



**Fidelity**  
**INVESTMENTS**

**Becker College Game Development  
Team Proof in concept Presentation**

The background is a solid green color. In the top right corner, there are several overlapping geometric shapes, including squares and triangles, in various shades of green, creating a modern, abstract design.

***What we were Tasked with***

# The Task

- To demystify investing for younger generations

# Our Solution

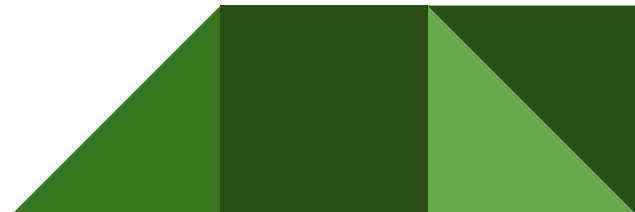
- Create a tower defense game to teach the fundamentals of investing



***Why a Tower Defence Game?***

# What is a Tower Defense Game

- Enemies(Adversaries) will follow a set path from point A to B, and it is the player's goal to stop them from getting to point B by setting down towers.
- The Player's tower choice and layout will change your chance of success.
- Investing currency into your acquired and new assets is a core factor of the genre



# How this product would interest new Generations for Fidelity

- This game would work as an educational tool used to show how “investing” in your towers proves to be beneficial
- Engages the User in a game format, while subconsciously teaching them good investing habits



Countdown:  
5.86

Money  
\$500

Lives:  
90



***Design***



# General Game Design

- Enemies are based on various investing risks
  - For example, “The inflator”, a slow moving balloon type enemy with a lot of health represents inflation
  - Another example is “The Equator”, an enemy who’s movement speed increases depending on the amount of this enemy is left alive in the round (Just how market share prices vary based on supply and Demand)
- The atmosphere of the game is generally lighthearted, and is intended to work as a stepping stone into the general investing world for people of all ages.
  - Only violence is cartoon based. For Example, Towers attack with Trend Line arrows.



# Tower Design



GAMEBOX

- Different towers represent different companies, and all have various stats and attributes
  - Priced differently depending on the round, just as stock prices change daily
  - Each tower makes a different amount of money per enemy defeat
  - Each tower has a certain percent chance for the company's stock improving, stagnating, or declining after each round. Towers that perform well may make more money per enemy, or give discounts if the players buys more of that tower type



