

Peer Summary:

The game is Saucer Sling. It is a Kitty Cannon inspired game where the farther you fly, the more obstacles and enemies encountered, but also the more rewards and upgrades that can be unlocked. This is a mobile game for Android and iOS. The game must be completely optimized to run on many different devices and screen sizes without sacrificing the quality of the art style of the game. Key features include the following:

- Customize the saucer with different abilities, such as shields, lasers, rockets, and magnets.
- Collectible power-ups and coins to boost performance/score.
- Option to buy new saucers.
- In-app purchases to progress the player without having to play as much.

Technical features include:

- Responsive and intuitive user interface that adapts to different screen sizes and orientations.
- High-quality stylized art and sound effects.
- Optimized performance and battery consumption that give smooth gameplay with minimal interruptions.

The target audience is targeting an E for Everyone rating. This will provide a larger player base with a fun and safe gaming experience.

End-User Summary:

Are you ready for an intergalactic adventure? Saucer Sling is a new game for iOS and Android that will challenge your skills and slinging prowess. Come launch your saucer into space and see how far you can go! Along the way, you'll face obstacles and enemies that will try to stop you, but there are also rewards and upgrades that will help you to fly to the deepest parts of space. You can customize your saucer with different abilities, such as shields, lasers, rockets, and magnets. You can also collect power-ups and coins to boost your performance and buy new saucers. Saucer Sling is inspired by the old flash game Kitty Cannon, but with a space twist and a different view. It's like Angry Birds, but with more action and variety. Saucer Sling is a game for everyone who loves space and fun. Download it today on Android or iOS and start slinging!

Management Summary:

Saucer Sling is a fun and addictive mobile game for Android and iOS devices. Inspired by the popular Kitty Cannon game, the goal is to launch a flying saucer as far as possible, avoiding obstacles and enemies, and collecting rewards and upgrades along the way. As a project manager, you will be responsible for overseeing the development process, ensuring that the game is fully optimized for different devices and screen sizes, and managing the budget and timeline. You will also help design and implement microtransactions that will generate revenue for the game, such as cosmetic items, power-ups, and premium currency.

Investor Summary:

Saucer Sling is a fun and addictive mobile game for Android and iOS devices, inspired by the popular Kitty Cannon game. The goal is to launch a flying saucer as far as possible, avoiding obstacles and enemies, and collecting rewards and upgrades along the way. Saucer Sling is a great opportunity for investors who are looking for a high return on their investment. The game has a large and loyal fan base, a proven monetization strategy, and a low development cost. By investing in Saucer Sling, you will be part of a growing market for mobile gaming that generates billions of dollars in revenue every year. You will also benefit from our experienced and passionate team of developers, designers, and marketers who will ensure the game's quality, visibility, and profitability. Saucer Sling is ready to take off and become the next hit in the casual gaming market.

Competitive Analysis:

I analyzed a flash game on the computer titled *Kitty Cannon*. This is an older game that uses flash media player on a web browser. The game features a cat that is shot out of a cannon into hazards that can either shoot the kitten further or stop the animal in its tracks. This is a free to play game that does have advertisements before starting the game. The target market for this game is a more mature audience with computers that are not against some blood in their video games.

The second game I analyzed was *Angry Birds*. This is a mobile game that is available on a wide range of mobile devices and tablets. This is a free to play game, but it does offer in-app purchases to help progress through the game's levels. The features in Angry Birds are a slingshot that shoots a variety of birds into obstacles to eliminate pigs. There are power ups and upgrades to the birds and outfits that boost the birds' perks. The target market is anyone with a phone or tablet as it is a very accessible game to play.

Viability:

From what I have researched I have discovered that making a game free to play with the option of in-app purchases secures the potential for all players to play and enjoy. The ability for the app to be optimized for many phones and tablets helps in growing and sustaining a larger player base. Adding monetization helps bring income to the company, but making the in-game purchases practical and non-aggressive helps to keep the player interested in playing. Having ad monetization would add income as well and another option to bring money in for a free to play mobile game. The way that Angry Birds does it seems to be working exceptionally well and proves that a similar model would do wonders for a project like I pitched.

Market/Platform:

I would prefer this game to be like Angry Birds and become established in all mobile phone stores, such as Android and iOS. This would be the most practical way to add a larger player base and ensure that there is a higher chance of success.

Reflection:

From all the information that I have learned I feel that the mobile game market is competitive, but a great way to make a splash in the game industry. Having something that people like to play while out and about is a great way to kill time and possibly become a habit for the players. This would ensure a returning player base and the potential to have the game's revenue increase consistently over time.

Logo ideas:

