



# Sample Proposal

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*Sony Computer Entertainment Inc.*



**Sony Computer Entertainment Inc.**

SCEI Confidential & Proprietary.



# About This Document

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🏠 *Please read this document when you write your proposal.*



# Your Proposal

## 🏠 *Free Format*

## 🏠 *SCE will consider the following points.*

- *If it is a attractive proposal for PS3 users*
  - *Concept, Visual, and Entertainment*
- *If it matches technical limitation*
- *If it matches regulation rules*
- *Possibility of business*
- *Quality and quantity of data*

## 🏠 *Please make your proposal understandable and fun using images and screenshots.*



# Sample Format



# Overview of the Proposal

## 🏠 *Our Goal*

- *Our goal is to promote our game, “Game Title A” which will be released on \*\*/\*\*, and rise up a sales of the game by corroborating with PS Home in our game and publishing PS Home original contents.*
- *Gain secondly revenue by “Game A” related virtual items.*
- *Provide “Game A” community in PS Home for our fans.*

## 🏠 *We support:*

- *Game Launching*
- *Home Rewords*
- *Public Space*
- *PS Home Original Game*
- *Virtual Items to Sell*

## 🏠 *Target Release Date*

- *End of \*\*\*\*\**

### Note

Please write concept, creation overview, and target release date.

# PS Home support in Game A (1)

## 🏠 *Game Launching*

- *Support multi-player game launching from Menu Screen*
  - *Options to be passed*
    - *Name of participants*
    - *Stage No.*
    - *Rules*
- *Support multi-player game launching from Game A Lounge*
  - *Detail will be mentioned later*

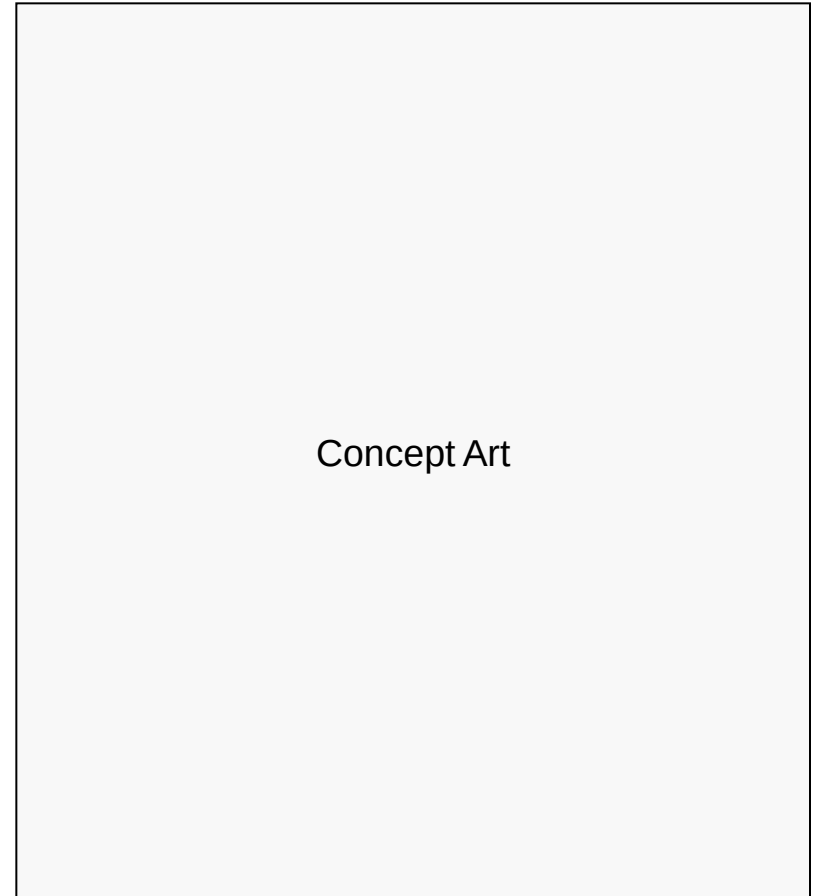
### Note

If you support game launching from your game title lounge,  
you need to support game launching from Menu Screen as well.

