

Back of The Box:

You are responsible for writing the marketing copy that will go on the back of this game's box. Come up with 3 - 4 (no more!) exciting 'bullet point items' that describe the heart and soul of this game.

Example for the 'Ex Drug Lord Game':

- *Will you retire to the Cayman Islands... or the federal penitentiary?*
- *Rid yourself of old labs and old clients... while ridding them of their cash!*
- *Hide your ill gotten gains where only you will find them again!*
- *Avoid cops... or bribe them? The choice is yours!*

Team/Responsibility Breakdown:

Jobs, hours, responsibilities.

Thirty Seconds of Gameplay:

What am I going to do most in your game? Is it going to be fun and engaging? Come back & reread this section: you'd be amazed at how often your 'intended' key game play gets cluttered away with 'and we could...'

Risks:

Key technical, personnel, scope, time, etc risks. What's scariest about the project you want to do?

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