To Play model** is on of type of game who bring in more money. The most difficult **challenge** is that **bring our game** in the **Top rate gaming**.

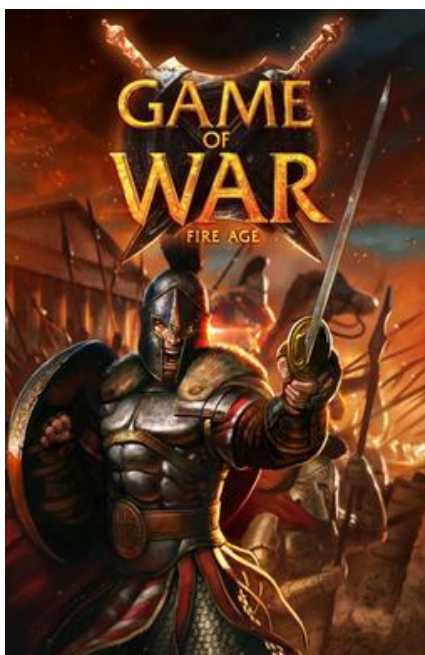Few Mobile Game generate a big revenue per day who can reach a Billion dollars.

The game who gain the **more money in January 2017** is:



**Clash royal (First revenue)**

**Release Date: Mach 2, 2016**

**Revenue ($) /Day: 1 925 378**



**Clash royal (second revenue)**

**Release Date: July 25, 2013**

**Revenue ($) /Day: 1 443 430**

**Candy Crush Saga (4th revenue)**

**Release Date: November 14, 2012**

**Revenue ($) /Day: 563 695**

https://thinkgaming.com/app-sales-data

**Fire Emblem Heroes (12th revenue)**

**Release Date: February 2, 2017**

**Revenue ($) /Day: 94 340**

The **most part of Mobile Game** is **short and fast** sessions. But **few games** can **take more time with longer game sessions** than most mobile game.

Fire emblem Heroes is a **good example** of game who take time.

https://thinkgaming.com/app-sales-data/157485/fire-emblem-heroes

**Modern Combat 5 (196th revenue)**

**Release Date: July 24, 2014**

**Revenue ($) /Day: 5 568**

This Game is a **Multiplayer E-Sport shooter with good review**. This is the type of game who **interest us**.

https://thinkgaming.com/app-sales-data/8375/modern-combat-5-blackout

http://www.jeuxvideo.com/articles/0001/00019817-modern-combat-5-test.htm

# MICROSOFT STUDIOS:

**Microsoft Studios** is one of bigger **Video Game Editor, own by Microsoft**. He was install in this world as **a serious entrant in 2002** after **Microsoft released his first console: Xbox**.
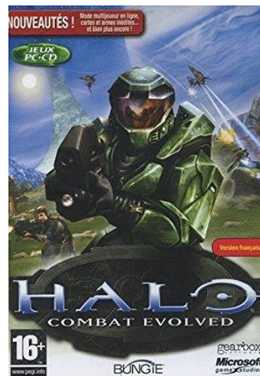
**Revenue in billion**
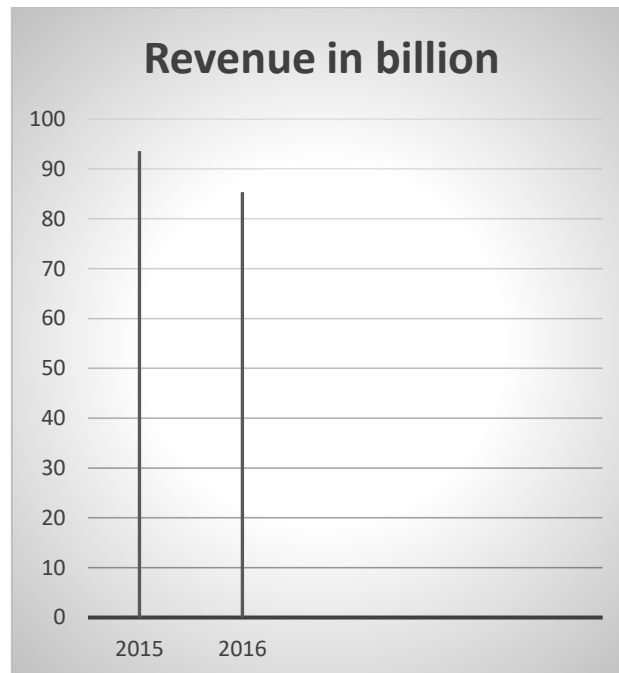
In 2015, **Microsoft** generate **93.580 billion dollars** and **85.320 billion in 2016**. The company **lost 8.26 billion** dollars between the two years.

