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# Introduction

Docupal Demo, LLC presents this proposal to Acme, Inc. for the development of Project Phoenix, a new and engaging multiplayer online battle arena (MOBA) game. Our goal is to establish a strong partnership with ACME-1 to bring this innovative game to market.

## Project Overview

Project Phoenix combines classic MOBA gameplay with strategic resource management and extensive hero customization options. This proposal outlines our plan to leverage the Unity engine to create a high-quality, immersive gaming experience. We aim to capture a significant share of the MOBA market with a game that is both accessible and deeply engaging.

## Proposal Objectives

This document details Docupal Demo, LLC's approach to developing Project Phoenix. It covers key aspects such as:

- The project's goals and target audience.
- The core gameplay features and design elements.
- A comprehensive development plan and timeline.
- The expertise and experience of our development team.
- A detailed budget and resource allocation strategy.
- An analysis of potential risks and mitigation strategies.
- Examples of our past successes in game development.

We believe that Project Phoenix has the potential to be a major success. We are confident that our team has the skills and experience to deliver a game that exceeds ACME-1's expectations.

# Market Analysis

The global gaming market is experiencing significant growth. Key drivers include the expanding esports scene, increased mobile gaming adoption, and new innovations in multiplayer game mechanics. Project Phoenix is strategically



positioned to capitalize on these trends within the Multiplayer Online Battle Arena (MOBA) genre. Our primary target markets include North America, Europe, and Asia.

## Target Audience

Our game targets two primary player demographics:

- **Core:** 18–35 year olds, strategy game enthusiasts, competitive players.
- **Secondary:** 13–17 and 35–45 year olds interested in MOBA games.

These groups are drawn to engaging gameplay, strategic depth, and competitive opportunities. Project Phoenix will focus on delivering a compelling experience that caters to their preferences.

## Competitive Landscape

The MOBA market is competitive. Key competitors include:

- League of Legends
- Dota 2
- Mobile Legends: Bang Bang

Project Phoenix will differentiate itself through unique gameplay mechanics, a compelling art style, and a focus on community engagement. We will analyze competitor strategies to identify opportunities for innovation and market penetration.

## Market Growth and Trends

The gaming market has shown consistent growth. The following chart illustrates market trends and user growth from 2020–2025:

## Project Scope and Game Features

This section details the scope of "Project Phoenix," outlining the core gameplay, key features, target platforms, and technical aspects. DocuPal Demo, LLC will develop a compelling MOBA experience for ACME-1.



## Core Gameplay and Features

"Project Phoenix" is a team-based multiplayer online battle arena (MOBA) game. Players will strategically manage resources, select from a diverse roster of heroes, and engage in intense team combat. Key features include:

- **Strategic Resource Management:** Players will collect and manage resources to strengthen their heroes and support their team.
- **Diverse Hero Roster:** The initial release will feature 20 unique heroes, each with distinct abilities and playstyles.
- **Team-Based Combat:** Players will coordinate with teammates to defeat opponents and achieve objectives.
- **Ranked Matchmaking System:** A competitive ranked system will match players of similar skill levels for balanced and challenging gameplay.
- **Customizable Hero Skins:** Players can personalize their heroes with a variety of cosmetic skins.

## Target Platforms

"Project Phoenix" will be available on the following platforms:

- PC
- iOS
- Android

## Technical Specifications

The game will be developed using the following technologies:

- **Unity Engine:** Unity provides a robust and versatile platform for game development.
- **Photon:** Photon will handle multiplayer networking, ensuring smooth and responsive online gameplay.
- **Wwise:** Wwise will be used for audio implementation, creating an immersive soundscape.
- **Custom AI Solutions:** We will implement custom AI solutions to enhance the gameplay experience.



## Content Scope for Initial Release

The initial release of "Project Phoenix" will include:

- 20 Playable Heroes
- 3 Maps
- Ranked and Unranked Game Modes
- Basic Customization Options

## Technical Approach and Tools

Our technical approach for developing Project Phoenix is built on industry-standard practices and cutting-edge tools to ensure a robust and scalable game. We will leverage the Agile development methodology, organizing our workflow into bi-weekly sprints, each culminating in a demonstrable deliverable. Daily stand-up meetings will keep the team synchronized and proactively address any roadblocks.

### Unity and Core Technologies

We will use Unity 2023 LTS (Long-Term Support) as our primary game engine. Unity provides a versatile and powerful platform for developing high-quality games across multiple platforms. Its extensive feature set and active community support make it ideal for Project Phoenix.

For networking, we'll utilize Photon Unity Networking (PUN) to create a seamless and responsive multiplayer experience. PUN offers efficient and reliable real-time communication, essential for a MOBA game.

To deliver high-quality audio, we plan to integrate Wwise, a comprehensive audio middleware solution. Wwise provides advanced audio design and implementation capabilities, allowing for a richer and more immersive soundscape.

