

# Game & Platform Concept Submission Form

UPDATED 2/14/18

Bay Tek Games, Inc. develops, manufactures and sells pay-to-play games that are found in game centers around the world. We are always looking for great ideas for new games.



If you feel you have a unique idea for a game, complete this form and submit it along with your supporting documentation electronically to: [gameideas@baytekgames.com](mailto:gameideas@baytekgames.com)

## THE 5-STEP PROCESS of concept selection and development:

- 1) Complete this form and submit to Product Development (email above)
- 2) Discussion with Concept Manager and creation of Concept Brief
- 3) Concept Pitch (10 min), followed by survey critique and evaluation
- 4) Selection by Product Development Management- outline Proof of Concept (POC)
- 5) Concept team to begin POC and MVP (minimum viable product) mission

**NAME:** \_\_\_\_\_ **CONTACT INFO:** **CELL:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Bay Tek Games, Inc. will review your signed submission and respond in a reasonable amount of time.

**Bay Tek Games, Inc. does not enter into non-disclosure agreements related to game idea submissions.** Our reason for this is to avoid any legal conflict that could arise if the submission has characteristics similar to ideas we have already developed or considered.

## RELEASE

I, the undersigned, wish to submit to Bay Tek Games, Inc. (hereafter referred to as BTG), for review for possible commercialization, the game or game product described herein. I submit my material voluntarily for consideration and review by BTG, subject to all the conditions below. I further understand that accepting this idea or material does not establish or create any relationship between BTG and myself not expressed herein.

I understand that acceptance of this submission for review by BTG does not create or imply any financial or other obligation on the part of BTG. I further understand that your agreement to review my submission in no way restricts BTG from commercializing ideas of its own on similar or the same topics in whole or part.

I agree that BTG may have a reasonable amount of time in which to examine my submission.

I warrant that I am the sole and exclusive creator and owner of this submission or the creator and owner's duly authorized agent. I warrant that said submission has not been previously commercialized. I further warrant that said submission does not violate the rights of any third party, and that I have complete right and authority to offer this submission to BTG.

I understand that the terms of this agreement cannot be modified except by a duly authorized employee or representative of BTG, and then only in writing.

**SIGNATURE OF CREATOR (Or Authorized Agent):** \_\_\_\_\_

**DATE** \_\_\_\_\_

*Note: If creator is under the age of 18, the creator's guardian must sign as duly authorized agent.*

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**CONCEPT TITLE:** \_\_\_\_\_

**CONCEPT OVERVIEW:** Summarize the idea and tell us what inspired you to explore and present this concept.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CONCEPT INTRODUCTION:** Describe the concept in detail. If it is a game, explain how a person would experience the game as if it were a finished product. How does it play? How does a person win tickets? What are the skills needed and is there a strategy? If it is a platform concept (not the game) or support product, what is the purpose of it?

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**CONCEPT ATTRIBUTES:** What are the characteristics that give you confidence that this idea is GREAT and Bay Tek will become profitable from it? What about this game or platform concept makes it stand above others? List top 3-5 attributes.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**RISK ASSESSMENT:** Be critical of your idea- what are the biggest risks that this game, product, or development presents to Bay Tek. List top 3-5 biggest risks.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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**DETAILS AND OTHER RESEARCH:** To help us better understand your concept, try to answer the following:

- Who is our target market and demographic? Who would buy/enjoy this product? Describe:
- Can you prove the product (if a game) is skill? Explain:
- Are there licenses that could apply to this game/product? List:
- Do you have a good understanding of the technical/mechanical make-up? Explain:
- Are there similar products (ours or competitors) in the industry? List:

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## CONCEPT EVALUATION CRITERIA:

### REDEMPTION GAME CONCEPTS:

1. The play of the game has some undoubtable skill to it and the player feels some control.
2. It is low risk for Bay Tek to develop and manufacture
3. The concept, or an element of it, is unique to the industry.
4. There is a necessary urgency behind this concept (due to industry or emotional draw) that should push the concept to the front.
5. I have a high level of excitement around this idea, enough to devote personal time.
6. The game experience is something you can't get at home.
7. The game play is well defined.
8. People walking up to the game would have a good idea of what to do.
9. The game is simple to play. Anyone can play.
10. The payout seems feasible with an enticing bonus.
11. The game concept appeals to a broad audience.
12. The game concept is unique among Bay Tek's current product offerings.
13. There is a "borrowed" element of this concept that has proven success.
14. This concept has an influential mechanical/novelty element.
15. The game lends itself to a certain theme.
16. We could/should whitewood this concept now.

### PLATFORM/SUPPORT PRODUCTS & CONCEPTS:

1. This concept fills a need in today's family entertainment industry.
2. This concept follows Bay Tek's strategic direction (does it fall into one or more of the "swimlanes" identified by the portfolio team?).
3. This concept allows us to gain ground or step ahead of our competitors.
4. It is low risk for Bay Tek to Research, Test, and Develop this concept. (time/cost/quality)
5. The concept has a high net-present value or can be a significant influence to our recurring revenue stream.
6. The model/scope of this concept has been clearly outlined.
7. There is a necessary urgency behind this concept (due to industry or emotional draw) that should push this concept to the front.
8. The concept potentially allows Bay Tek to grow our industry network.
9. Bay Tek has the resources aligned to develop, market and sell this concept.
10. This feels like a good idea, and we should act on this now.
11. This concept is one that could span over lifetimes or iterations of multiple games.

# Game & Platform Concept Submission Form

**CONCEPT IMAGE:** Sketch or clip your vision here

A large, empty rectangular area with rounded corners, outlined in red, intended for a concept image sketch or clip. This area occupies the majority of the page below the header and is currently blank.