This monetization strategy template for free-to-play games was created by Ethan Levy of FamousAspect

The purpose of this document is to help a game team quickly figure out its monetization strategy at a high level. This activity should take no more than a few hours to fill out and should be revisited over the course of development as your plans change.

This document contains a sample of a final product and followed by a template to fill out. For the sample, I filled out my template for the game Vainglory. It is important to note that I have ***no affiliation with the Vainglory*** team and this document ***in no way reflects actual design or production*** of the game. I simply felt that the sample document would be more instructive if a reader could reference a final product while reading.

I hope you enjoy this template! Feel free to email any feedback or change requests to ethan@famousaspect.com

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# Instructions

1. This version is a view only copy of the template. To make your own game treatment start by going to File and making a copy for yourself.
2. Start by describing your high level strategy and inspirations in the intro.
3. The monetization emotions section asks you to describe 1 to 3 emotional experiences that will motivate your players to spend money.
4. The Engagement Loops section asks you to map out your games loops at a high level. Begin by diagramming the core loop of your game, then describe these features, sinks and taps at a more detailed level.
5. If applicable, map out any additional elder game loops that will be built on top of your core game loop.
6. The product catalog section asks you to describe the various types of offers and advertising your game will use to monetize.

# Vainglory - Monetization Strategy

For launch, Vainglory will follow a fairly standard monetization strategy for a MOBA, inspired largely by the success of juggernauts League of Legends and DotA2. As an eSport game, our primary concern is long term player retention. Monetization will always take a back seat to retention when it comes to prioritizing how features work in the game.

## 1. Monetization emotions

These are the key emotions that will motivate players to spend money in Vainglory

### 1.1. Dominance

First and foremost, Vainglory is an eSport. The primary reason a player will want to buy a hero for permanent use is to build expertise with that hero to ensure victory. Veteran players will buy a stable of heroes to make sure they can contribute to their team in a variety of situations. Over time, new heroes will be introduced that shift the game's meta strategy, forcing experienced players to experiment with and ultimately buy new heroes in order to stay competitive.

### 1.2. Self expression

Not every Vainglory player will be driven solely by competition. For some players, their choice of hero is as much a statement of self expression as anything. These players will use the weekly free rotation to constantly experiment and find the hero they feel most comfortable with for purchase. For those players who view their play style as a means of self expression, skins or other vanity items will be an appealing purchase.

# 2. Engagement loops

## 2.1. Core loop




The core loop of Vainglory is fairly straightforward. Players will spend their time to engage in 3v3 hero based battles. As a reward, they will gain Glory which they can spend to purchase heroes. They will also accumulate Karma, an XP like resource that gives a bonus to Glory earned (and helps us with matchmaking).

Each week, the player will be able to access a free stable of rotating heroes. If a player wishes to gain permanent access to a hero so that they can use it outside of rotation, they can purchase it with the soft currency Glory, or directly with the hard currency Ice.

Glory is a slow to accumulate resource. If a player wishes to unlock a hero for free they will need to invest themselves in the daily quests (1 & 3 victory) as well as the weekly 7 day win streak quest to get big Glory payouts.

## 2.2. Secondary engagement loops

For launch, Vainglory will not feature any additional meta loops to drive elder players. Our focus is on making sure the base game is as engaging and balanced as possible.

# 3. Product catalog

## 3.1. Permanent goods

For launch, Vainglory will only sell permanent good in the form of permanent hero access. Players will be motivated to purchase permanent heroes once a week after the free hero rotation has changed. Heroes will range in price from $2 to $10 dollars.

## 3.2. Consumable goods and boosts

For launch, Vainglory will not sell any consumable items or boosts.

## 3.3. Vanity items

For launch, Vainglory will not sell any vanity items.

## 3.4. Content unlocks

For launch, Vainglory will not sell access to any additional levels or modes.

## 3.5. Forced advertising

Vainglory will not use any static, banner or interstitial ads.

## 3.6. Incentivized advertising

Vainglory will not use any incentivized video ads.

## 3.7. Maximum spend

As we will only utilize permanent goods, there is a hard cap on the amount of money a player can spend in Vainglory. At launch, this cap will be about $50. It will grow over time to hundreds of dollars as more and more heroes are added to the mix.

# [GAME NAME] - Monetization Strategy

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*TODO - document introduction. What is your high level strategy to monetize your game? What other games inspire your strategy?*

## 1. Monetization emotions

These are the key emotions that will motivate players to spend money in [GAME NAME].

### 1.1. [Emotion type]

*TODO - describe why this emotion will appeal to your players and how it will motivate them to spend money.*

### 1.2. [Emotion type]

*TODO - describe why this emotion will appeal to your players and how it will motivate them to spend money.*

### 1.3. [Emotion type]

*TODO - describe why this emotion will appeal to your players and how it will motivate them to spend money.*

*NOTE - I recommend between 1 and 3 monetization emotions total. Listing more emotions does not make your strategy stronger on its own.*

## 2. Engagement loops

### 2.1. Core loop

*TODO - simply map out the engagement loop*

*TODO - describe the core loop you have mapped out. What are the primary game features the player will engage with? For each feature, what resources will they spend (sink) and earn (tap)? What gates will they face that will motivate them to spend money?*

### 2.2. Secondary engagement loops

*TODO - simply map out the veteran engagement loop*

*TODO - most games will have additional, elder player engagement loops built on top of the core game loop. If your game features additional loops, add an entry for each layer of elder play your game will feature.*

# 3. Product catalog

## 3.1. Permanent goods

*TODO - describe any permanent goods the player will be able to buy.*

## 3.2. Consumable goods and boosts

*TODO - describe any consumable goods or boosts the player will be able to buy.*

## 3.3. Vanity items

*TODO - describe any vanity items the player will be able to buy.*

## 3.4. Content unlocks

*TODO - describe any playable content the player will be able to buy.*

## 3.5. Forced advertising

*TODO - if applicable, describe how you will use static, banner and interstitial ads .*

## 3.6. Incentivized advertising

*TODO - if applicable, describe how you will use incentivized video ads in your game.*

## 3.7. Maximum spend

*TODO - describe how much money a player will be able to spend in your game. If it is limitless (due to infinitely repeatable consumable items), describe the cap on permanent goods as well as expected spending for paying players in terms of consumable goods.*