

**VIDEO GAME
PROPOSAL**
KATA THE IRON THORN



INTRODUCTION

The purpose of this proposal is to provide you with a detailed **Video Game** plan in order to increase your business revenue and sales. We will include in the proposal different levels of the game and user interface. we offer, along with information and pricing for each and every part of the marketing process based on your needs. As per our previous discussion, I feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your digital goals.





ABOUT US

Excel Digital Group is a full-service digital agency based in Chicago, IL.

In today's digital business world, you need a partner like **“Excel Digital Group”** who can help you take advantage of going digital & gaining opportunities across a variety of channels in real-time. **“Excel Digital Group”** is the animated video company you require to market your brand. Our video animation services provide strong market pillars to a brand newly launched. Moreover, with the brands serving for decades, we have served them with top-notch quality animated videos to match their business objectives and goals. **“Excel Digital Group”** has created animated videos that are direct leads to potential customers.

LET'S TAKE OFF THE STEAM



Thank you for contacting us and for considering Your company name for your game developers. We are very excited about this opportunity and ready to help you turn your creative idea into an engaging game for iOS and Android operating systems.



CHARACTER NAME

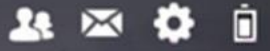
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KATA
THE IRON THORN




CLASSIC
JAMAICA




INVITE

 STORE

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 CHARACTER

 VAULT

 PET

 COLLECTION

 CANNONS

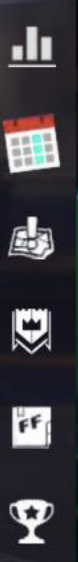
CHANGE

OBTAIN



MATCHING

 **CHAT**



OVERVIEW

As we discussed during our initial conversation, you would like our group of experts to produce a unified and interactive game based on your idea.

Here are our overall goals:

- Creating an interactive game that will engage the targeted audience (12-19 age group)
- Making sure the game has high-end graphics
- Integrate advertisements within the game for revenue generation
- Making the game available on both, iOS and Android operating systems

Making highly entertaining games is our mission. Our team consists of some of the best talents in the industry that worked on over 100 projects for 50+ clients across the globe. We have an established brand that proves quality and quantity doesn't always have to be mutually exclusive

OUR INTERACTIVE GAME VISION

Mobile games have more potential and a huge market in both, revenue and user base, and they account for more than 50% of the global gaming industry revenue, with a 25% year-on-year growth rate.

Our team of passionate designers and developers are specialized in developing games for mobile platforms and using popular game engines.

SO HERE IS WHAT WE GOT PLANNED:

ART, DESIGN, AND ANIMATION

As we discussed, to bring your game to life, we would start with our creative and talented art and design team, which specialized in creating attractive graphics, UI, and game assets for 2D, Isometric, and 3D mobile games. They will start with creating assets and animations that are mobile-friendly and highly optimized to perform well.





KATA
THE IRON THORN

OUR INTERACTIVE GAME VISION

UI/UX DESIGN PROCESS

As previously explained, our UI/UX designers follow the best practices for UI design. They don't just have experience in how to work with colors, fonts, and button sizes, their job is to follow a logical process, that's perfectly approachable to a developer

CODING AND DEVELOPMENT

We are experienced in all popular mobile game development engines like Unity, Cocos2d, Cocos-JS, and HTML5, Angular JS, Three.JS, JavaScript framework, etc. To build a cross-platform game you are desiring, we will use the right set of tools based on the game technical requirement we agreed on.



TESTING

Our testing team with a rich gaming experience will help to provide quality assurance and compliance testing for both, iOS and Android systems. We will test the consistent performance, gameplay, device compatibility, user experience, user interface, screen orientations, resolutions, load testing, social integration, and more



PLAN OF ACTION



FIRST STEP

PRE-PRODUCTION

Planning, research, and documentation based on the marketing analysis

SECOND STEP

CONCEPT ART

The art and design team will make your the game as engaging and user-friendly as possible

THIRD STEP

ASSET PRODUCTION

2D & 3D asset production services will bring your ideas to life

FOURTH STEP

DEVELOPING

We will decide on a proper game engine and technology



FINAL STEP

TESTING

Performance testing for device compatibility and user experience

A UNIQUE PERSPECTIVE ON GAME DEVELOPING

Creating a unified and interactive game that gamers will love





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Six Upcoming Games To Watch Out For

Shuhei Yoshida talks about six indie games coming to PlayStation not to be missed.

Popular ★ 18 🗨️ 15 💬 18



Exclusive Release Of TemTem On PS5

Early Access to Massively Multiplayer Creature Collecting Game Begins December 8

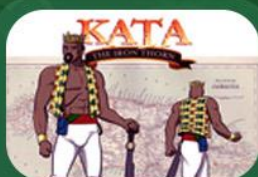
New ★ 4 🗨️ 4 💬 34



New Monthly Fortnite Crew Subscription

The subscription is available from December 2 and includes exclusive...