**Microsoft Studios created and bought** many **license** in the years. Some of them are **famous in the industry**:

- Halo (bought in 2011)

- Forza motorsport (2005)

- Fable (2004)
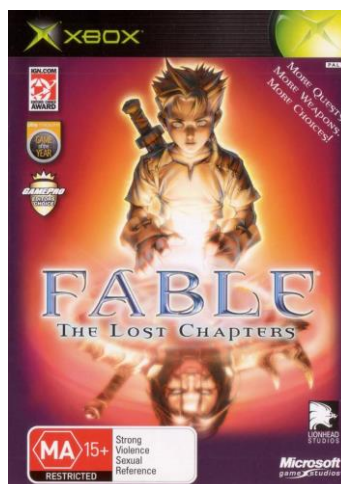
- Gear of war (bought in 2014)
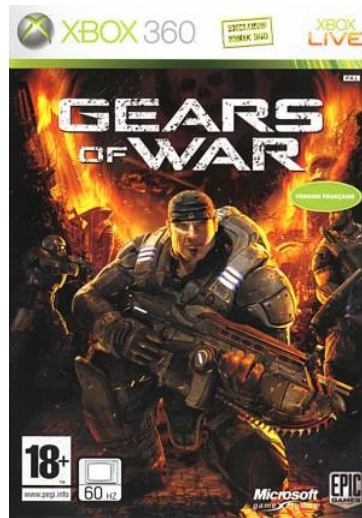


# LICENSE: GEARS OF WAR

GEARS OF WAR is **Third Person Shooter** who take place on Sera, a fictional planet, where **Players fights** for the survival of Mankind **against the Locust**, second intelligent species of this world.

In ten years**, 5 games** are releasing who knew **a commercial success** and that created a **trans-media universe** with his own identity and community.



**2006**      **2008**      **2011**      **2013**      **2016**

## Why this license?

**GEARS OF WAR** is a **spearhead of Microsoft** who has a **strong fan base**. The **Multiplayer mode always had a big community** who **was frustrated** because the games **couldn't be play like a E-Sport game** since the player was always host. But with **the bought of the license** by Microsoft and the release of **GOW Ultimate Edition**, this problem is solving and **GOW become a part of E-Sport** with his own servers. And we offer to create a Mobile Game who take advantage of this situation and this community.

## Currents event

Today, GOW is on **his 5th game**, Gears of War 4, **the first competition** took place in **Columbus in November 2016**. And the game **starts this year** with many event. All week, **The Gears Fight Night** oppose **pro team from the world** in competition to **the final of Gears Pro Circuit LANs**.  In 2017, there is yet **2 tournaments**, in **Paris in spring/summer** with **32 teams** and in **Las Vegas** with **108 teams.**

# CONCEPT

- Sera is a dangerous world where the Locust horde come to be crush against the Mankind's defense.



- **Defend an area** from de Locust's attack and kill them all.
- Locust **drop ammunition and resources**, gather them to continue the fight.
- **Use resources** to **create, repair and upgrade weapon, gun-turret and cover**.

# EXECUTIVE SUMMARY

**Title:** Gears Of War

**Type:** Third Person Shooter

**Platform:** Android, IOS

**Player:** co-op Multi-player

**Target:** Player who want play a e-sport shooter game on mobile phone.

# CORE GAMEPLAY

### DEFEND:

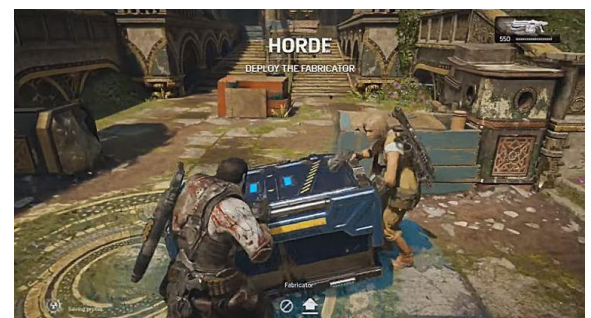During a game, the player must defend a **Fabricator**, an object who **used to create** weapon, defense, ammo and **spawn beacon**. The **PNJ will attend** to **destroy this object** or **kill the player**.



*A fabricator*

It can **be move** by player when they think that they can't defend in the previous position. When a fabricator is deploying, it creates a safe zone where PNJ can't spawn.

