

W1 T2 Game planning: Elevator Pitch

Use the following elevator pitch template and sample to create your own 30-second elevator pitch.

PITCH TEMPLATE

In **(game name)**, you play as **(role)** in **(setting)** trying to **(goal)** by **(gameplay)**. **(Game name)** uses **(mechanism A)** and **(mechanism B)** with the most interesting mechanism being **(your hook)**.

For example, by first **(mechanism A)** and then **(mechanism B)** you would be able to **(your hook)** in order to **(goal)**.

SAMPLE PITCH

In Raccoon Storm, you control a highly skilled group of huskies that patrol a snowfield which has been invaded by a crazed group of raccoons that are attacking people. The raccoons have also taken your huskies' owner, Bill, hostage. Your goal is to defeat the raccoons, drive them off the snowfield and rescue Bill. Raccoon Storm is a fun adventure game where the objective is to fight off increasingly more challenging raccoons as you attempt to save Bill. The ever more challenging levels and ridiculous enemies make this an exciting and infinitely re-playable game.

YOUR TEAM'S PITCH