# PS Home support in Game A (2)

## 🏠 Home Rewards

|                                 |
|---------------------------------|
| <b><i>Clothing (Male)</i></b>   |
| <i>Game A T-Shirt (Male)</i>    |
| <i>Game A Legs (Male)</i>       |
| <i>Game A Cap (Male)</i>        |
| <b><i>Clothing (Female)</i></b> |
| <i>Game A T-Shirt (Female)</i>  |
| <i>Game A Legs (Female)</i>     |
| <i>Game A Cap (Female)</i>      |
| <b><i>Furniture</i></b>         |
| <i>Game A Table</i>             |
| <i>Game A Sofa</i>              |



Note  
Item names can be temporal, but please write what and how many you are going to create.

# Public Space (1)

## 🏠 Concept

- *We mimic a stage \* of “Game A”, place original games and gimmicks in there, and gather “Game A” fans in there.*

## 🏠 Assets to be placed

- *Movies and Posters*
  - *2 movies (1 PV and 1 TV CM) and about 4 posters*
- *Mini-Game and Gimmicks*
  - *1 Game Launching*
  - *1 Original Mini-Game*
  - *3 Gimmicks including NPCs*
- *Arcade Game*
  - *1 Original Arcade Game*

### Note

Please write what and how many you are going to create.

# Public Space (2)

Concept Art

# Public Space (3)

Top View to explain what exists where.

# Game Launching using Mini-Game LUA

- 🏠 *Place a “station” from which users can join and boot “Game A”.*
  - *Menu Screen allows users to set up all options, but the station provides preset options.*
    - *For beginner*
    - *For intermediate*
    - *For advanced*
  - *After a session owner create a game launching session, other users can join the session.*
  - *The same “Session Mark” will be placed above the heads of the users who joined the same game launching session.*

Concept Art

## Note

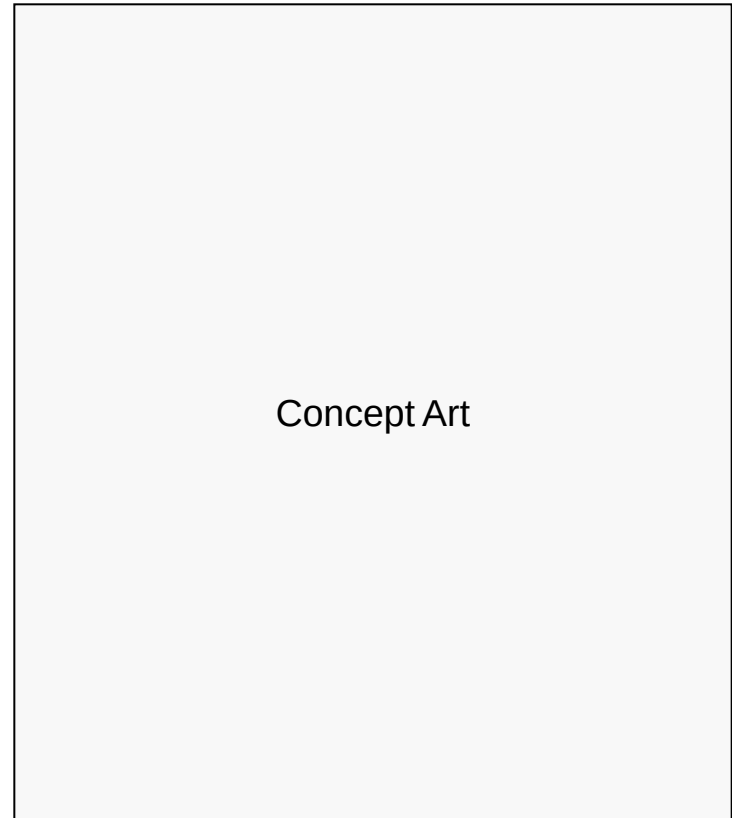
If you support game launching from your game title lounge, you need to support game launching from Menu Screen as well.  
Please write detailed spec so that SCE can give advice on technical and regulation aspect of your proposal.

