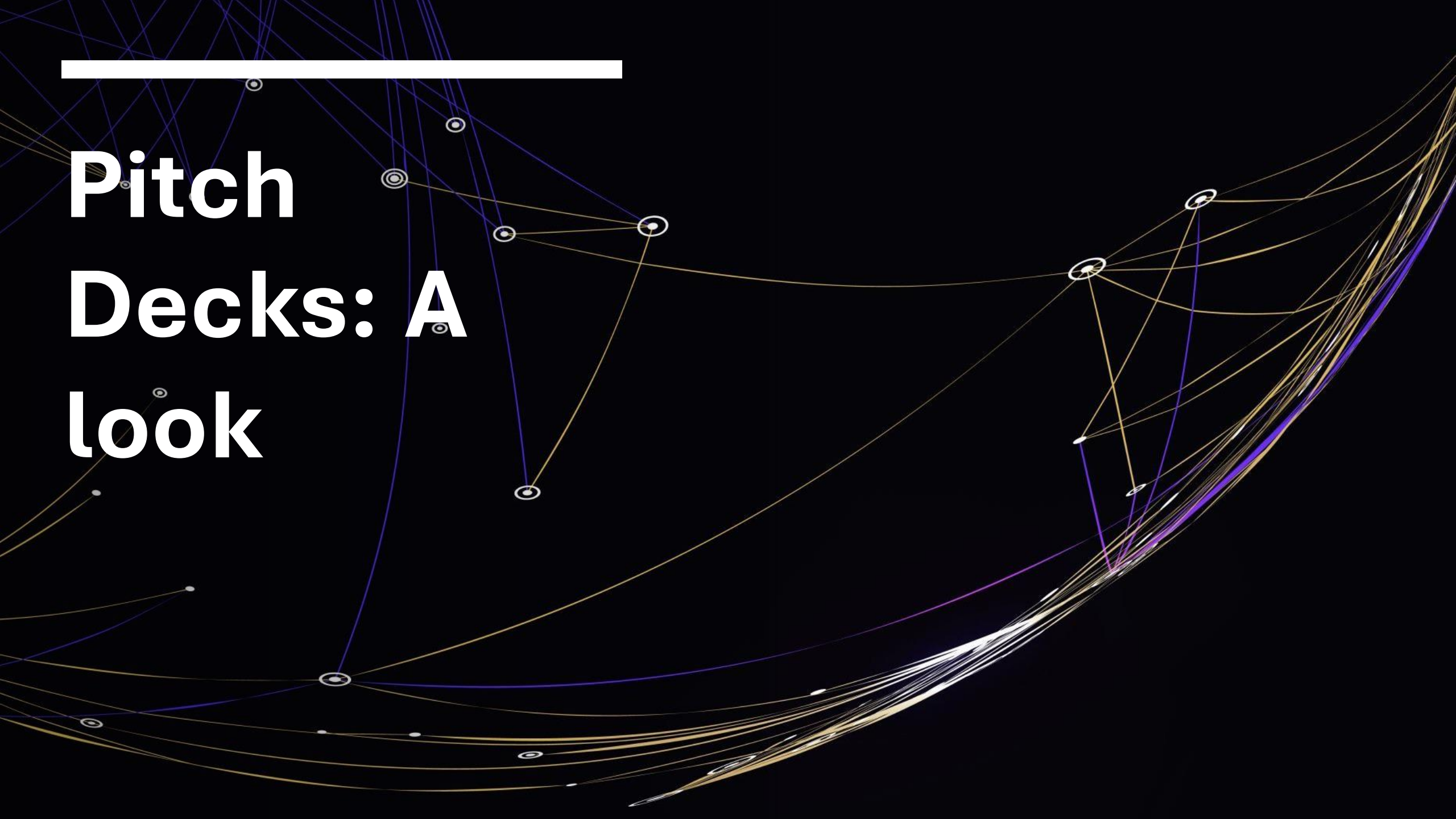

Pitch Decks: A look



Recap: What is a pitch deck?

- **Definition:** A visual presentation used to communicate an idea to investors, publishers, or stakeholders.
- **Purpose:** Securing funding, partnerships, and production approvals.
- **Why It Matters in Video Games & Animation:**
 - Helps articulate vision and business potential.
 - Increases chances of getting greenlit by studios or publishers.
 - Provides a detailed outlook of the idea and its interactions

Example Pitch Decks:



<https://heyglitch.notion.site/Pitch-Decks-f56e38c13fe6417f8379859e74367e1a>

Essential Elements of a Pitch Deck

1. **Title & Introduction** – Brief but impactful.
2. **Concept & Unique Selling Point (USP)** – What makes it different?
3. **Target Audience & Market** – Who is the product for?
4. **Art Style & Visuals** – Showcase creativity.
5. **Story & Characters** – Compelling narratives.
6. **Gameplay or Animation Process** – How it works.
7. **Business Model & Monetization** – How it makes money.
8. **Team & Roadmap** – Who is behind it and the next steps.



