**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 riddling 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 coulds...’*

**Risks:**

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