

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 10 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

START WITH:

- A Short presentation to capture the jurys interest – also called A hook
- Describe the game, really short.
- If possible, refer to other games/movies so that the viewer can quickly get a good understanding what it's all about.
- Mention your team, Platform, Price, and what you are looking for.
- Plus a really nice image giving the right feel for the game.



SHORT PRESENTATION

These examples shows a brief overview to capture the audience quickly, (but are also totally unrealistic since the game scope is massive compared to the team size & budget.)



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.

We are a complete team of 10 people, building the game for PC in Unreal and we are looking for 700.000 USD in publishing.

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.

We are a team of 5 people. Building the game for PC/PS/Xbox in Unreal and We are looking for 100.000 SEK to finish our game and self publish in 2024.



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: 30-40 SECONDS.**

- **EXPLAIN THE CORE GAME LOOP OF THE GAME**

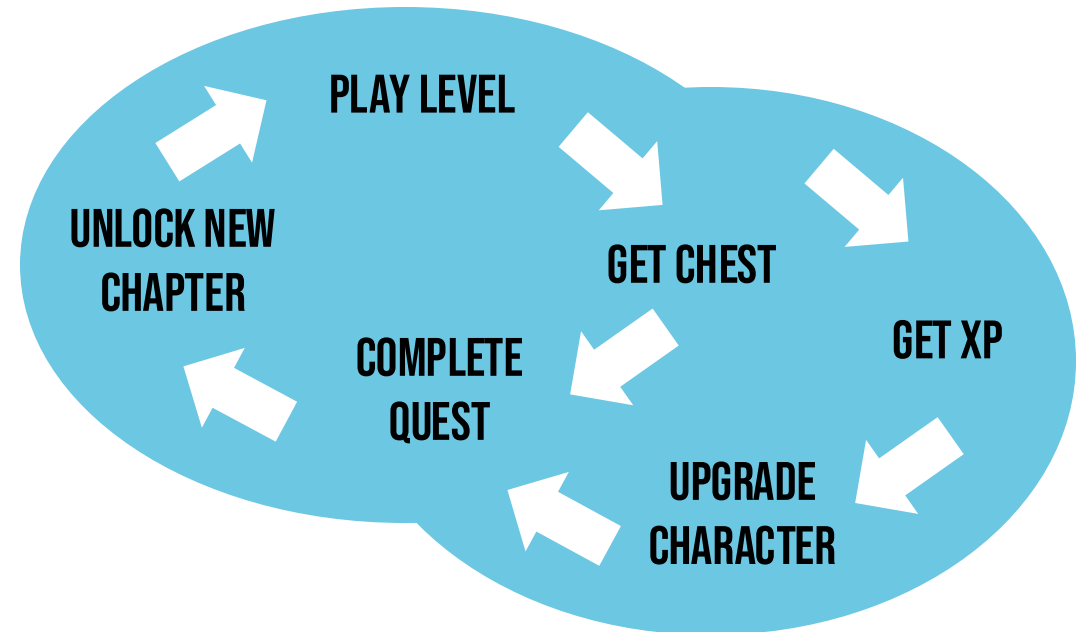
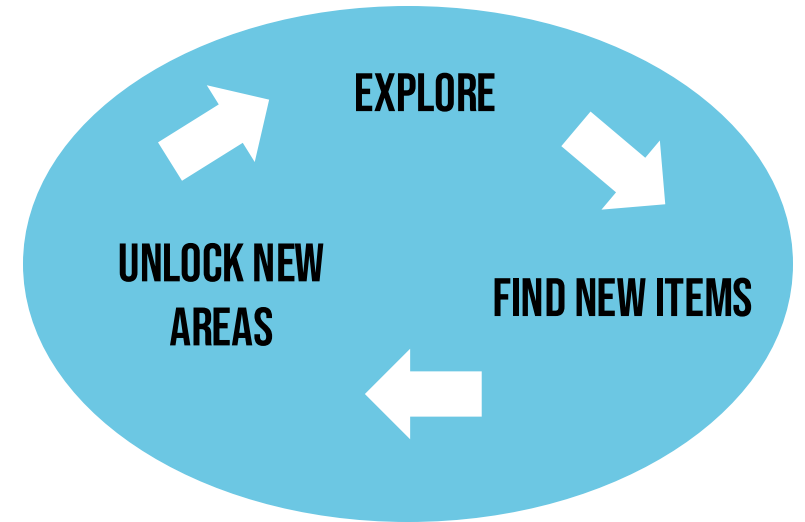
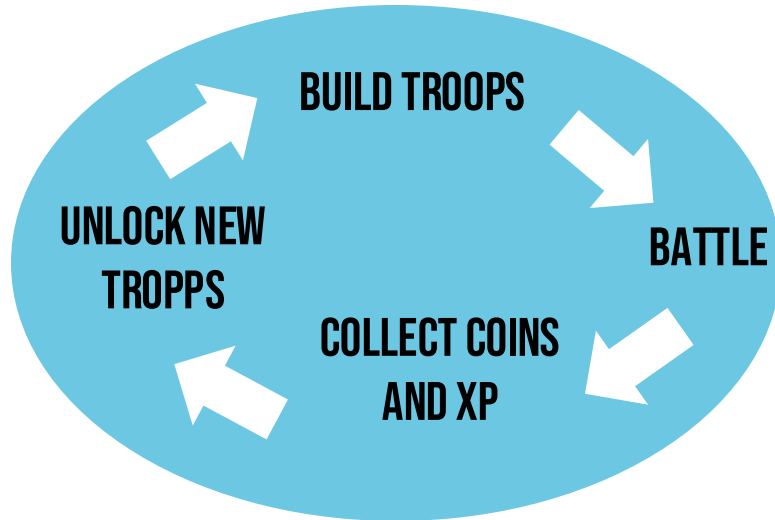
- **EXPLAIN THE LOOK AND FEEL OF THE GAME**



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. (Pitching your game could be a good way to find a missing team member)
- Bonus if you **use photos of real people**.

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 their estimated sales. Is there a market for your game?
- Monetization (how will you make money)
- Production Timeline

WHERE IS YOUR GAME COMPARED TO SIMILAR GAMES?



An example of how to show that your game is unique compared to other titles that are similar and relevant to your game. **Compare against games similar in size and budget.**

This example is NOT mandatory but could in some cases be relevant.



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 2023 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 you 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

WE ARE HERE

ALPHA

BETA

OPEN BETA TEST

RELEASE ON STEAM

Q4 2022

Q1 2023

Q2 2023

Q3 2023

Q4 2023

Q1 2024





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.**
- **SHOW YOUR CONTACT INFORMATION AND YOUR NAME**

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 TO SHOWCASE YOUR GAME AS RELEVANT AS POSSIBLE IN 5 MIN.

FAQ:

QUESTION: *I CAN'T EXPLAIN MY GAME IN 5 MINS, WHAT DO I DO?*

ANSWER: *MAKE SURE TO ONLY EXPLAIN AN OVERVIEW OF THE GAME, AVOID GOING ON TO DETAILS ABOUT SPECIFICS, AND ABOUT THE STORY, MAKE SURE TO PRACTICE WHAT YOU ARE SAYING ON EVERY SLIDE.*

QUESTION: *IN WHAT FORMAT DO YOU ACCEPT PITCH DECK?*

ANSWER: *THE GREAT JOURNEY ONLY ACCEPTS PITCH DECKS IN GOOGLE SLIDE FORMAT.*

THEGREATJOURNEY.SE