

The Great Journey



# PITCH DECK TEMPLATE

A TEMPLATE OF HOW YOU CAN CREATE YOUR OWN PITCH

Make sure to create your pitch deck in Google Presentations, to minimise tech issues during the pitch event, thanks!

# A PITCH DECK CONTAINS:



**A SHORT  
PRESENTATION**



**THE GAME**



**THE TEAM**



**BUSINESS**



**A VISION**

**DON'T FORGET:** YOUR PITCH TIME IS 5 MIN. PLUS 15 MIN WITH Q&A WITH THE PANEL.

**TIP:** IF THIS IS YOUR FIRST PITCH, FOCUS ON THE GAME AND THE GAMEPLAY, AND LESS FOCUS ON MARKETING, VISION & BUDGET.

**A PITCH SHOULD ALSO ANSWER  
THESE TWO QUESTIONS:**

**1. IS THE GAME WORTH MAKING?**

TOO SIMILAR TO OTHER GAMES? TOO EXPENSIVE TO MAKE? DID SIMILAR GAMES SOLD VERY LITTLE?

**2. CAN THE TEAM MAKE THE GAME?**

DO THEY HAVE THE KNOWLEDGE, SKILLS AND TEAM TO PULL IT OFF?



## **SHORT PRESENTATION**

- **SHORT PRESENTATION TO CAPTURE THE VIEWER'S INTEREST.**
- **DESCRIBE THE GAME, WHAT IS UNIQUE? WHAT MAKES THE GAME INTERESTING?**
- **IF POSSIBLE, REFER TO OTHER GAMES/MOVIES SO THAT THE VIEWER CAN QUICKLY GET A GOOD UNDERSTANDING WHAT IT'S ALL ABOUT.**



## **SHORT PRESENTATION**

### **EXAMPLE A.**

#### **AGE OF EMPIRES**

**A HISTORY THEMED REAL-TIME STRATEGY GAME FOR PC THAT PRESENTS THE RISE OF THE FIRST GREAT CIVILIZATIONS ON EARTH BY COMBINING RTS GAMEPLAY FROM WARCRAFT 2 WITH HISTORICAL AND ECONOMIC FEATURES OF CIVILIZATION.**

### **EXAMPLE B.**

#### **GRAN TURISMO**

**“THE REAL DRIVING SIMULATOR”**

#### **FEATURES:**

- **ACCURATE REPRODUCTIONS OF CARS FROM WELL KNOWN BRANDS.**
- **REALISTIC HANDLING AND PERFORMANCE.**
- **REAL WORLD TRACK AND RACING CONDITIONS.**



## **THE GAME**

# **PRESENT THE GAME**

**HERE YOU PRESENT WHAT YOU ARE BUILDING.**

**YOU COULD SHOW A GAMEPLAY TRAILER, A GIF OR IMAGES, CONCEPT ART OR SCREENSHOTS.  
IF YOU SHOW A GAMEPLAY TRAILER, KEEP IT SHORT: 1 MIN.**

