Casual Team Brawler

Mobile RFP as of January 10, 2013

OVERVIEW

<u>Game Pillars</u>

- Teamwork
- Humorous action
- Casual team-based combat
- Adventuring
- Light environmental puzzles
- Character progression

<u>Vision</u>

- Casual team brawler mixed with light RPG progression elements through familiar TMNT environments
- "Mini" style characters in fun, exaggerated environments that extend TMNT brand and make game more accessible across demos

<u>Positioning & Execution</u>

- Brawler Genre Challenge: Given a proposed launch of October, 2013, where does your proposed design fit into the brawler genre's legacy and evolution in the mobile marketplace? What are you adding to it?   How do you plan to execute on it? We are looking for a strong, expertly articulated design POV to take the beat'em up genre the Turtles helped established to the next level of accessibility and fun.

Concept Thought Starters

<u>Directional Design Points</u>

- Staged battle encounters with TMNT enemies
- Deep, scalable item system
- Special moves unlocked through character specific ability trees
- "Hire" other characters to join your battle team
- Link up characters to fight as pairs, trios or 4 character team to provide buffs and depth in tactical combat system
- Extendable character swap in/swap out system
- Interactive environmental elements to influence battle (e.g. door unlocked by specific character, attacking a steam valve releases steam jet to damage enemies.)

Directional Concept Art

PROPOSAL

Include:

1) Game vision with simple premise
2) High level, preliminary game design (Why this brawler? What makes it unique?)
3) How game will be fun and standout in crowded marketplace
4) Target level of polish quality (How lively and responsive is t he UI? How much player feedback is there?)
5) Team size and staffing composition during development and post launch
6) Budget & feasibility (esp. content updates, adding new characters, etc., live team?)
7) Ideal gameplay mockup(s) (illustrated by your art team)
8) High level milestone/payment schedule
9) Creative development and production process and how we would work together (roles & responsibilities)
10) Player experience description (first five minutes and complete game loop)
11) Ways to communicate player progression and feedback (visual, audio)
12) Thoughts on game pacing, reward systems, and gameplay behaviors
13) Your plans to include wireframes, use cases, functional specs, app flow, and technical summary and next steps
14) Phased development rollout plan detailing features and content rollout (live team)
15) Business model recommendation
16) Suggestions on social interaction opportunities
17) What engine do you plan to use? Why do is this engine best suited for this game type? How long has your team worked with the engine, and how many games has it published using it?
18) What kind of client / server interaction do you anticipate needing for this game?
19) How will premium features (if they apply) like IAP work?

PRODUCT GOALS

- Target Audience: primary 9-year-old boys, secondary: TMNT fans for all ages

- Platform: iOS, (include Android option)

- Players: single (include asynchronous social play option)

- Fun, engaging, replayable, scalable game design

- Appeal to following pillars:
  - Combat
  - Customization
  - Collecting

DEVELOPER & TECH REQUIREMENTS

- Proven track record of smart phone and tablet game development
- Experience operating a live mobile game, including using analytics, A/B testing, live content patching, and customer support
- Existing game engines, including those used in gesture based brawlers or combat driven games
- Strong internal creative and design teams with visible and well articulated design iteration and communication process
- Dedicated Team Members
    - Technical Lead with strong server-client experience
    - Producer with experience in managing production for mobile games and client management expertise. Agile development methodology preferred.
    - Project Manager
    - Game Designer with experience in designing content for mobile
    - Economist with experience designing robust IAP loops and economies
- Key team members able to travel to Glendale, CA if necessary
- Internal QA capabilities, featuring at least one dedicated QA tester
- Proven track record optimizing for multiple devices

CONTACT

Garrett Moehring

Director of Production

Nickelodeon Games

450 N. Brand, Suite 200

Glendale, CA 91203

garrett.moehring@nick.com

Phone: (818) 551-7534

THIS RFP IS SUBJECT TO THE NON-DISCLOSURE AGREEMENT ON FILE
BETWEEN MTV NETWORKS AND YOUR COMPANY.