

Loop Card Publishing Ltd.
57 Heathcote Court,
Heathcote Avenue,
Ilford, Essex
IG5 0QR
Tel: 020 8550 9233
Fax: 0870 486 2293
www.loopgames.co.uk



Loopy Game Ideas



Creating a card game



“Making Learning Fun”

So...

..You may have a loopy idea for a card game. It's something you've been thinking about and thought:

“ This is it. This'll make millions. Everyone will love it. ”

Well hold on there mister or misses, there are a few things you should know before you start publishing your own game or going out to publishers and begin presenting your loopy idea.

The game's mechanics is only the beginning. You are the author of the game and you want to maximise your chances to create a great game that students and teachers will love.

Here are some issues you will need to think about..



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The Mechanics of a game

If you have already got the mechanics of the game then you can skip this bit - but if you have just a basic raw idea then you have to consider what the exact mechanics of the game will be like. This means you have to work out how you play the game.

We work with authors to create a game that works and may be able to use current generic and popular formats that already work but tweaked to incorporate the new content.

We have created basic games like loop-style games; Trump-style games, as well as snaps, pairing and so on. More elaborate games can include battle style games, or a bespoke format based on your own idea.

Branding a Product

Does your game have a name that is unique to the game itself? Can you scale this potentially? Scaling is simply increasing the number in a series virtually ad infinitum. Examples are our Top Careers card games. We have created a brand around the Top Careers name and used the mechanics of that game to map onto any other industry. For example we have Top Careers in Science, Top Careers in Maths, and new ones planned include Top Careers in Construction and so on - you get the idea!

You will have to ask yourself can you create a *series* of card games with your brand. If you can't think of ways to expand this we always can! Scaling a product is part of the branding plan.

Testing the Game

Have you tested the game with objective players? No, we are not talking about your family and friends - try your target market.

Our market is young people and their teachers. We work with focus groups from primary schools, secondary schools and colleges or universities. We design questionnaires that assess the quality and potential of your game within the target audience. We use these questionnaires to tweak the games and then write a simple feedback report based on them. This will be filed under primary market research. Of course there is also the secondary market research which is basically a fancy way of saying desk work. Our research focuses on what is currently out there and what gaps need filling. We find gaps and we will help you fill it.



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Pricing the Game

Ok, so you have an idea and know it works.

What sort of package are you offering with your games; do the games include lesson plans, teacher’s notes, worksheets or any other miscellaneous piece of information that adds value and ultimately makes the teachers life easier.

The package you include will dictate the pricing e.g. a simple game with no additional material will be priced between £4 and £8. But one with all the added material can start from £15 plus. We can work to create all the additional literature to create a game that really is useful in the classroom.

Intellectual Property - Protecting your Game

As the author of the game or owner of the content, you will have automatic copyright within UK common law. Don’t be afraid to ask for non-disclosure agreements to be signed if you would feel more comfortable. We have included a simple standard one for you to use at will (see Appendix I.)

However, the bad news is you cannot actually patent an idea unless it is so unique that no one has ever seen it before and you have never ever told anyone amongst a myriad of other factors. If you feel you have a really unique idea then contact the Intellectual Property Office who will guide you directly about patents and design copyrights. The good news is that we can still create a product that you can lay claim to.

We would advise you on trademarks and will help with some of the research however as a disclaimer we would direct you to consult with an IP lawyer that may be able to help you directly with a thorough and highly qualified research. We are happy to show you what we do but it is ultimately up to you take it further.



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Illustration and graphics

Our talented illustrators will create a quality game that will bring your idea to life! The magic that started in your head can begin to materialise visually before your eyes. This is the exciting stage where we begin witnessing an idea born. We show you how we can work to inject fun characters into your game. Games with characters are shown to attract the audience better than just basic content driven packs. We like to add a lot of colour to ensure the games stand out on (hopefully) the shelves of shops. We work on projects that have the potential within the commercial markets as well as the educational sector.

Marketing Strategically

This is probably the most vital bit of the puzzle (pun intended).

What is the market strategy or strategies that with minimum initial cost that will maximise the exposure? This involves a myriad of routes including media, snail mail, email, to sum up all online and offline marketing will be explored. We will be able to use our current databases of schools and customers to help you access your market. A marketing strategy will be identified to work out how we can create a buzz around your game(s). The main criterion for marketing games for us is that it fits within UK's national curriculum objectives. We can 'fix it' if it doesn't.

Manufacturing

Our policy is to support UK manufacturing and so we will ensure that all the games we publish are done so in the UK. This allows us to lower our own carbon footprint as well as support the UK economy.

Delivery of your Game

When that final moment arrives, you are eagerly awaiting the delivery of your game so that you can hold that idea that started in your head to finally land in your hand...you discover that your front room may not be the adequate place to store thousands of decks. Do not worry you may decide that you want us to store the games in the interim period until they are all distributed. Either way all games published through us will have access to free storage for an indefinite period.



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Consultation Session

You can book a consultation session where we take you through the specifics of your game. The above is just a general outline but each game we will look at its potential, the market and how we penetrate the market. An initial consultation session lasts 1 hour and costs £50 + VAT. After this we can offer other packages to suit your investment budget.

All of our games are generally funded from grants, sponsors and profit from sales of other games. This model restricts us from funding other projects directly. Although, we can help you source your own funding by identifying potential funders as well as applying for funding directly for you. Please ask for further information about the following processes:

- Investing in a card game - we will work within your budget and time scales
- Sourcing funding - we identify funding applications for you for a nominal fee. You then decide whether you want to pursue this funding directly or outsource the administration of each application.

Investing in a card game

There are three levels of investment we have direct experience in. They are split into levels of investment.

Package	Cost (+VAT)	Games	Packs (per game)	Extras
Basic	£5,500	1	2,000	
Standard	£10,500	2	3,000	
Advanced	£15,000	3	3,000	Counter display unit (ready for retail)

All decks include;

- Approx. 33 cards
- Size of cards 62mm by 100mm (larger than ordinary poker size playing cards)
- Full colour illustration on both sides
- Tuck box insertion
- Rounded edges
- Free delivery to one UK address



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Sourcing Funding

If you are an investor this is an easy route however we do provide a fund sourcing service to identify routes that you may want to explore. We only identify routes that are relevant to your project. We also identify routes to accessing funding.

Our funding team have raised funding from these main routes:

- Investment
- Sponsors
- Grants

For a nominal fee of £100 we will give you a list of over 5 funding routes. As an additional service we can offer a “no win no fee” basis for 1 application*.

*Subject to mutual agreement.

More Information

For more information please get in touch;

Eiman Munro

Loop Cards Publishing Ltd.
57 Heathcote Court,
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emunro@loopgames.co.uk

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Appendix I

Non-Disclosure Agreement

Re: *[Insert name of the game]* is referred to as the Game.

I agree that any information disclosed to me by *[insert author's name]* in connection with the *[insert name of game]* will be considered proprietary and confidential, including all such information relating to the Game's past, present, or future business activities, research, product design or development, personnel, and business opportunities.

Confidential information shall not include information previously known to me, the general public, or previously recognized as standard practice in the field.

I agree that I will hold all confidential and proprietary information in confidence and will not use such information except as may be authorized by *[insert your name]* and will prevent its unauthorized dissemination. I acknowledge that unauthorized disclosure could cause irreparable harm and significant injury to the Game.

Accepted and agreed to by:

Company	
Title	
Print Name	
Signature	
Date	