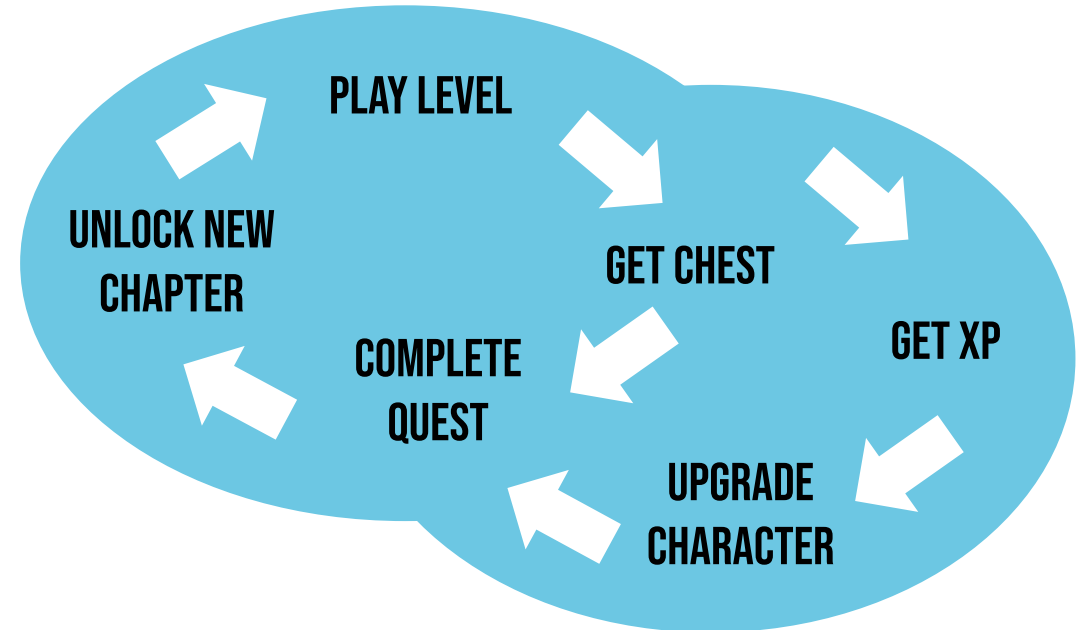
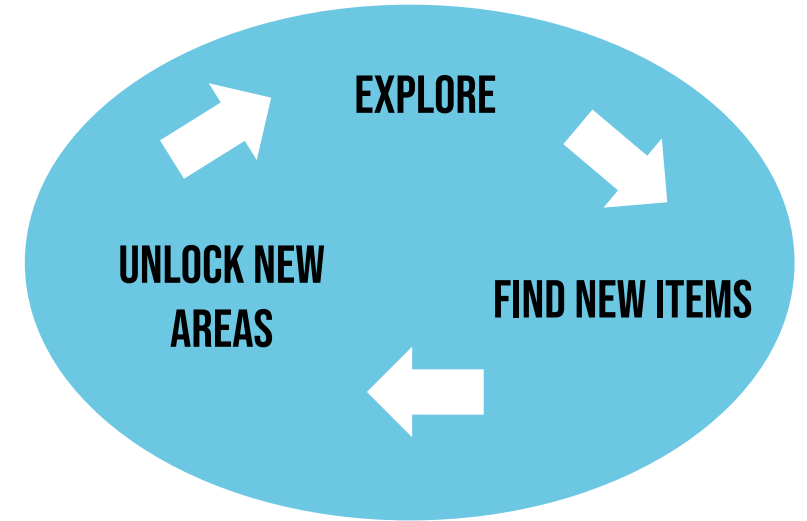
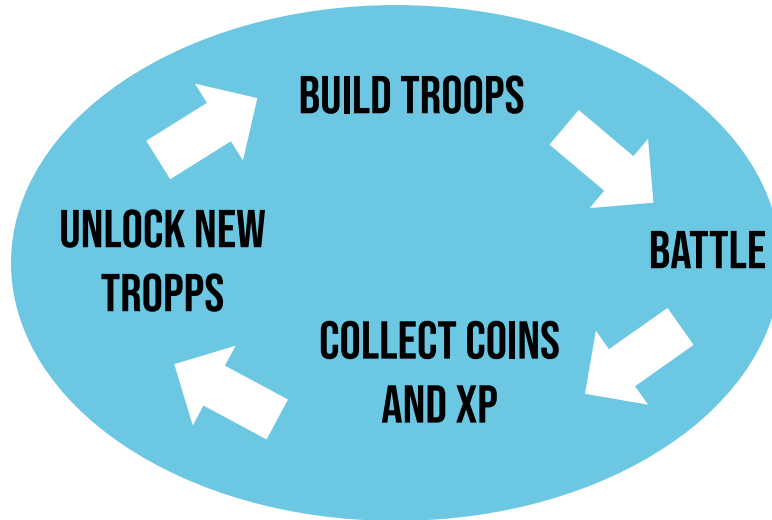
- **EXPLAIN THE CORE GAME LOOP OF THE GAME**
- **EXPLAIN THE LOOK AND FEEL OF THE GAME**



## THE GAME

# EXAMPLES OF CORE GAME LOOPS

THIS IS A QUICK WAY OF EXPLAINING WHAT YOUR GAME IS ALL ABOUT.