### Asset Creation and Integration

To accelerate prototyping and environment design, we will incorporate select assets from the Unity Asset Store. These assets will serve as placeholders initially. During full production, we will create fully custom assets tailored specifically for Project



Phoenix's unique art style and gameplay requirements. This approach allows us to rapidly iterate on core mechanics and level design while maintaining a high standard of visual quality.

## Team and Experience

Our team at DocuPal Demo, LLC is well-equipped to bring Project Phoenix to life. We have a skilled group of professionals with extensive experience in Unity game development, design, and art.

### Key Personnel

- **John Doe, Lead Developer:** John has over 10 years of experience in Unity development. He is a Unity Certified Developer and has successfully shipped multiple mobile games. His expertise will ensure the game's technical stability and performance.
- **Jane Smith, Lead Designer:** Jane brings 8+ years of game design experience to the table. She specializes in MOBA games and has a deep understanding of the genre's mechanics and player engagement strategies. Jane was also awarded "Best Game Design" at Indie Game Conference.
- **Peter Jones, Lead Artist:** Peter has 12+ years of experience in game art. His focus is on character and environment design. Peter's artistic vision will help create a visually appealing and immersive world for Project Phoenix.

Our team's combined expertise and dedication to quality will drive the successful development of Project Phoenix.

## Project Timeline and Milestones

This section details the proposed timeline for the development of Project Phoenix, outlining key phases, milestones, and deliverables. Our team will use daily stand-up meetings, weekly progress reports, bi-weekly sprint reviews, and Jira to track progress.





## Project Phases and Schedule

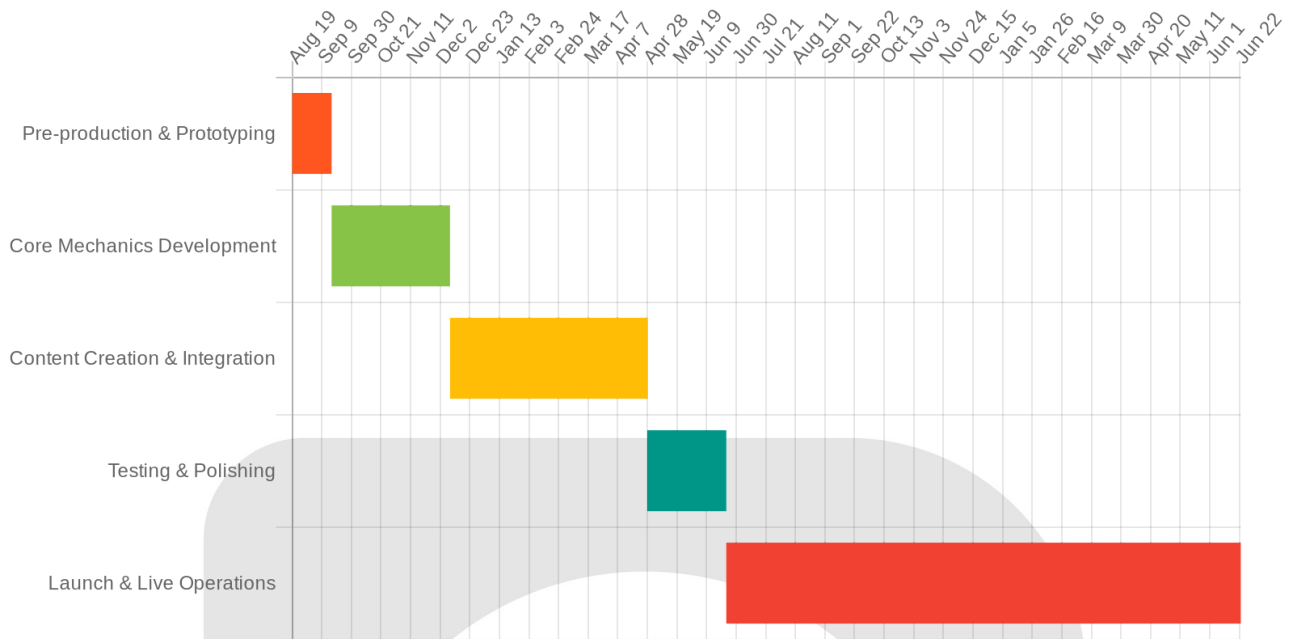
We have structured the project into five key phases:

- 1. Pre-production & Prototyping:** This initial phase will last approximately 4 weeks.
- 2. Core Mechanics Development:** The development of core game mechanics will take around 12 weeks.
- 3. Content Creation & Integration:** Integrating all art assets and content will require about 20 weeks.
- 4. Testing & Polishing:** Rigorous testing and polishing will span 8 weeks.
- 5. Launch & Live Operations:** This final phase is ongoing, with continuous support and updates post-launch.