# Original Mini-Game

## 🏠 *Replicate a card game used in "Game A"*

- *Can join the game when a user sit down at the table*
  - *Will be Timed-out at certain point*
- *Rule of the game*
  - *A*
  - *B*
  - *C*
  - *D*
- *Home Reward to the Winner*

|                         |
|-------------------------|
| <b><i>Furniture</i></b> |
| <i>Game A Card</i>      |
- *Leave the table when the game is ended*



### Note

Memory budget is 4MB for all LUA codes in the same lounge, so, you must be careful on too complicated LUA codes.

Please write detailed spec so that SCE can give advice on technical and regulation aspect of your proposal.

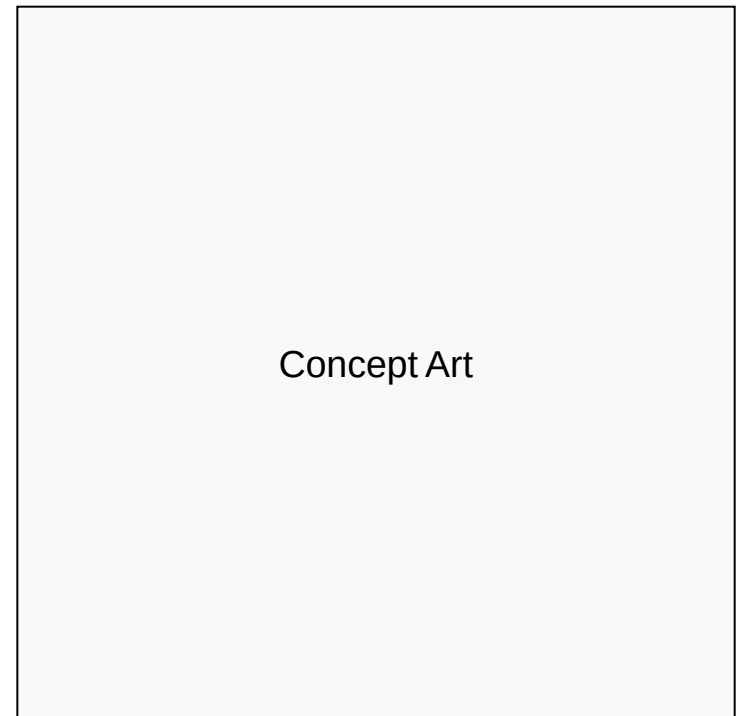
Item names can be temporal, but please write what and how many you are going to create.

# NPCs in the Lounge (1)

## 🏠 Place NPC A who appears in the Game A

- When a user talk to the NPC A, he says “Get Item X in the Game A.” If the user achieved the condition and talked to the NPC again, Home Rewards will be given.

|                                 |
|---------------------------------|
| <b>Clothing (Male)</b>          |
| Game A Special T-Shirt (Male)   |
| <b>Clothing (Female)</b>        |
| Game A Special T-Shirt (Female) |