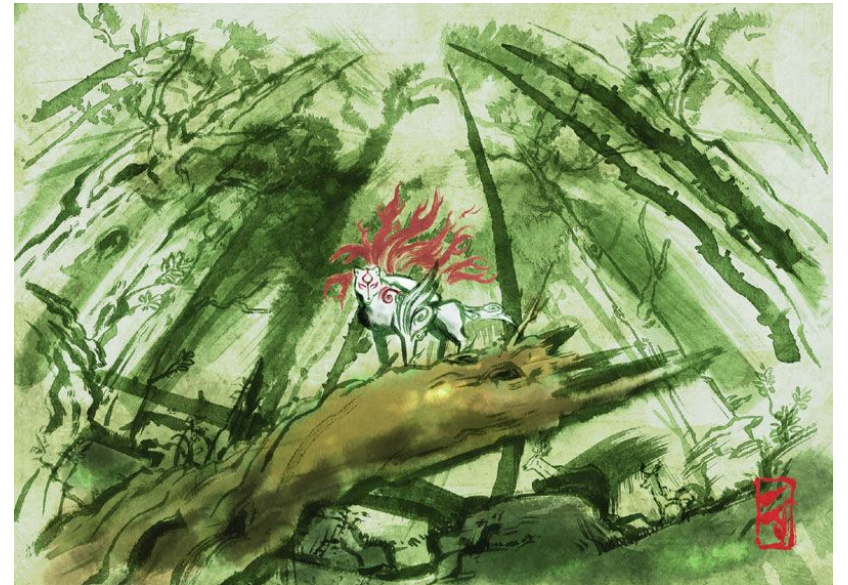
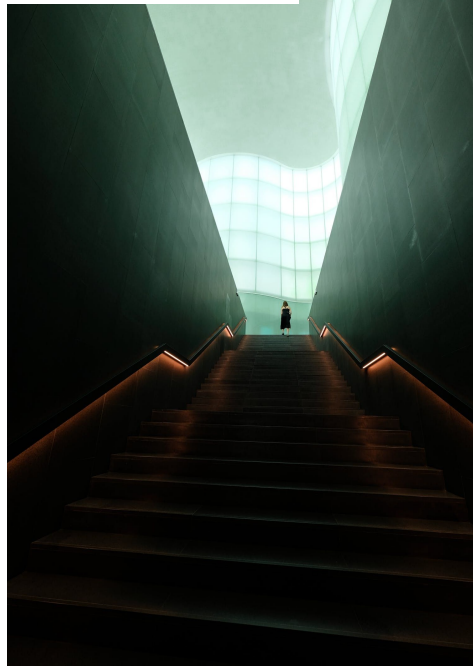
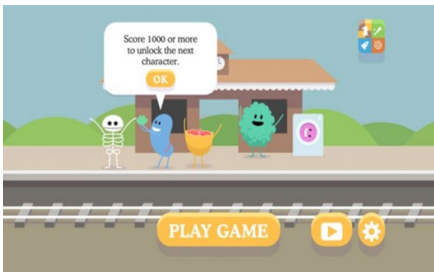


## THE GAME

# EXAMPLES OF LOOK AND FEEL OF THE GAME

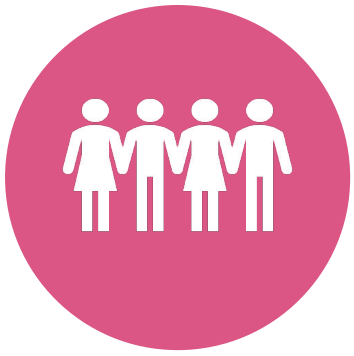
If you don't have any cool images of your own, use photos and others work to describe the look you are going for.

"A PICTURE IS WORTH A THOUSAND WORDS"



1-2 PAGES OF IMAGES CONVEYING THE LOOK AND FEEL OF THE GAME. USE CONCEPT ART, PHOTOS, SCREENSHOTS, GIFS ETC.





## **THE TEAM**

# **PRESENT THE TEAM**

- **PRESENT THE TEAM, KEEP IT SHORT AND SWEET.**
- **WHO IS IN THE TEAM AND THEIR MAIN WORK AREA.**
- **MENTION IF THE TEAM HAS WORKED TOGETHER BEFORE, PREVIOUS PROJECTS OR GAMES.**
- **IF THE TEAM IS MISSING SOME KEY TEAM MEMBERS, THIS IS THE PLACE TO MENTION IT.**

# TEAM EXAMPLE

THE TEAM IS REALLY PASSIONATE ABOUT THIS GAME. MEMBER A AND B DID 2 PROJECTS TOGETHER.  
A,B,C STUDIED TOGETHER FOR 1 YEAR. WORKED ON THE IDEA FOR 6 MONTHS.