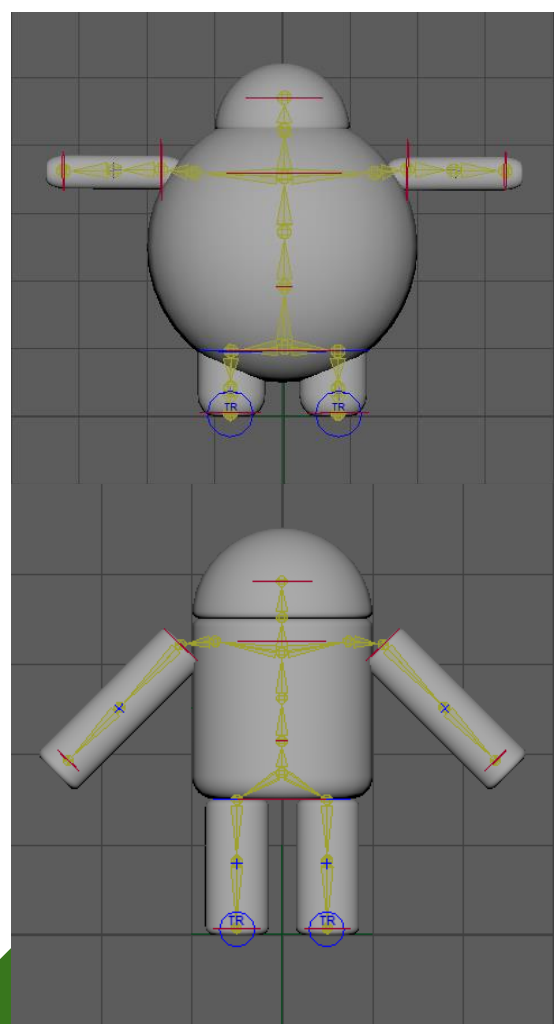
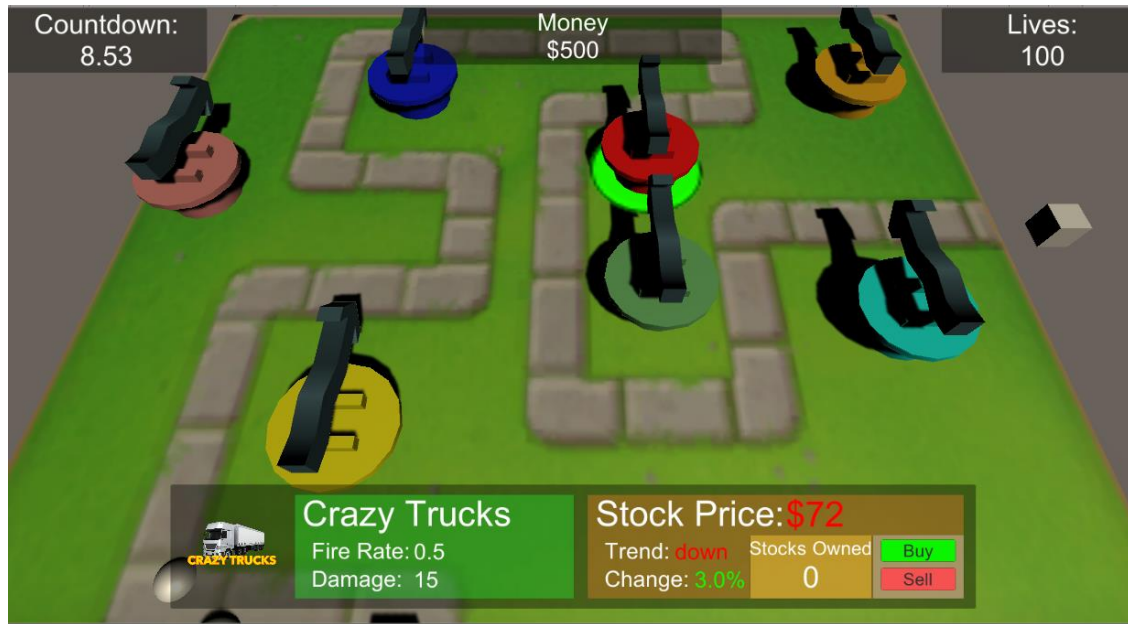
A	B	C	D	E	F	G	H
Fake Companies	UgLo	Ding	HeadSmarts	Mango	CrazyTrucks	VC&C	GameBox
Return Investment (Money earned per enemy killed)	\$10 per 3 enemies	\$10 per 5 enemies	\$10 per 3 enemies	\$10 per 2 enemies	\$10 per 7 enemies	\$10 per 6 enemies	\$10 per 5 enemies
Usual Price Range	\$180-200	\$140-160	\$170-190	\$190-210	\$90-110	\$80-100	\$130-150
Percent Chance of stock improving after a round	30%	20%	20%	20%	70%	50%	15%
Percent Chance of stock stagnating	40%	40%	60%	60%	25%	30%	35%
Percent Chance of stock declining	30%	40%	20%	20%	5%	20%	50%

***Art Style***

# Current Aesthetics

- The game in its current status is a proof of concept, and is using basic assets as placeholders for a potential final product
- We lacked a dedicated artist to help bring together a clear view of assets to be used in the game, our background focused more heavily on design and programming.
- Tower Defence games have many different aesthetics that can be switched out depending on the look wanted for the game.