### Note

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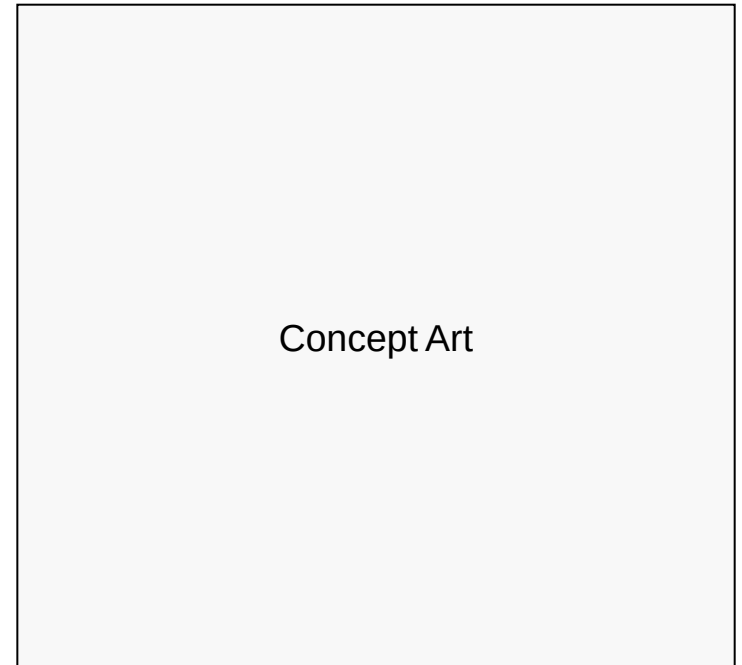
Item names can be temporal, but please write what and how many you are going to create.

# NPCs in the Lounge (2)

🏠 *Place NPC A who appears in the Game B*

- *When a user talk to the NPC B, she says “Get Item Y in the Game A.” If the user achieved the condition and talked to the NPC again, Home Rewards will be given.*

|                                     |
|-------------------------------------|
| <b><i>Clothing (Male)</i></b>       |
| <i>Game A Special Legs (Male)</i>   |
| <b><i>Clothing (Female)</i></b>     |
| <i>Game A Special Legs (Female)</i> |



## Note

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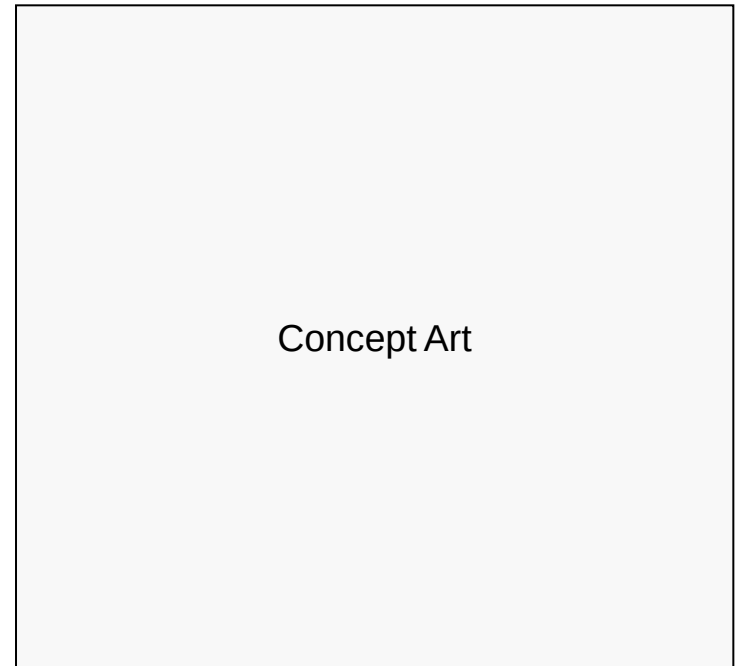
Item names can be temporal, but please write what and how many you are going to create.

# Gimmick in a Lounge

🏠 *Place object A which appears in the Game A*

- *When interact, quiz will be started. If a user get all correct answeres, he/she can get a Home Reward.*

|                             |
|-----------------------------|
| <b><i>Furniture</i></b>     |
| <i>Game A Special Table</i> |