## FIGHT:

During a game, the characters must fight against the locust. The player **need to move his character** to survive. He must **push the screen on the button** on the left and **move it like a joystick** to move the characters.

To see where the character move, the **camera is fix on the reticule**. To move it, the player **push a finger on the screen on the right** and **slide to move the camera.**

**To shoo and run**, the player **must push de button on the right**. **The sensibility of the screen let** the player **control the camera** when the player used them.
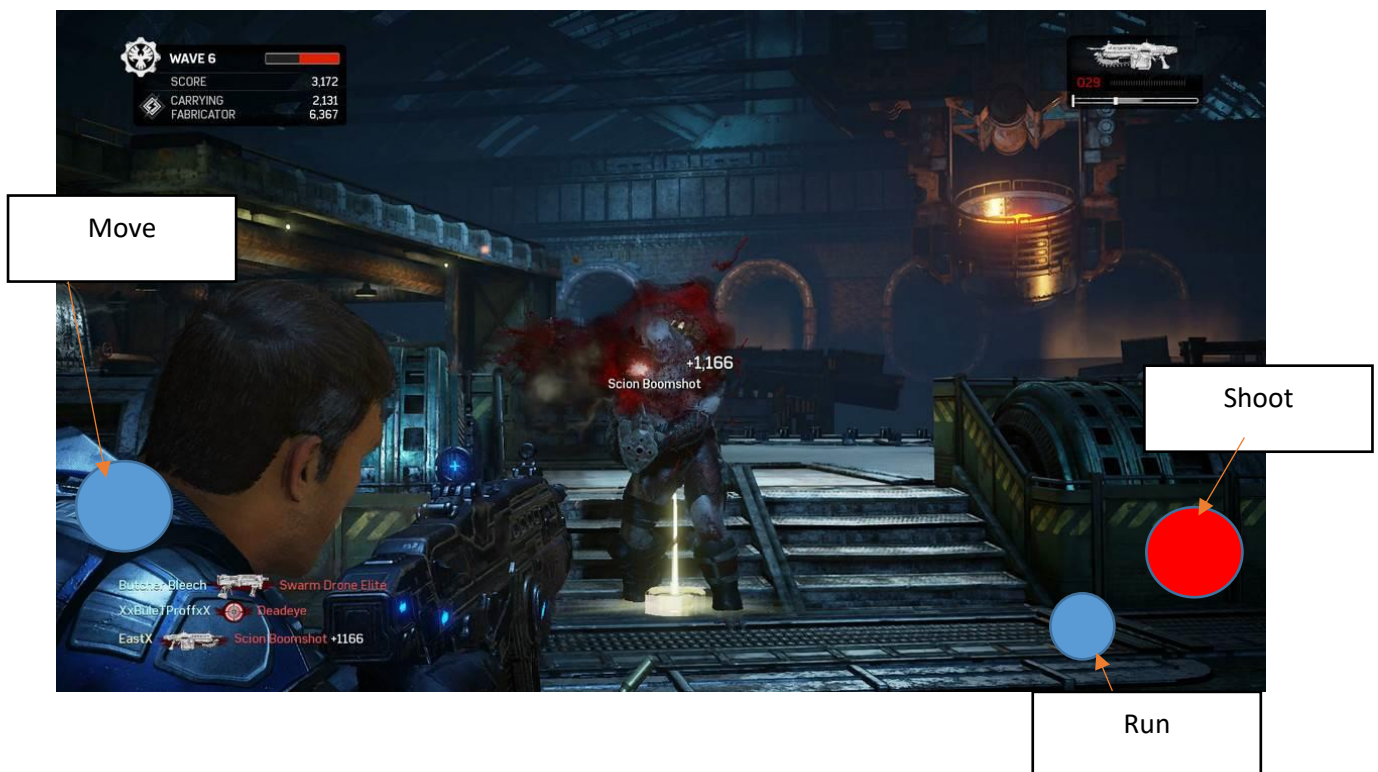
When the character **need to reload** is weapon, **a push on the logo** of weapon initiate the action. But if **he keeps his finger on**, a **select cross appears to change** weapon **with a slide**.
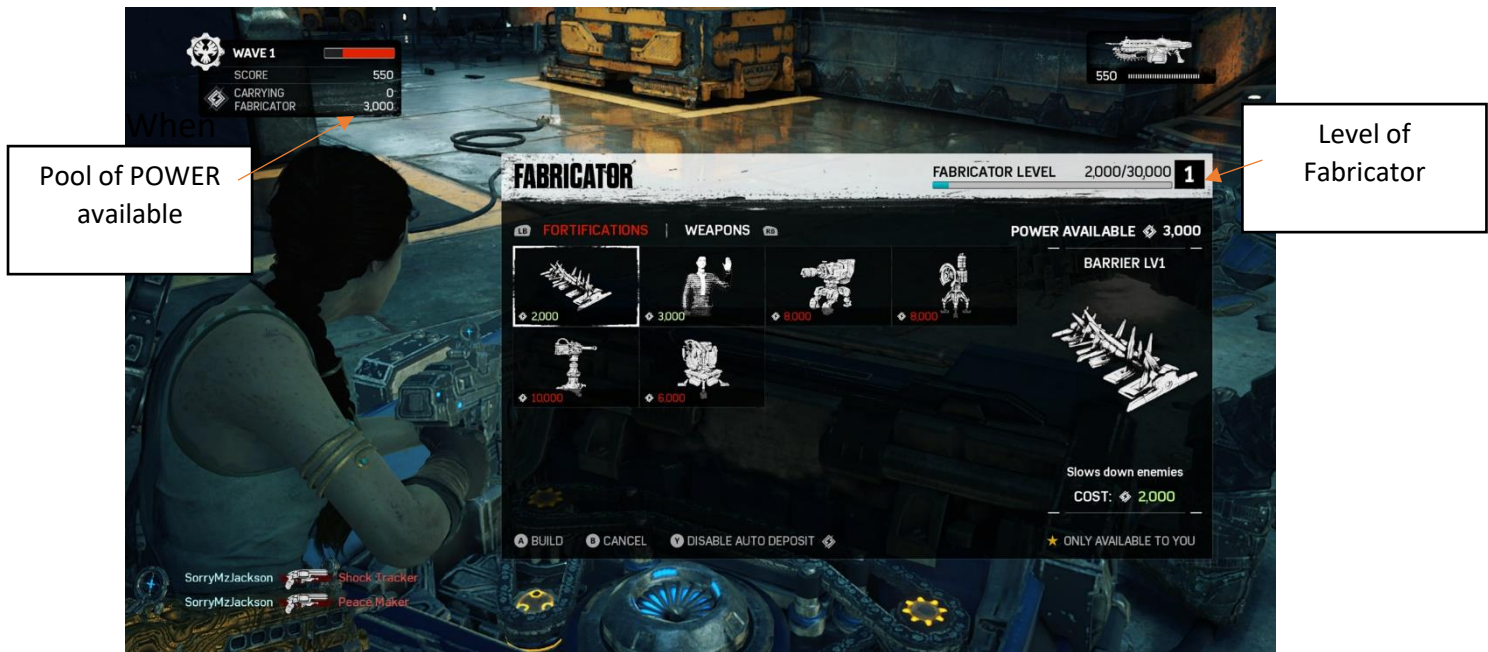


