



# GAME DESIGN AUDIT

*For Pitches & projects in conception/pre-prod*

*Wondering if a new game can truly engage its target audience?*

*Looking to strengthen your game vision?*

*Seeking a second opinion on a pitch deck for funding?*

*Is your vertical slice answering your gates' objective?*

## ADVISORY

Analyzes vision decks, demos or gameplay videos to determine:

- The solidity of the game design and the compatibility of its features for a good gameplay experience
- Competitiveness of the feature set and its potential to attract and capture market share from competitors
- The ability of its features, mechanics, and systems to meet the motivations of its target audience
- The realism of the scope in relation to its projected time to market

## ANALYSED ELEMENTS

- High level vision and pillars
- USP's and distinction from competitors
- Alignment of Target audience & player motivations
- Core gameplay challenges and depth
- Loops, structures and flows
- Potential for Retention
- Monetization model
- Scope versus estimated production time