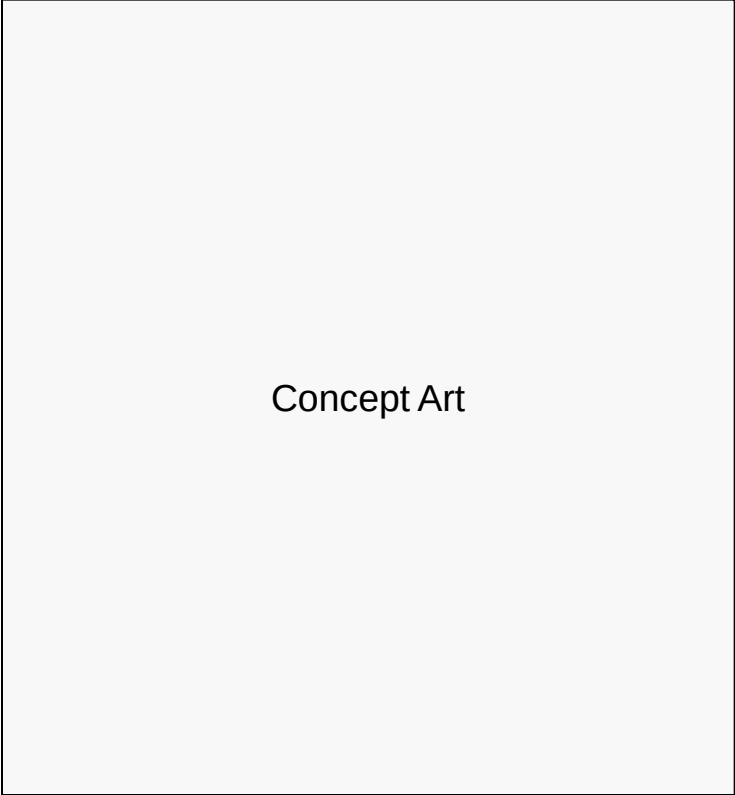
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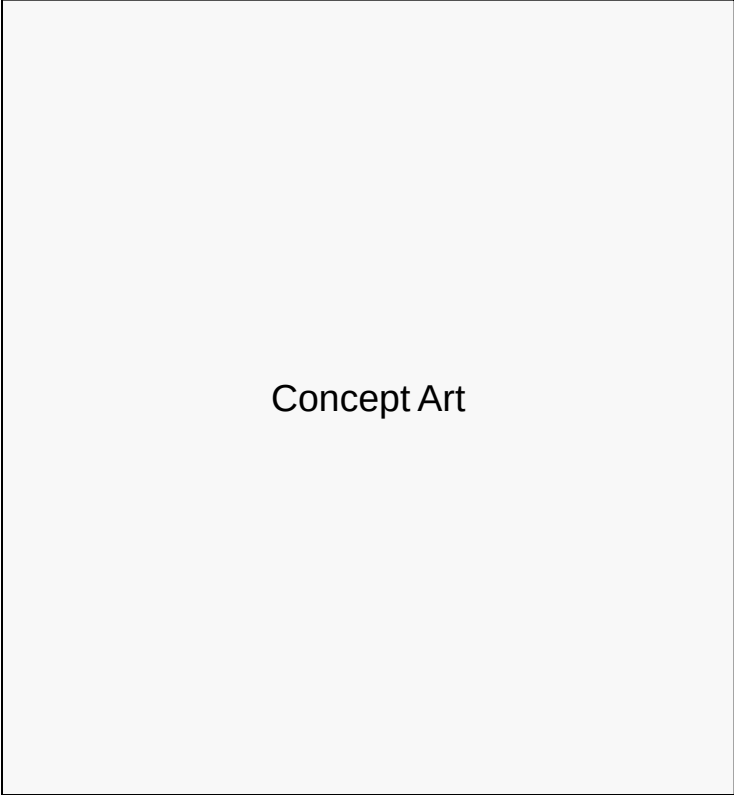
Item names can be temporal, but please write what and how many you are going to create.

# Original Arcade Game (1)

- Place an Arcade Game basing on a concept “what if Game A was a 8bit classic game.”