Concept & Unique Selling Point

- **Define the Core Idea:** What is the game or animation about?
- **What Makes It Unique?**
 - **Game Example:** *Undertale* – Unique gameplay mechanics (mercy system), emotional player choice, and humor.
 - **Animation Example:** *Love, Death & Robots* – Anthology format allowing for creative freedom and experimental animation styles.
 - **Stylisation and appeal:** What about your idea standouts out visually? Is it a re-invention of a previous style? Is it something not seen in the industry?
- **Key Components:**
 - Clearly articulate the vision and core mechanics or storytelling methods.
 - Differentiate from existing projects—what gaps does it fill in the market?
 - Show early prototype footage or animatics if possible.
- **Presentation Tip:**
 - Keep this slide visually engaging—use bold text for key points and showcase one strong visual that encapsulates the unique appeal.



Target Audience & Market Analysis

•Who is the Target Audience?

- Define demographics: Age, gender, interests, platform preference. Use data and information to help back up your point
- Discuss psychographics: Why would they engage with this content? What drives the audience to your idea?

•Market Trends & Competitor Analysis:

- Is the genre growing? Show market stats and revenue trends.
- Compare to successful competitors but highlight what makes your project different.

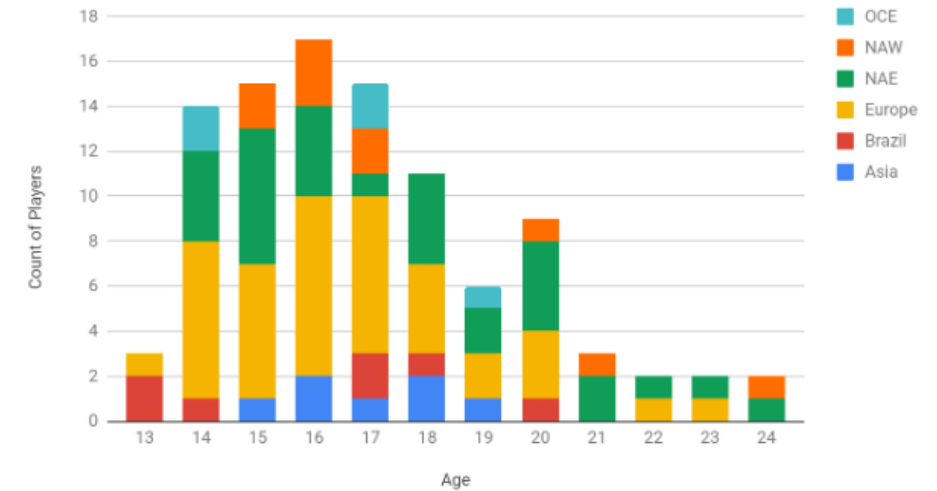
•Examples:

- *Stardew Valley* – Recognized market demand for casual, relaxing farming simulations and capitalized on it.
- *Invincible* – Targeted fans of adult animation, superheroes, and mature storytelling, aligning with trends in the streaming market.

•How to Present This Effectively:

- Include charts or infographics showing player/viewer data.
- Use direct comparisons (e.g., “Our project combines elements of X and Y, appealing to fans of both”).

Age Breakdown By Region



Visual Style & Worldbuilding

•Concept Art & Design:

- Present finalized or work-in-progress character designs, environments, and key concept imagery.
- If possible, show progression from early sketches to polished visuals.

•Artistic & Cinematic Influences:

- Name inspirations (games, films, art styles) and describe how they shape the project's look and feel.
- For animation, discuss key visual techniques (e.g., cel-shading, frame rates, color palettes).

•How Feasible is the Visual Direction?

- Discuss the tools and software being used (e.g., Unreal Engine, Unity, Toon Boom, Blender).
- Mention budget constraints and how the style fits within production scope.

•Examples:

- *Hollow Knight* – Stunning hand-drawn aesthetic paired with fluid animations.
- *Spider-Man: Into the Spider-Verse* – Revolutionary blend of comic book aesthetics and 3D animation.

•Presentation Tip:

- Make this slide visual-heavy with fewer words—let the artwork speak for itself.