★ 18 🗨️ 15 💬 18



MARVEL Spider-Man: Miles Morales



Overcooked! All You Can Eat

Season Is A Game That Lets You Capture The Moment

Experience the last moments of

Live chat



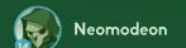
Jonathanlock

Hey there, is there anyone online?



Technolord

Hey m8, did you watch the current tournament at D2?



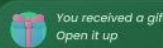
Neomodeon

Yes, it was cool! It has been a long time since there was such a sweaty confrontation ... if you know what I mean?



Sfoora

Hey @neomodeon catch the gift :D



You received a gift from Sfoora. Open it up



Drakulochka

What's new with you guys? Why do not you sleep?



Coldeir

Yo guys, now I was in a raid in the nafriya castle and knocked out a legendary who is an encre on my

Send a message ...





1. In-App Purchases – Your customers can pay in the app to upgrade them to premium features such as seasonal costumes, and powerups, or buy some coins/gold, etc. that would help in certain aspects of the game, depending on the kind of game we create.

2. 1st-month FREE Download – Upon launch, the app will be free for all who download it as a marketing strategy. This will help build hype and traffic towards the game. After gaining a good number of traffic, a fee can then be set to download the game. With this strategy, we gain profits from the Google App Store as they pay a certain percentage upon each download, and also would gain revenue from the download fee itself as well.

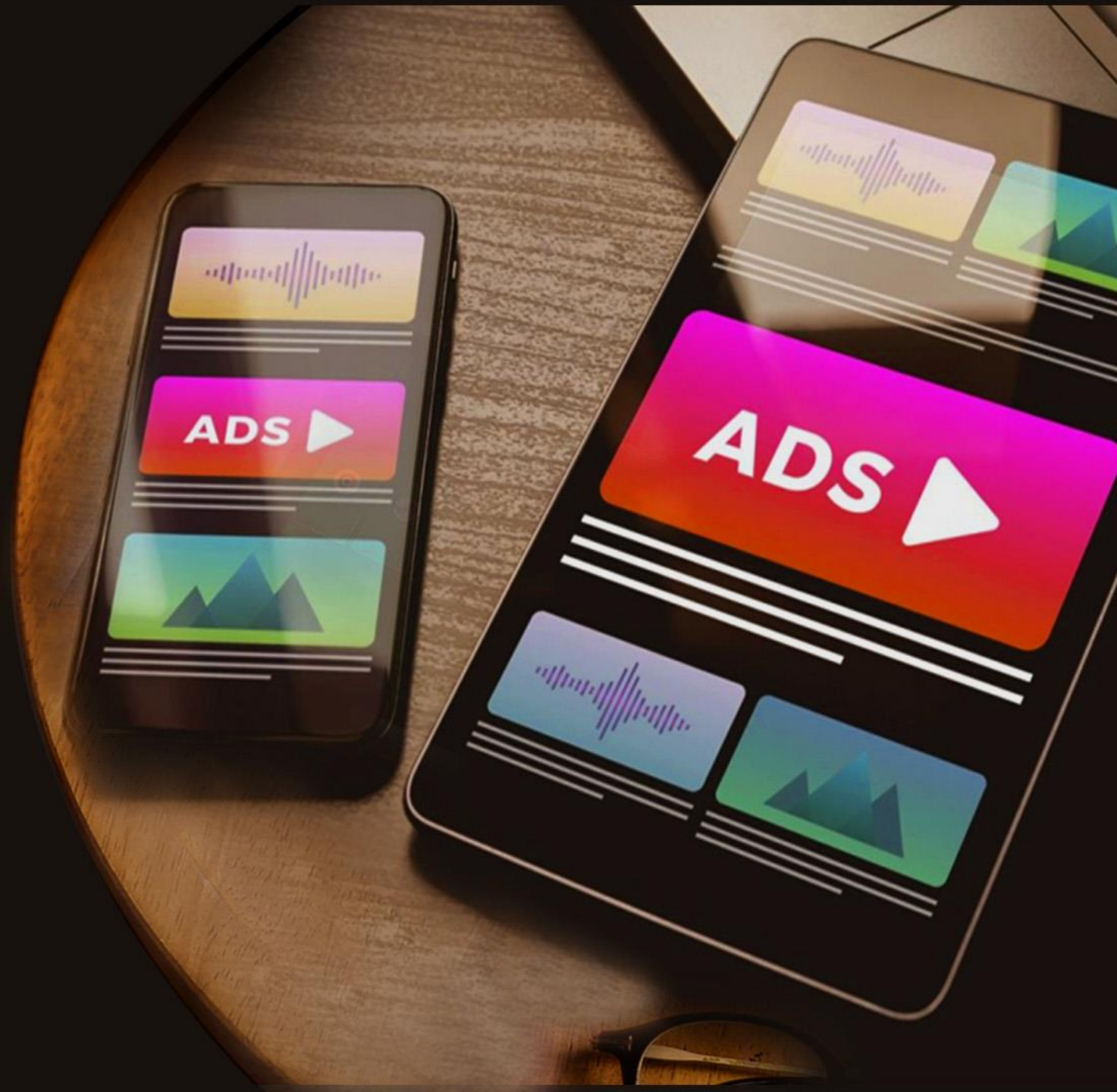


A lot of downloads/users/engagements play a big role in this. Whether it be an online website or mobile app, your earning is proportional to the Traffic and Users.