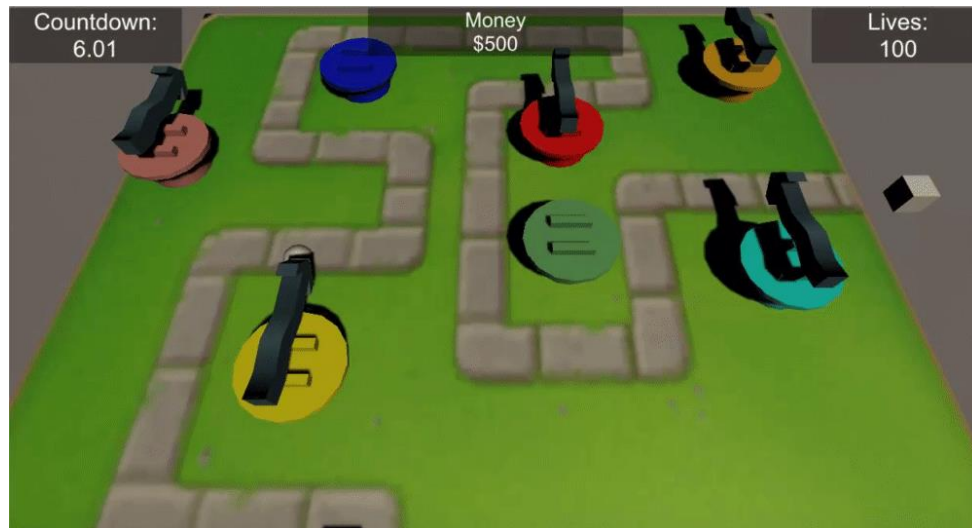




*Programming*

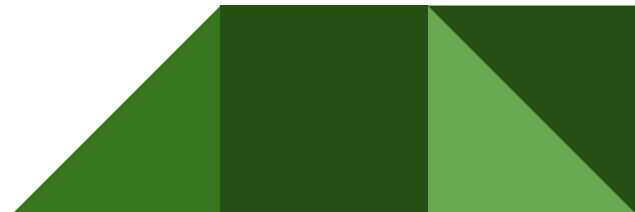
# What's in the existing prototype

- Enemies
  - Move between points
- Towers
  - Shoot enemies
  - Contain stats
- UI
  - Interacts with towers
  - Buy/Sell stock
- Wave System
  - Enemies come in waves with breaks in between allowing for the player to manage their money
  - Waves scale with time



# What is still needed to reach an MVP (Minimum Viable Product)

- UI
  - Stock price tracker and display (Graph window)
  - Main menu
  - Save system
- Towers
  - The ability to track and alter stats based on performance (Primarily stock price based on number of kills per round)
  - Random events causing both positive and negative effects on a towers stock prices
- Varying enemies
  - The different enemies would represent different risks





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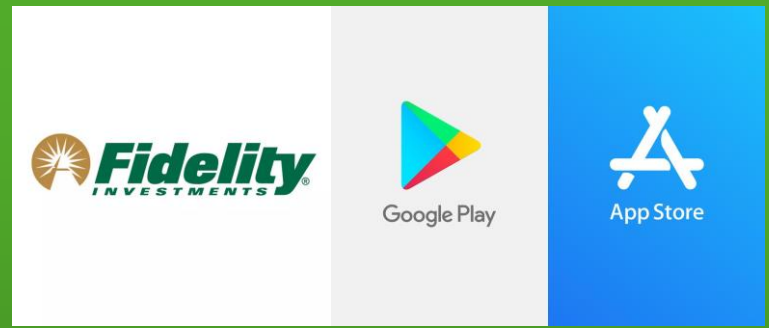
***Where to go next?***

# Next Steps

- More fleshed out build with more concepts and modes
- Adding an artist to the team to create a more distinct/defined art style
- Helping Fidelity Launch the Game on desired platforms
- Adding Monetization; Additional Levels, or Cosmetic Items
- A mode where tower stock data mirrors the actual stock market (Current data is Dummy data so the player's experience is balanced).
- Marketing the Game

# How the Game could be Accessible

- Access the Game Through Fidelity's Website/Mobile App
- Launch Via IOS or Android App Stores



android 





***Thank You***

Questions?