1. Executive Summary

1.1. Goals / Objectives (integrate the value)

1.2. Target Audience

1.3. Problem (social issue)

1.4. Solution (how the game will address the issue)

 1.4.1. Elevator pitch (1-2 sentences)

 1.4.2. Core features (unique selling points)

2. Proposed Game Concept

2.1. Overview (high level concept, game premise)

2.2. Informing Elements (influences, type & examples)

2.3. Game Synopsis (story, genre)

2.4. Game Mechanics (actions, key features)

2.5. Game World (structure, plot, characters, setting)

2.6. Design Considerations (look & feel, sound design, tone)

2.7. Technology Platform (existing gaming console? VR? AR?mobile? wearable interface? multi-platform? hybrid?

emerging/custom designed?)

3. Recommendations

3.1. Suggested Team (your names, roles, bios/skills)

3.2. Estimated Budget (incl. phases; research a similar game)

3.3. Rough Timeline (for all phases; research a similar game)

4. Appendix

4.1. Concept Art (insert photos of sketches)

4.2. Documentation of prototype (insert photos)

4.3. References (at least 3 URLs with explanations)