## Milestones and Deliverables

Phase	Duration	Key Milestones	Deliverables
Pre-production & Prototyping	4 weeks	Concept finalization, prototype completion	Game design document, playable prototype
Core Mechanics Development	12 weeks	Core combat system, character movement, basic AI	Functional core game loop, character controller, AI implementation
Content Creation & Integration	20 weeks	Art asset integration, level design, sound effects	Finalized art assets, completed levels, integrated sound effects
Testing & Polishing	8 weeks	Bug fixing, performance optimization, balancing	Stable and polished game build
Launch & Live Operations	Ongoing	Post-launch support, content updates, community events	Ongoing game maintenance, new content releases, community management





## Pricing and Budget

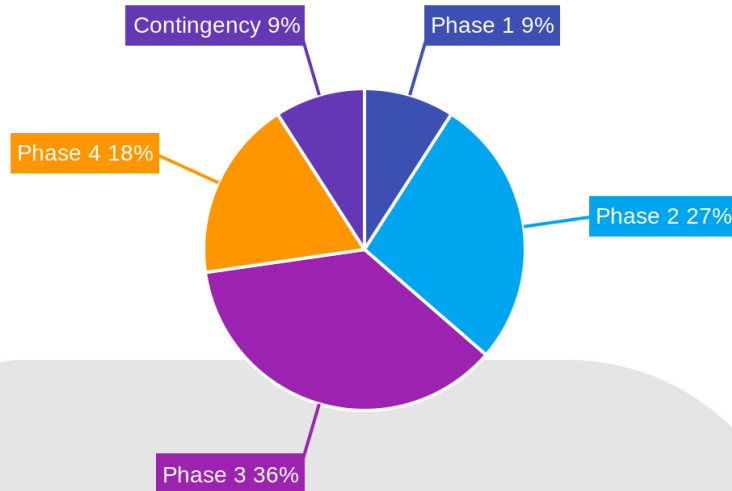
The total estimated cost for the development of Project Phoenix is \$500,000. This budget covers all aspects of game development, from initial design to final testing and deployment. We have allocated resources carefully to ensure efficient use of funds and to deliver a high-quality product. A contingency of 10%, amounting to \$50,000, is included to address any unforeseen challenges or scope adjustments that may arise during the development process.

### Budget Breakdown

The budget is distributed across four key development phases:

- **Phase 1 (Pre-production):** \$50,000
- **Phase 2 (Core Development):** \$150,000
- **Phase 3 (Content Creation & Refinement):** \$200,000
- **Phase 4 (Testing & Deployment):** \$100,000





## Risk Management and Mitigation

DocuPal Demo, LLC recognizes that risks are inherent in any game development project. We have identified key risks for Project Phoenix and have developed mitigation strategies to minimize their impact.

### Technical Risks

Network latency and scalability pose significant technical challenges. To address network latency, we will optimize network code and conduct rigorous performance testing throughout development. Scalability concerns will be handled by designing a scalable server infrastructure. We will continuously monitor server performance and scale resources as needed to accommodate player demand. Regular code reviews will also help to identify and resolve potential technical issues early on.

### Market Risks

The MOBA market is competitive, with established titles and evolving player preferences. To mitigate these market risks, we will conduct thorough market research to understand current trends and player expectations. We will also actively solicit and incorporate player feedback throughout the development process. This

iterative approach will allow us to adjust game mechanics, introduce new content, and refine the overall game experience to meet player needs and maintain engagement. We believe that adapting to feedback and monitoring the market will lead to success.

## Portfolio and Past Projects

DocuPal Demo, LLC brings a wealth of experience to "Project Phoenix". Our portfolio showcases our ability to deliver high-quality, engaging games across multiple platforms. We are confident in our ability to make "Project Phoenix" a success.

### Key Projects

- **Galaxy Command:** A mobile strategy game developed by our team. It achieved over 1 million downloads. The game has a 4.5-star rating on the app store. This highlights our expertise in mobile game development and user engagement.
- **Fantasy Arena:** This is a PC-based RPG created by us. It has maintained a 75% positive review score on Steam. This demonstrates our ability to create immersive, well-received PC games.

### Success Metrics

Game	Platform	Downloads/Reviews	Rating/Score
Galaxy Command	Mobile	1,000,000+	4.5 stars
Fantasy Arena	PC	Positive Reviews	75%

Client testimonials and additional project details are available upon request. These projects reflect our commitment to quality and innovation in game development. We're eager to bring this expertise to "Project Phoenix" for ACME-1.

## Conclusion and Next Steps

DocuPal Demo, LLC is confident that our expertise in Unity game development, specifically within the MOBA genre, makes us the ideal partner to bring Project Phoenix to life. Our comprehensive development plan, combined with our focus on



live operations, ensures we can deliver a successful game aligned with ACME-1's strategic goals. We believe Project Phoenix has the potential to captivate a large audience.

## Next Steps

We propose scheduling a follow-up meeting. This meeting will provide an opportunity to discuss this proposal in greater detail. We can also address any specific questions or concerns ACME-1 may have.

## Communication

To schedule the meeting, or for any immediate inquiries, please contact us:

- **Email:** [contact@docupaldemo.com](mailto:contact@docupaldemo.com)
- **Phone:** 555-123-4567