Buttons and weapon 's cross

For the other action, like **use an item**, **change a weapon** or **take cover**. **Push the screen when a drawn appears** to do an action.

# GEARS OF WAR

## RESOURCE

When the player **kill an enemy**, he **won a resource** called **POWER**.



Pool of POWER available

Level of Fabricator

The player can use the fabricator **to purchase**, **with POWER**, some **fortification** to help and **put them** where they want **in the safe zone** around their crate. He can use to **purchase weapon or ammo** too.

**In early game**, the players are **not allowed to purchase all stuff**. The **Fabricator have a level** and **when it level up**, the player **gain a access to a new options**.

**To level up** the **Fabricator**, the player **must use POWER**.

## CLASS CHARACTER :

Before the game, the players need to choose a class, a specialise soldier, who can help the others with his ability.

The Engineer is one of the two mandatory classes to have on the team. This class should be the one doing most of the building and repairing of fortifications. The biggest bonus of the Engineer is that they start with a **repair Tool** and will always spawn with one if they die. Without an Engineer, you are forced to buy these and they are very expensive, and can be lost if you die.

Starting skill:

- Repair Boost : Increase the speed of repairs, and makes them cheaper.



The Scout is one of the two mandatory classes to bring along during a Horde match, like the Engineer. The perk of having one, is that they dramatically increase the amount of Power you earn during a round. Along with this built in bonus, they also gain skills to further increase Power earned, as well as turning them into walking tanks, who are nearly unkillable.