Business Model & Monetisation

•How Will the Project Generate Revenue?

• Games:

- One-time purchase (premium pricing model)
- Free-to-play with in-game purchases (cosmetics, expansions)
- Subscription models (Xbox Game Pass, PS+ Extra, Steam Deck Verified games)
- Crowdfunding (Kickstarter, Patreon)

• Animation:

- Streaming service deals (Netflix, Hulu, Disney+)
- Syndication rights (TV networks, international licensing)
- Merchandise (toys, apparel, collectibles)
- Ad-based revenue (YouTube, Adult Swim partnerships)

•Examples:

- *Fortnite* – Free-to-play model with highly successful cosmetic microtransactions.
- *Invincible* – Strong revenue from merchandising and high-value streaming deals.

•Investor Appeal:

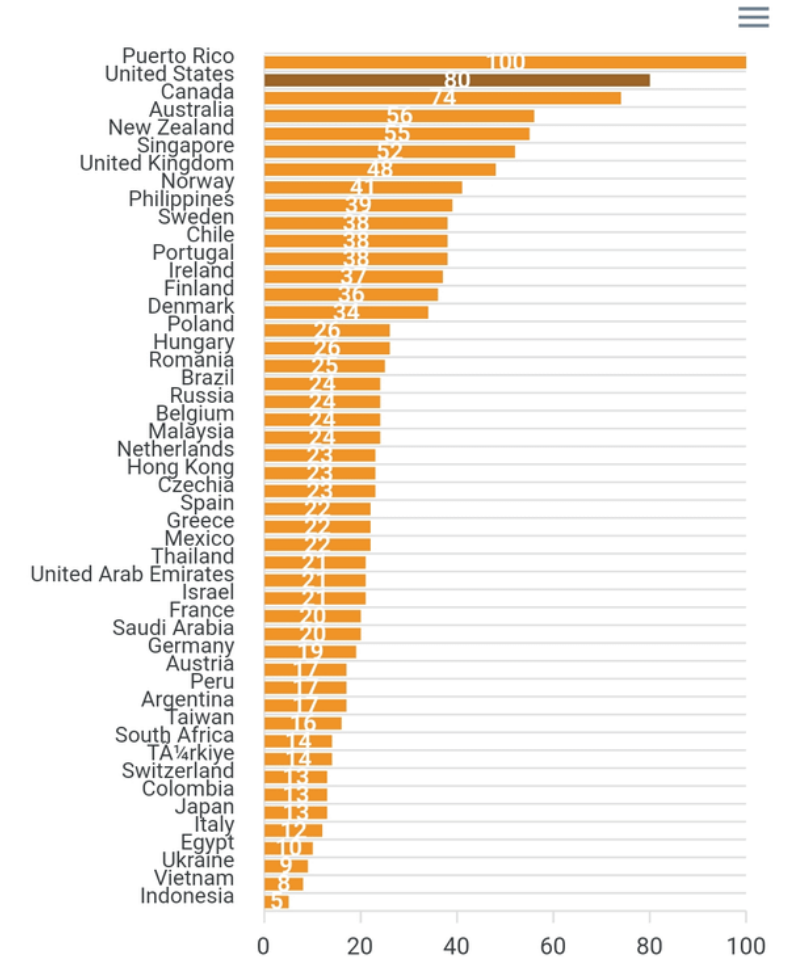
- Emphasize long-term profitability and return on investment (ROI).
- Show past successes in the genre that justify financial support.

•Presentation Tip:

- Use revenue projection charts to visually show growth potential.



Marvel Rivals Demographics by Region



Conclusion & Call to Action

Recap of Key Takeaways:

- A well-structured pitch deck should clearly communicate vision, market potential, and financial viability.
- Investors and stakeholders want to see innovation, feasibility, and profitability.

•Next Steps for the Audience:

- Encourage refining pitches and seeking feedback.
- Recommend engaging with pitch events, incubators, and mentorship programs.
- Provide links to successful pitch examples and industry resources.

•Final Call to Action:

- Contact information (if applicable) for further discussion.
- Encouragement to start crafting and presenting their own pitch decks.

•Presentation Tip:

- End with a strong, memorable visual and a simple message



Remote Learning task:

Please choose a game or animation of your choice, and answer the following questions around it:

- Summarise the game/animation. What is it? who made it? what is it about?
- How does the design/Aesthetic fit its genre? Does it work? What would you change to make it fit better?
- How does it stand out? what is one thing about it that draws you to it?
- what is its social impact of this media? how did you find it?