Concept Art

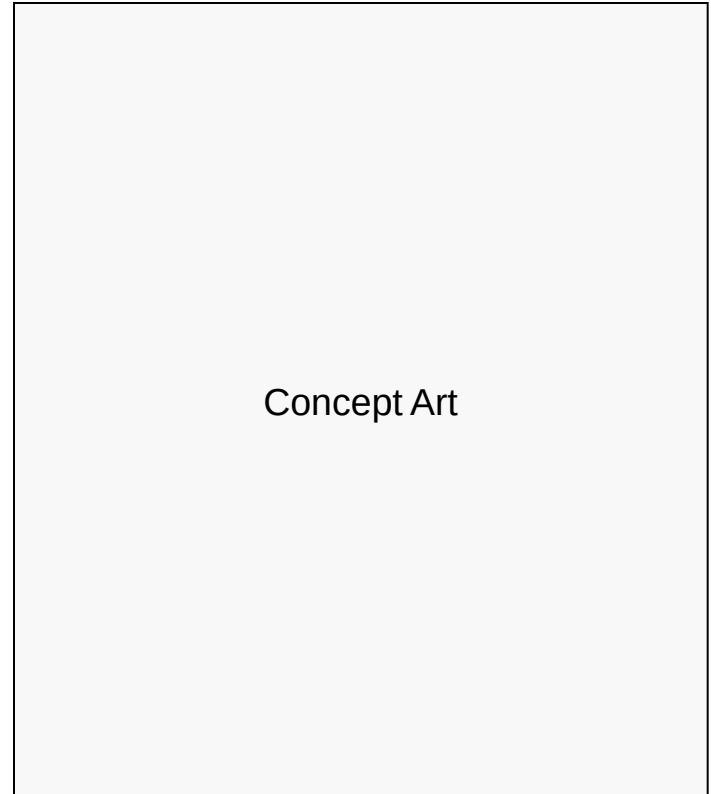


Concept Art

# Original Arcade Game (2)

🏠 A user can get Home Rewards stage after stage.

|                                        |
|----------------------------------------|
| <b><i>Clothing (Male)</i></b>          |
| <i>Game A Classic T-shirt (Male)</i>   |
| <i>Game A Classic Legs (Male)</i>      |
| <i>Game A Classic Cap (Male)</i>       |
| <b><i>Clothing (Female)</i></b>        |
| <i>Game A Classic T-shirt (Female)</i> |
| <i>Game A Classic Legs (Female)</i>    |
| <i>Game A Classic Cap (Female)</i>     |
| <b><i>Furniture</i></b>                |
| <i>Game A Classic Table</i>            |
| <i>Game A Classic Sofa</i>             |



## Note

Item names can be temporal, but please write what and how many you are going to create.

# Commerce Item (1)

🏠 *The followings are Commerce Items*

| <b><i>Clothing (Male)</i></b>   | <b><i>Type</i></b> |
|---------------------------------|--------------------|
| <i>Game A T-Shirt (Male)</i>    | <i>Purchasable</i> |
| <i>Game A Legs (Male)</i>       | <i>Purchasable</i> |
| <i>Game A Cap (Male)</i>        | <i>Purchasable</i> |
| <b><i>Clothing (Female)</i></b> | <b><i>Type</i></b> |
| <i>Game A T-Shirt (Female)</i>  | <i>Purchasable</i> |
| <i>Game A Legs (Female)</i>     | <i>Purchasable</i> |
| <i>Game A Cap (Female)</i>      | <i>Purchasable</i> |
| <b><i>Furniture</i></b>         | <b><i>Type</i></b> |
| <i>Game A Table</i>             | <i>Free</i>        |
| <i>Game A Sofa</i>              | <i>Free</i>        |

## Note

You need to provide 3 purchasable items against 1 free item.

Item names can be temporal, but please write what and how many you are going to create.

# Commerce Item (2)

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Concept Art

Concept Art

Concept Art

Concept Art



# Future Plan

- ⌘ *The second lounge after a month*
- ⌘ *Additional Arcade Game to the current lounge*
  - *Additional Home Rewards*
- ⌘ *Start Game A shop in the Game A lounge.*
- ⌘ *Ranking Board and BBS of Game A*

## Note

Please resubmit your future plan and get SCE's sign off separately.  
Shops in a game title lounge is still test phase, but please contact regional SCE if you want to place it.

