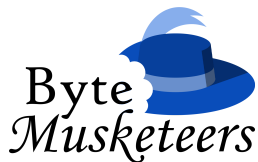


# *Heslington Hustle* Product Demonstration



Department of Computer Science, University of York

Semester 2, 2024

# Game Demonstration



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- **Modular and Extensible.** Minimal programming is required to add new areas; on-boarding future development teams is trivial.
- **Numerous Vectors for Monetisation.** Modularity of the code-base encourages and actively supports the development of substantial extensions, such as additional areas in the form of downloadable content (DLC).

- **Attractive for Third-Party Commercialisation.** Easily swappable assets enable quick adoption of brand deals with third parties, such as universities, students' unions, and local public transport providers.

# Market Potential

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- **Strong Knowledge of the Player.** Substantial market research analysis was performed on a sample of the target audience: 16-to-25-year-olds enrolling at an HE institution.
- **Inherently Cross-Platform.** Java and LibGDX provide proven stability across Windows, Mac, and Linux. The framework for mobile support is in place.

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*How did we respond?*

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**We know your customer!**



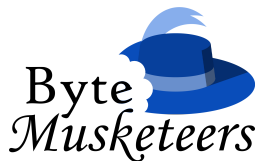
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- Assets used are constituents of *asset packs*: a consistent art-style can be maintained for any extensions.
- Any IP created by the *Byte Musketeers* is under an exclusive licence to be used by the proprietors of *Heslington Hustle*.



Any Questions?