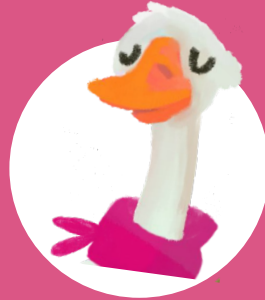
MEMBER NAME A  
LEAD PROGRAMMER

**PREVIOUSLY**  
HOBBIT IN LOTR



MEMBER NAME B  
CEO & 3D ART

**PREVIOUSLY**  
A WIZARD FOR 3 YEARS



MEMBER NAME C  
2D ART & PLANNING

**PREVIOUSLY**  
A WARLOCK FOR 1 YEARS



MEMBER NAME D  
PROGRAMMER &  
MARKETING

**PREVIOUSLY**  
STUDIED AT TGJ



MISSING MEMBER

**LOOKING FOR**  
PIXEL ARTIST



## **BUSINESS**

# **BUSINESS**

- **TARGET PLATFORM AND TOOLS.**
- **MENTION OTHER GAMES OF INTEREST AND THEIRS ESTIMATED SALES. IS THERE A MARKET FOR YOUR GAME?**
- **MONETIZATION**
- **PRODUCTION TIMELINE**

# WHERE IS YOUR GAME COMPARED TO SIMILAR GAMES?

An example of how to show that your game is unique compared to other big titles that are similar and relevant to your game.



# MONETIZATION

or how will the game make money so that you can make more games

## DIFFERENT TYPES OF PAYMENT MODELS

- PREMIUM, 1 TIME PAYMENT
- DLC
- ADS
- FREE TO PLAY
- IN APP PURCHASES

# IS THERE A MARKET FOR YOUR GAME?

- **WHAT IS YOUR TARGET GROUP?**

Example 1: PC players who enjoy strategy games, who plays/played game x and/or game y.

Example 2: Competitive pc or xbox players who play racing games.

- **WHAT ARE THE ESTIMATED SALES FOR SIMILAR GAMES THAT ARE WORTH TO MENTION?**

Example: Players enjoyed GAME-X because of XYZ. GAME-X estimated sold X copies in 2020 on PC. We think these players would like Y & Z in our game. Our game is similar in style but with different mechanics and award system that many complained about in GAME-X.

# **PEOPLES REACTION TO YOUR GAME**

**HAVE YOU SHOWED YOUR GAME TO PEOPLE, ON SOCIAL MEDIA ETC?**

**HOW DID PEOPLE REACT TO IT?**

**ANYTHING THAT POINTS TO THAT PEOPLE REALLY LIKE YOUR IDEA?**

**HAVE YOU TALKED TO POTENTIAL CUSTOMERS AND WHAT ARE THEIR REACTIONS?**

**IF YOUR HAVE NOT SHOWN YOUR GAME TO OTHERS YET, SKIP THIS PAGE**

# PRODUCTION TIMELINE

**CREATE A TIMELINE TO QUICKLY SHARE SHORTTERM AND LONGTERM MILESTONES.  
USUALLY A PUBLISHER WANTS TO KNOW WHEN THE GAME IS PLANNED TO BE COMPLETE.**

Add relevant milestones  
that fits your game







**VISION**

# Vision

- **WHAT ARE YOUR VISIONS ABOUT THE FUTURE?**
- **WHAT ARE YOUR VISIONS ABOUT THE GAME?**
- **END THE PITCH ON A POSITIVE NOTE AND BE OPEN FOR QUESTIONS.**

## MORE INFO

### JASON DELLA ROCCA'S GUIDE TO PITCHING VIDEO GAMES

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=R8HSXYAE3CS](https://www.youtube.com/watch?v=R8HSXYAE3CS)

### GDC TALK

### 30 THINGS I HATE ABOUT YOUR GAME PITCH

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=4LTTR45Y7P0](https://www.youtube.com/watch?v=4LTTR45Y7P0)

### RAWFURYS DOCS ABOUT PITCHING, MARKETING, LEGAL ETC.

[HTTPS://RAWFURY.COM/DEVELOPER-RESOURCES/](https://rawfury.com/developer-resources/)

THIS IS A TEMPLATE, FEEL FREE TO USE THIS AS YOUR BASE BUT  
MAKE SURE TO MAKE A PITCH THAT FITS YOUR GAME, YOUR NEEDS  
AND PROJECT.  
REMOVE OR ADD STUFF AS YOU SEE FIT.

**THEGREATJOURNEY.SE**