



**Report Summary:
Monetisation Design Review**

Overview

This report is intended for teams who need an external review of their monetisation strategy and a detailed plan to maximise revenue potential. This is a one-off report intended for game prior to release or where monetisation has not delivered expected results. For Live “Games As A Service” titles this report will typically be modified to complement your operations teams’ internal regular monetisation review.

This document assumes that we have already conducted a Games Market Feasibility Review – if not then that work will need to be completed in addition to the elements described in this report. Please visit our website for more details of these reports or contact us for custom report requests.

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:

- Player Lifecycle Utility Model
- Identification of Purchase Types/Forms
- Impact Analysis on Gameplay (to avoid Pay-to-win)
- Core Game Economic Model (Sinks, Sources and Scarcity)

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.

Cost & Time

This advanced report costs £4800 + vat (not including any optional extras).

Please note that for this report we assume that you have already had us conduct a Market Feasibility report. If you require a custom report, please get in touch.

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

Turnaround time is usually 3 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

Player Lifecycle Utility Model

We will take information from the Games Market Feasibility report to understand the high-level game design and monetisation and take any available real-world lifecycle data to identify characteristics of play for the following Life-stages:

- Discovery
- Learning
- Engaging
- Potential to Super Engage
- Re-engagement
- Churn

Example questions we will ask

- What are the critical gameplay needs at each life-stage?
- Are those gameplay 'needs' critical for retention or have they potential for monetisation?
- How does the game foreshadow the benefits of later purchases? Or does it create barriers?
- Where is the social capital from play? Does the game allow players to show off purchases?
- What other mechanics or 'soft victory conditions' can be affected by power-ups/etc without breaking balance? is that scalable?

Identification of Purchase Types/Forms

We will review the possible forms of purchase that exist within the game design; this may trigger fundamental questions about some of the design choices.

Example questions we will ask

- What are the 'Sustenance' elements – resources needed to complete the game
- What are the 'Shortcut' elements – elements that help the player succeed without creating an imbalance. Can these be non-linear? e.g. Blue sword increased effect on Red items; not Green.
- What are the 'Social' elements – purely cosmetic items which allow players to show off
- What are the 'Strategy' elements – simple gameplay variations which introduce new ways to play that increase interest for all players
- Which elements would work as 'Consumable' goods – I.e. you earn/buy/store then they disappear once used.
- Which elements would work as 'Capacity' goods – I.e. how many of a given Consumable can your store?
- Which elements would work as 'Generator' goods – I.e. once purchase creates a number of consumables over time (more than might normally be obtained).
- Which elements would work as 'Anticipation' goods – I.e. One-off desirable items which mark progress/success in the game but that can be acquired early or as prestige versions only through premium currency

Impact Analysis on Gameplay (to avoid Pay-to-win)

We will explore each of the Purchase types and form combinations to understand their potential impact on gameplay to avoid unintended consequence such as the ability to degrade the gameplay to just being about how much money you are willing to spend. We need to ensure that Skill/Grind and willingness to spend remain valid without damaging the experience for any player.

Example questions we will ask

- Does the player get the Utility? i.e. Is there an expectation of future value (is it desirable!)
- Does having to buy this item improve on-boarding or willingness to return to play same or next day?
- Can we expect a positive impact on 30-90day Life Time Value?
- Is the value of this item small enough to be used as rewards, bonus or giveaways? (inc. Ads)
- Is the value of this item large enough to be used as longer-term rewards and aspirational items?
- Why should the player continue to care about this good in 30-90 days?

Core Game Economic Model (Sinks, Sources and Scarcity)

We will look at the gameplay flow and breakdown the resources available in the game, how they are acquired and what they are spent on. We will consider the balance of the economy in terms of how we maintain scarcity of supply of key items at the same time having ways to spend on those items which scale through gameplay. The output will be a report with specific recommendations and actions. However, this does not include detailed gameplay design changes.

Example questions we will ask

- What are the gameplay/store sources of goods/resources and how will we always need more than we own?
- What is the frequency of acquisition of goods/resources through playing rewards and how is that increased through Ad view or direct spend
- What is the frequency of usage of goods/resources by the player through normal play
- Is the use of goods/resources increased by availability? Or their value diminished instead?
- What are the key 'Sustenance' goods to scale with gameplay? E.g. Health or energy
- What are the key 'Capacity' goods to sustain sense of scarcity (e.g. holsters/backpacks)
- How can we use 'Social' goods to increase choice without increasing supply
- How can we use 'Strategy' goods to introduce non-linear gameplay choices
- Can we reward players by taking other things away? (making game more challenging)
- Are costs linear or do they increase with player expertise?
- Why would players want to spend?
- What will start players spending?
- What is the lifetime spend potential and can the game still be played without paying (beyond any initial upfront in the case of a Paid game)

Optional Extras

The aim of this report is to provide external unbiased assessment of the monetisation of a game. The review will focus on the game as presented. It does not include the development of a detailed business model or commit to a full analysis of data as we would need to quote on those tasks subject to the scale, structure as well as the degree of access to the raw data sources. These and other extras can be included at an extra charge upon request:

- Analytics Design
- Cohort-based User Funnel Analysis (where playing data is available)
- Detailed game design analysis and actionable proposals
- Bespoke (Bottom-up) business model
- User-Testing/Analytics-Review