Starting skill:

- Scout Passive: A scout has an always active passive ability. Any Power they pick up during combat, is immediately doubled in value. This passive only works during combat, so if a scout picks up money while in the down time between waves, they don't get the bonus.
- Deposit Bonus: Earn more Power when depositing at the **Fabricator.**
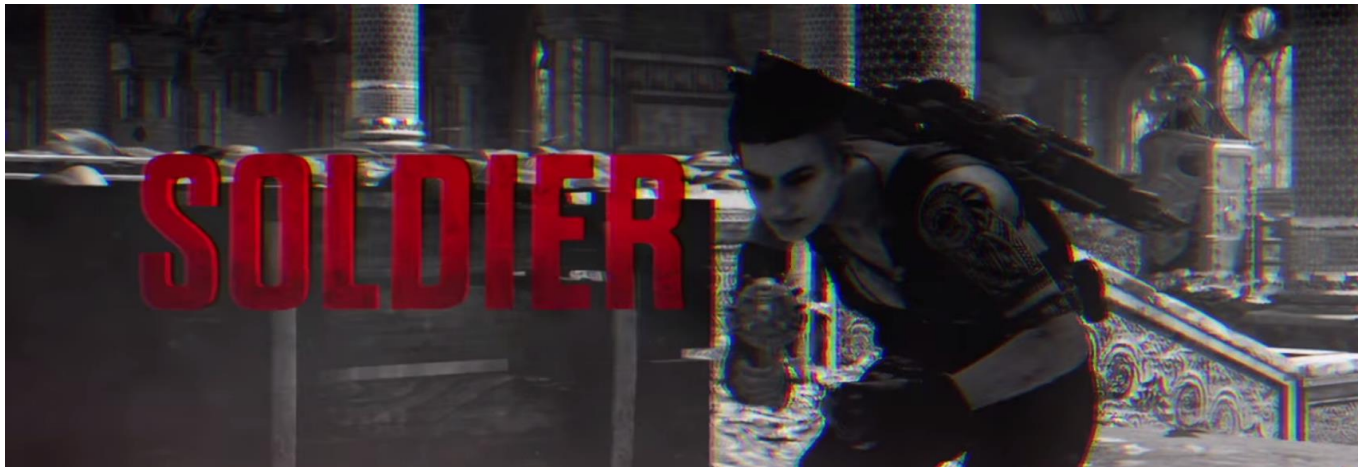
The Soldier is the jack of all trades class in Horde Mode. They gain bonuses in a variety of areas, but mostly focusing on Assault Rifles and Grenades. In battle, the Soldier should not be worried about getting money, or build the base and instead should be tucked behind cover, blasting at the Horde with his Lancer.

No Starting skill.

Starting Class



The Heavy is the master of big weapons. They gain skills that increase their damage output with explosives and heavy weapons. They are powerhouses later on, when they have several skills unlocked, however in the beginning stages, their bonuses can seem less than useful.

Starting skill:

-    Marked Damage: Increases damage dealt to marked targets.

The Sniper class is fairly self-explanatory. They specialize in sniping, dealing the maximum amount of damage with long range rifles. For those players who are highly accurate, and can pop off headshots at any distance, this is the class for you. Once you unlock a few of their skills, you'll be able to blow off the heads of even the strongest of the Horde.

Starting skill:

- Headshot Damage: Deal more damage with headshots.

Each **class have her own level** and **share general skill**. When class level up, the general skill become more effective.

- **General Skills**
    - Build Cost - Lowers the cost of Fabricator items by 2% per level.
    - Carry Speed - Move faster while carrying fortifications.
    - Execution Bonus - When executed, enemies will drop more Power.
    - Fortification Health - Items you build from the Fabricator have more health.
    - Team Revive - While equipped, the Fabricator has a new Team Revive option.

# CARD SKILL :

After to choose a class, the character need to be equipped with two different card skill.

