



**Report Summary:
Market Feasibility Review**

Overview

This report is intended for teams who need an external review of their game design or pre-release build of a game to ensure that they have a product fit for market. The review uses real world data as available to identify the market potential for the game as well as applying years of experience judging and selecting games based on their competitive market potential. The process includes a high-level top-down business model to give the team a sense of the scale that 'success' could look like based on other games in the market.

This report is designed to be useful for internal use, but also to be suitable to present to external stakeholders.

About Fundamentally Games

Fundamentally Games works with developers and investors to help make better and more successful games. We assist with access to finance, production, marketing, live ops, game design and monetisation. For more information please visit <http://fundamentallygames.com>.

What the Report Includes

We will cover the following areas of your project:

- Games Market suitability analysis
- High-level Game & monetisation design
- Competitive positioning analysis
- High level business model

We also have various optional extras that we can include.

We can also cover the following through producing further reports in conjunction with this report:

- Market Readiness Review
- Production Readiness Review
- Investor Readiness Review
- Game Design Review
- Live Ops Readiness Review
- Custom Reports

Please visit our website for more details of these reports or contact us for custom report requests.

Cost & Time

This report costs £2400 + vat (not including any optional extras).

Please note that for this report we require either a detailed game design document or a playable build from which to work. If you require support with developing the game design or the game design documentation itself, please get in touch.

We offer a discretionary 'indie' discount, please get in touch.

Turnaround time is usually 2 weeks, subject to availability of the client and start date.

Next Steps

To find out more, please visit www.fundamentallygames.com. If you would like to discuss a report, please contact Ella Romanos and Oscar Clark at info@fundamentallygames.com.

Breakdown

Games Market Suitability analysis

We will review your game play design in terms of its suitability for the market genre and segments you are targeting. The report will outline key issues identified and offer some ideas but for actionable game design please check out our Game Design Review Report.

Example questions we will ask

- Who are the 'Primary', 'Secondary' and 'Tertiary' Audiences for your game?
- What platforms and business models are being considered?
- What makes the game "Immediate"? I.e. how does the game communicate the core values and gameplay to each audience without requiring obstructive tutorial experiences?
- What makes the game "Relevant"? I.e. how does the game resonate with each audience through IP, narrative, art, audio, simplicity? (Internal consistency can be as important as a familiar brand)
- What makes the game "Gorgeous"? I.e. how does the game emotionally engage each audience through gameplay interaction, narrative, art, audio, simplicity?
- What makes the game "Scalable"? I.e. do the mechanics lend themselves to repeat play or are they handcrafted? How does the game leverage extendable mechanics to convey emotion, strategy and narrative choices (as well as monetisation)?
- Do Complexity/Difficulty curves match player-lifecycle?
- What will drive players to install? And return to play time and again? How do you avoid burnout?
- How does the game foreshadow value to come later; and is it scalable?
- How does the game allow players to 'Show off' to their audience?

High Level Game & monetisation design

We will review your game and monetisation design in terms of its commercial potential. The report will outline key issues identified and offer some ideas but for actionable monetization design please check out our Game and Monetization design review reports.

Example questions we will ask

- What is the core loop? (Starting Condition; Challenge; Resolution; Reward)
- What aspect delivers a sense of autonomy/competence/escape?
- What is the context loop? (Sense of Purpose/Progression – e.g. levels/narrative)
- What is the Metagame? (competition/cooperation/mode of use)
- What are the soft-variables of success (time, alternate paths, score, resource use, etc.)
- What resources can be used in the game (Gold, Power, Blueprints, Health, etc)
- What balances the game economy? (Sinks/Sources, Positive/Negative feedback, Scarcity, Supply imbalance, etc)
- What is the business model? (Pay upfront, IAP, Interstitial Ad, Opt-in Ads, Sponsored, Subscription)
- Is the business model focused on "Player Utility", scalable and does it match Player Lifecycle?

Competitive positioning analysis

We will compare your game with others which fit both the genre and target audiences identified, sourcing real world data from available sources where possible. E.g. Apptopia/AppAnnie offer useful data but needs to be handled as averages given individual game data is based on estimates only.

Example questions we will ask

- Daily/Monthly Active Users
- 30 Day Downloads/Revenue/Retention
- ARPU
- % Ad Revenue
- Free/Paid

High-level Business Plan

We will take the data from the competitive analysis and run this through a “top-down” business model to generate a spreadsheet which shows what “Success” could look like for the game based on historic performance of other games. This is just a tool to estimate the potential of that genre and cannot be relied on as anything more than a thought experiment of course. We use the term “Top-Down” to show that this is based on market potential rather than the specific analytics from your game. We can also offer a bespoke business model but this is an optional extra (see below). The Business model delivered in this report includes a number of variables which allow for rapid testing of different scenarios as follows:

Variables in the business model

- 5-10 competitive examples taken from available data based on each platform proposed (e.g. IOS and Android/Steam/etc)
- Scenario 1 – Straight Average of selected titles
- Scenario 2 – Straight Median of selected titles
- Scenario 3 – Median of selected titles ignoring 2 most successful
- There are a number of other variables in place including:
 - Metacritic Value (simple percentage representing what % of audience choose your game)
 - Percentage Organic (estimate audience who come from paid or organic installs)
 - Ad Views/eCPM (Value from ad revenues)
 - CPI (Cost of acquisition)
 - Marketing Fatigue (Reflecting increase cost of acquisition over time)

Optional Extras

The aim of this report is to provide external unbiased assessment of the market suitability and commercial feasibility of a game. However, we only look at the high level, and therefore we can optionally also look at the more granular detail on request. This will affect the price of the report. Examples of areas we can optionally cover:

- First Time User Experience Flow
- Detailed game design analysis and actionable proposals
- Detailed monetization design analysis and actionable proposals
- Bespoke (Bottom-up) business model
- User-Testing/Analytics-Review
- Marketing channels/platforms review