

Budget

- \$6.6 Million Development Budget

– 50 Person Team

■ Production ■ Engineering ■ Art ■ Sound ■ Game Design



– 2 Year Development Cycle



This is a burn rate of \$6800/person/month

Profit & Loss

\$60 Game



500,000
Units
Sold

Sales Strategy

- Educational Games are difficult to sell even in the best of economic climates.
- To remedy this issue we propose the following:
 - Make sure the game is *Truly* fun. By focusing on the fun we ensure that the players experience is not only educational, but enjoyable



Sales Strategy

- Look into Licensing Opportunities
 - Cyberchase would be an ideal candidate
 - Educational show
 - Same target demographic
 - PBS is a recognizable and trusted brand in this arena
 - Other IPs would be suitable as well such as Jimmy Neutron or Ben 10



Sales Strategy

- Microsoft is trying to be more family friendly
- Natal is its way to do this
- Trying to tap the market opened by the Wii



Sales Strategy

- Expansion Packs via XBLA
 - We cannot possibly cover all of the potential topics that this game could explore
 - We want this game to be the start of recognizable and trusted brand
 - Leverages all of the work invested into creating the initial IP