Each card has a unique effect to improve the characters.
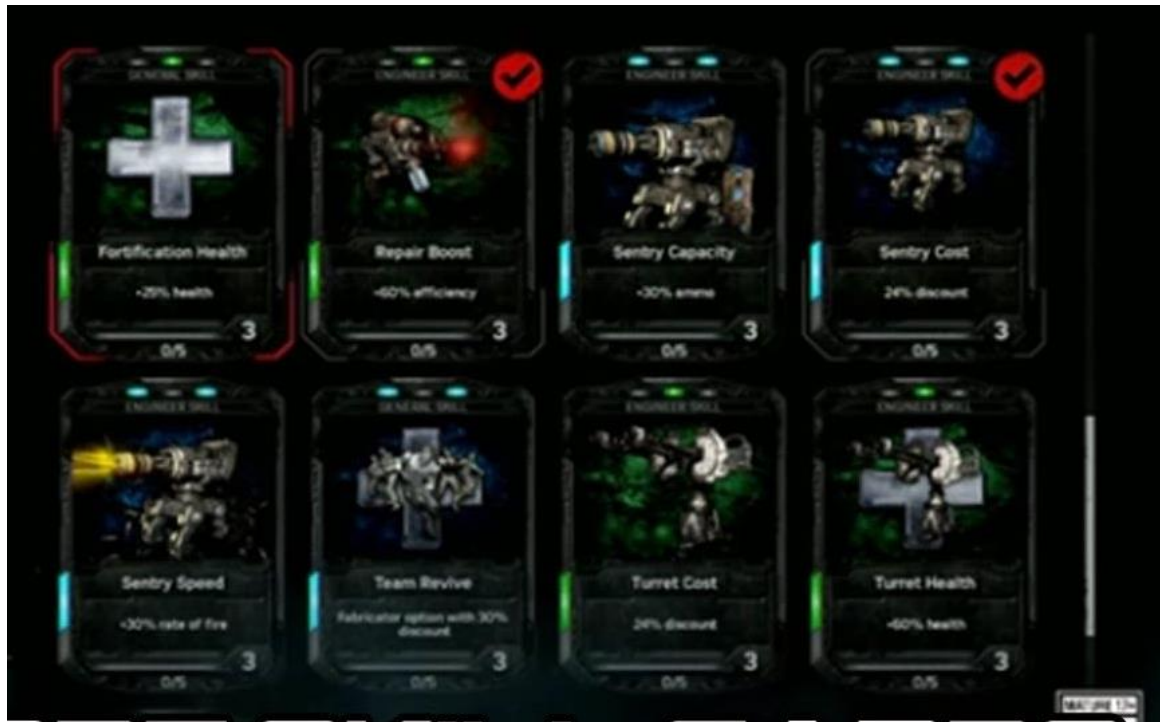


*Example of Card Skill*

The card skill can be upgrade. To do that you need to merge two card of same type.
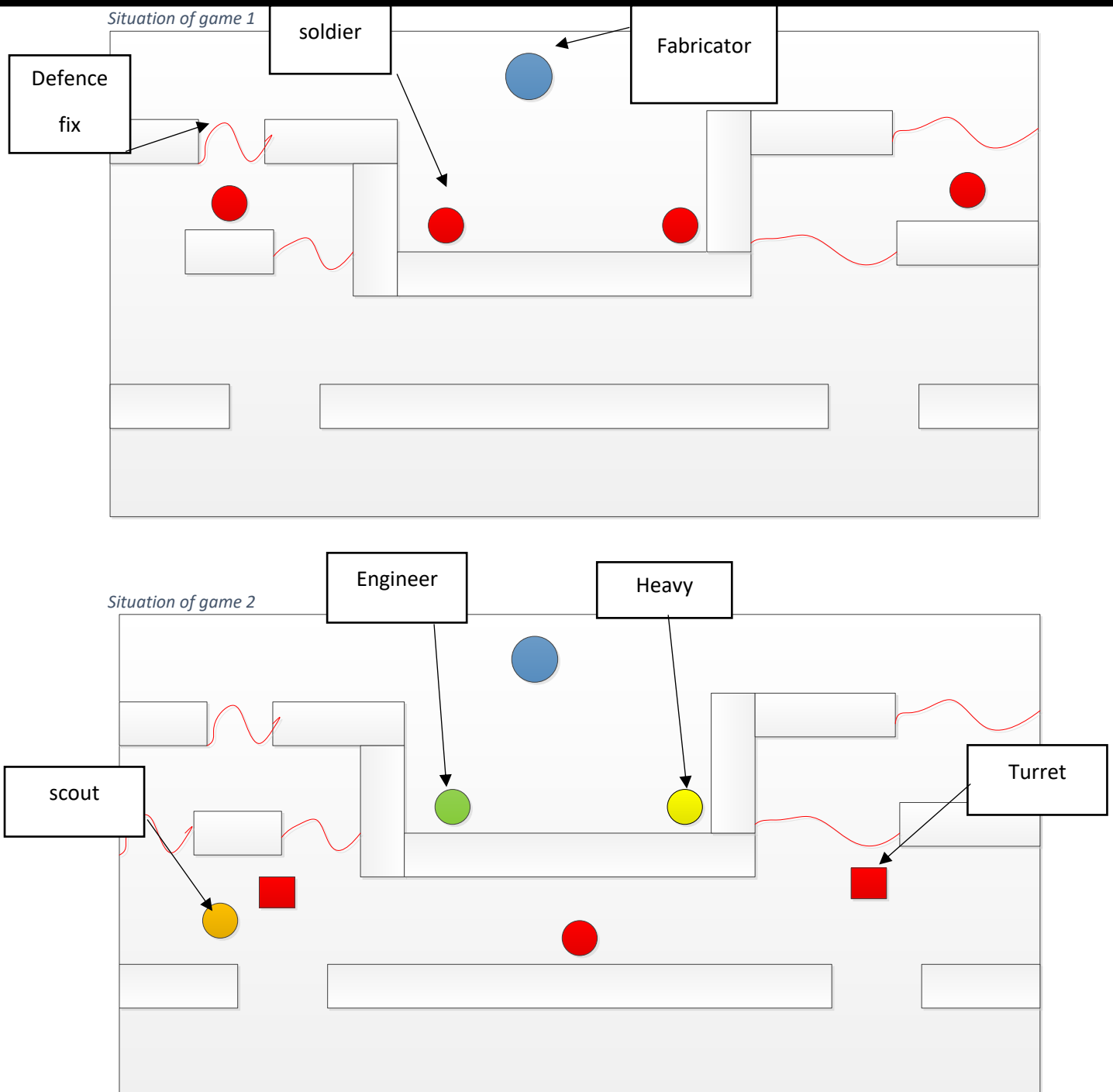