Once the traffic is yours, the revenue is bound to head your way.

SHOWING ADS IN YOUR APP

How much you earn depends on how many times your game is played. A well-discovered game can make good money for a short period of time through advertisement. We can offer ads for companies and provide sponsorship opportunities for small business



START A VIDEO GAME YOUTUBE CHANNEL



YouTube is still a popular platform where you can make money playing video games. Several avid gamers have created their own YouTube channel and stream their live gameplay or broadcast recorded videos that rely on followers and subscribers.

In addition to streaming, you can create:

1. Gameplay tutorials
2. Engaging video game reviews
3. Helpful gameplay tips

Followers can recommend you to their gaming friends and the revenue can quickly become substantial. Video game YouTubers monetize with a combination of:

- YouTube ad income
- Affiliate marketing
- Brand partnerships and sponsorships
- Viewer support and donations
- Merchandise and product sales

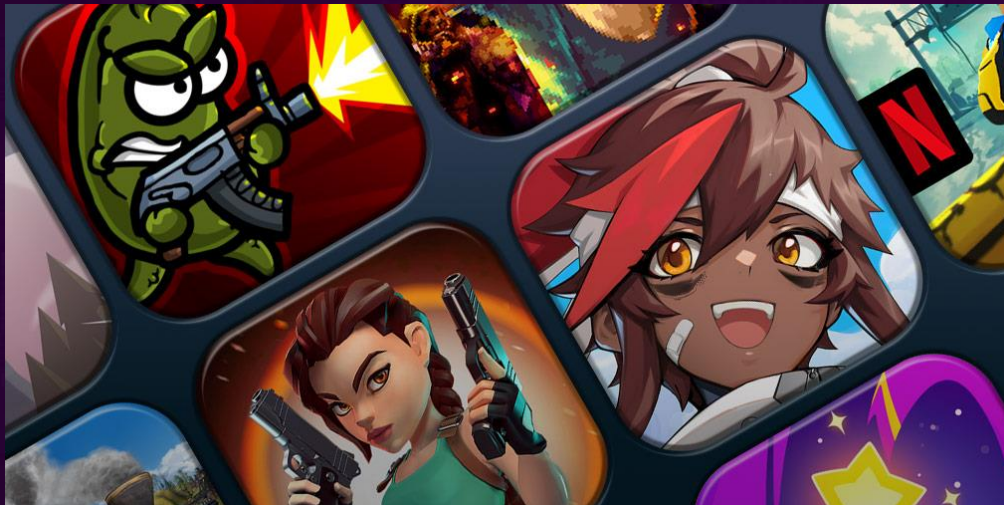
Typical advertising income for video game channels may be \$3-5 for every 1,000 views. With a popular channel, that can add up fast!



A few examples of some of the most popular mobile games.

PUBG to begin with, one of the most renowned mobile games created, has generated its highest revenue of \$10 billion so far, just by In-game purchases, Sponsored videos, and a lot more.

[Click here to follow through on this.](#)



Subway Surfers, Free Fire, Stumble Guys, Roblox, and more are just a few more examples of mobile games that started small and made their way to the top.

[Click here to follow through on this](#)

Costing & Timeframe

Subject	Cost
Total Discounted Cost	\$80,000
To Initiate Project	\$35,000
Wireframes, 3D Components	
Overflow (Sitemap)	
Development Initiation	\$15,000
UI/UX Front End Development	
Backend, 3D Elements	
(E2EE) Alpha Module & Testing	
Alpha Version (Client Delivery & Checkup)	\$15,000
Beta Version Client Delivery	
Launch	\$15,000

THE SOLUTION AND THE OUTCOME

Our main concern was how to develop a good game within a specific timeline, deliver a quality product, and make sure the game doesn't lose the initial idea while transferring it from Facebook to iOS and Android.

Our goal was to contribute to the graphical look, gameplay, and user experience of the game.

It was important that designers, artists, animators, engineers, and others work together in bringing this story to life.

We helped them bring the best of their work out on the paper, and finally, on the cellphone screen.

A little goes a long way! Think Big and Dream Bigger!



Looking at the amazing response Kata's getting just by a book, the game is bound to get a response just as big. Huge revenue and publicity are bound to head your way, not just by the major number of downloads, but through in-app purchases, in-game sponsored videos, affiliate videos, marketing, and so much more.

Kata the Iron Thorn – The Game! Is the next hottest game in the WORLD!

WE CAN'T WAIT TO GET STARTED!