Production Plan

***Instructions:*** *this document details the minimum information expected in a Production Plan. P**lease fill in all sections. This document must not exceed seven (7) pages in length.*

*Providing additional information that bolsters confidence in the viability of your project is encouraged. You may provide any such additional documents via the ‘Supporting Materials’ section of the SmartyGrants application form.*

|  |  |
| --- | --- |
| **Project title:** |  |
| **Studio:** |  |
| **Production Plan prepared by:** |  |
| **Production Plan date:** |  |

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# Key Information

***Instructions:*** *Fill in all boxes. If a question is irrelevant to your project, please indicate with ‘N/A’ (not applicable).*

|  |  |  |
| --- | --- | --- |
| **Item** | **Description** | **Add your response here** |
| Lead development platform | Which platform are you primarily developing the game for? |  |
| Additional development platform(s) | What other platforms are you planning to port the game to? |  |
| Project start date | When did you start working on this project? |  |
| Production stage | What stage of production are you in? Ideation, Pre-production or Production? |  |
| Game engine | What engine are you using to make the game? |  |
| Version control | What is your version control solution? |  |
| Pipeline overview | Briefly describe what tools and software you are using to make the game. |  |
| Release languages | Which languages will you localise the game into? |  |
| Voiceover | Will your game include voiceover? How many characters/voice actors will be required? |  |
| Number of players | How many players is the game for? If multiplayer, does this include local, online, or both? |  |
| Game genre | How would you classify the game for the purposes of releasing onto a storefront, such as Steam? You may use multiple genres. |  |
| List of game modes | How many modes are there in the game? Please list them here.  A detailed description of gameplay mechanics is not necessary. |  |
| Live Operations | Will your game feature live operations? Briefly describe these features. |  |
| Online Social Features | Will the game have in-game social features such as text or voice chat? Will the game be integrated into any social platforms such as social media or streaming services? |  |
| Team Size | What is the total team size for this project? Include any contractors. Please ensure that this number matches the team information provided in the SmartyGrants application form and the budget spreadsheet. |  |

# Milestones – Game development

***Instructions:*** *The milestones table provides a high-level breakdown of the work to be done on the game. The purpose of this section is to provide enough information to bolster confidence in external stakeholders in the viability of your project’s development. The audience for these milestones is external stakeholders, not internal team members. Please consider the level of detail of information accordingly. Add more lines to the table as needed.*

*You will notice that the SmartyGrants application form asks for a mid-point and final milestone. While these should be included in your milestone list we encourage you to provide details about key internal development milestones as well.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Milestone Name** | **Start Date** | **End Date** | **Key Tasks** | **Acceptance Criteria** |
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# Marketing Activities Schedule

***Instructions:*** *List major marketing activities, their key dates and a description of the activity. This should include major tasks required in preparation for marketing beats, as well as the beats themselves. For example, ‘Create Announcement Trailer’ and ‘Announcement’ would be separate activities. Add more lines to the table as needed.*

|  |  |  |
| --- | --- | --- |
| **Marketing Activity** | **Key Dates** | **Description of Activity** |
|  |  |  |
|  |  |  |
|  |  |  |

# Due Diligence

## Risk Assessment and Mitigation Strategies

***Instructions:*** *Provide all known project risks, the likelihood of this risk occurring and your planned mitigation strategy for this risk. Add more lines to the table as needed.*

|  |  |  |
| --- | --- | --- |
| **Risk** | **Likelihood** | **Mitigation Strategy** |
|  |  |  |
|  |  |  |
|  |  |  |

Live Operations

***Instructions:*** *If you answered ‘yes’ to the Live Operations question in the Key Information section, describe your plan for managing live operations.*

|  |
| --- |
| *Add your response here...* |

## Social Features

***Instructions:*** *If you answered ‘yes’ to the Social Features question in the Key Information section, give an overview of your Community Safety Plan.*

|  |
| --- |
| *Add your response here...* |

## Privacy Policy

***Instructions:***If your game involves the collection of player data, give an overview of how your studio will responsibly store and manage that data. If you have an existing Privacy Policy, please provide a link to it.

|  |
| --- |
| *Add your response here...* |

## Project Timeline

***Instructions:*** *Fill in the template with your key tasks, start and end dates, the status of those pieces of work and your milestones. Please remove the example items before adding your own. You can add extra lines, months/years as your project requires. Please ensure that key tasks and milestones match the tasks listed in ‘Milestones – Game Development’. The table has been filled in with example data. Please remove this and replace with your own project details.*

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|  | | | | **Year** | | | | | | | | | | **Year** | | | | | | | | | | | |
| **J** | **F** | **M** | **A** | **M** | **J** | **J** | **A** | **S** | **O** | | **N** | **D** | **J** | **F** | **M** | **A** | **M** | **J** | **J** | **A** | **S** | |
| **Milestones →** | | | |  |  |  |  | 1 |  |  |  |  |  | |  | 2 |  |  |  |  |  |  |  |  | 3 | |
| **Key Tasks** | **Start** | **End** | **Status** |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  | |
| Example 1 | DD-MM-YY | DD-MM-YY | Done |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  | |
| Example 2 | DD-MM-YY | DD-MM-YY | Started |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  | |
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