## META GAME :

The meta game **change each game**. It's **depending of the composition of the team** and **the skill choose by the player and tactics**.

And in-game, all things change. Like put a defence or where the player install the Fabricator.

The meta-game will **evolve** and **change** with **the game's update**.

*Situation of game 1*

Defence fix

soldier

Fabricator

*Situation of game 2*

Engineer

Heavy

scout

Turret

**These two situations** take place in the **same map** and with the **same number of player**. But the game is different, **the tactics** and **the player's class change** all the **situation**. And the **class can be different**. A **soldier specialises** on grenade launching or gun fight. A scout on tanking or execution.

# FREE TO PLAY

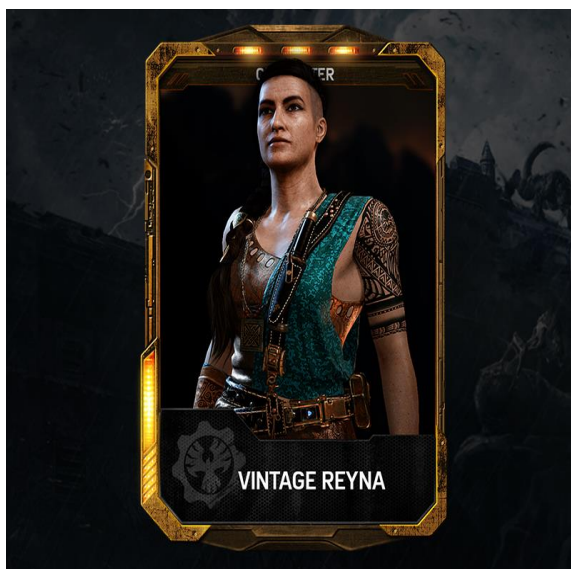A free to play is a game who **allow people to play without paying** the game.

When we create a game like this **we need to think** about the **monetizer's mechanic.**

But we must **create a holding back.**

## HOLDING BACK :

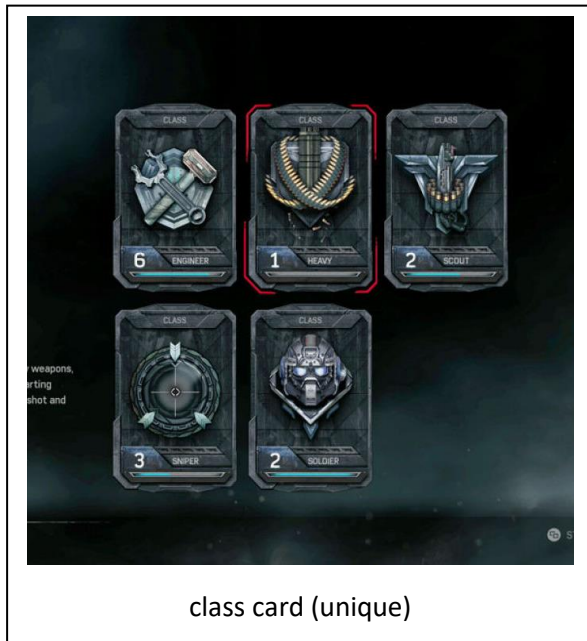To keep the player playing at this game, we use **four mechanic**:

- Each time a **player start a game**, he will **win a random card** among all type who exist:



Skin card



Skill card

class card (unique)

- In game, **all five waves** player **gains a random card**.
- In game, **all ten waves** player **gains a chest**. The player can have **three awaiting chests**.



*When he player want open a chest, he **need wait some minute** or paid with hard currency.*

- And we **give objective** for some **type of player**:
  - ○ **Socializer**: can create a coalition (clan) with other player and exchange, sell card or fight for the coalition.
  - ○ **Competitor**: one time per months, a competition take place online and a rank system give information on his position all the time.
  - ○ **Collector**: Some card or reward will be uncommon or rare and this type of gamers could continue to play until he had an object.
  - ○ **Achiever**: some achievement need some skill and time to complete. We can play on this to offer some challenge for the players.

## MONETIZE:

The player could win during game **two type of money**.

- The **current money** who can be win easily **each time you kill a PNJ**.

With this money, the **player can buy** some **skill, skin or class card** who will be offer **in the store**. And **as a price to evolve a card**.
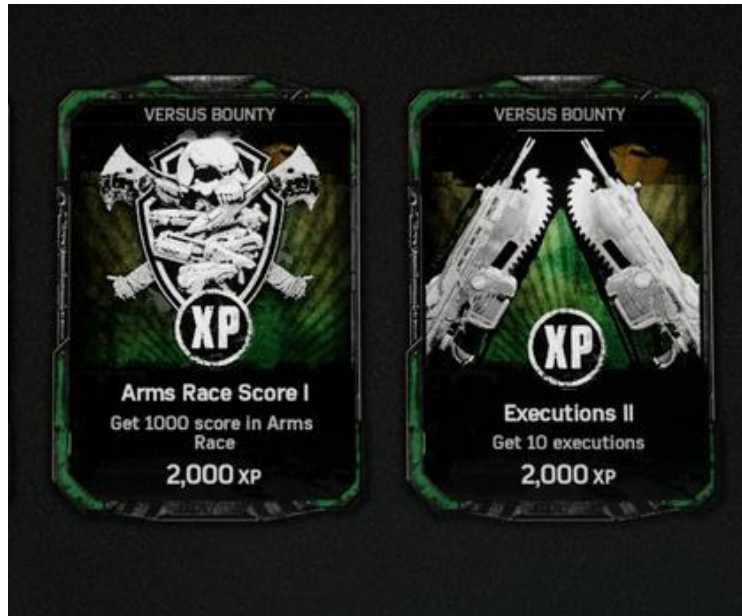
- The **Hard currency** who can be win in **few quantities** when you open a chest.

With this, the player **could open a chest** directly or **buy different type of chest** offer **in the store**.

**To gain money**, we offer to **sell** some **currency for some euros/dollars**. Or **sell some card** (like class card or an experience card)

*Give a bonus experience during a game (one use). An be buy or gain as a reward.*

# DEVELOPMENT BUDGET

To make this game we need **a team of twenty people**:

It is the composition of the team and company **cost for one month**.

- 2 Game Designers intermediate. (3000 euros x 2)
- 2 3d Artist intermediate (3000 x 2)
- 1 artist director (3800)
- 2 programmer gameplays intermediate (3400 x 2)
- 5 programmers online intermediate (3400 x 5)
- 2 programmers store junior (3000 x 2)
- 1 lead programmer intermediate (3400)
- 2 Level designers intermediate (3000 x 2)
- 2 animators intermediate (3000 x 2)
- 1 producer (3800)

Total: **443 200 euros** just for the team per month.

We will fix the price at **450.000 euros to give an error allowance**.

In time, we need **six months** where the teams work on this project.

So, in **6 month**, the project **cost 2.700.000 euros**.

## MARKETING

**Our targe**t is **a community** among another bigger community. Our marketing must **strike with efficacy**.

We must **allow a high cost on the marketing**. With **the double of the cost of development**, we could have a good Budget.

Marketing: **5.400.000 euros**.

**Total cost: 8.100.000 euros.**