

## • Polaris Strategy •

### Global Launch Plan SkyX Games (August – January)

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#### Objective

Deploy all major SkyX Games creations at the most favorable time of the year, between late November and late January, maximizing impact, visibility, community engagement, and revenue.

This decision is based on a strategic analysis of player behavior, the Fortnite calendar, and economic opportunities:

- Fortnite peak traffic periods (school holidays, chapter changes)
  - Young player purchasing behavior (especially during Christmas)
  - Creative map lifecycle
  - Media attention and competitor activity at that time
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#### Why not launch in summer?

August seemed like a good option, but it has several structural limitations:

- Many players are on vacation, with less time and interest in playing (outings, travel, heat)
  - Few in-game purchases: no V-Bucks as gifts, families prepare for back-to-school, lower available budgets
  - Summer is long: a map released in August may quickly lose traction, as it's hard to maintain attention over two months
  - It's the end of the current Fortnite chapter, meaning players get bored, leading to a general decline in BR interest
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#### In contrast, the Christmas holidays concentrate the best indicators:

- Kids are home, often stuck indoors due to weather
  - Gifts include consoles, V-Bucks, skins, generating a huge return to the Fortnite ecosystem, boosting our revenue
  - The platform launches Winterfest and generally a new chapter, which attracts a massive player influx
  - Players tired of Battle Royale turn to UEFN creative maps for “fresh” content
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## – Polaris Strategy: Overview –

Inspired by the North Star, this plan is our guiding compass: wait, prepare, strike at the right moment.

It's not about delaying, but about launching with strong impact.

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### Phase 1: Preparation and Build-Up (August → November)

#### *Production & Finalization*

- Finalization of SkyX Games' 4 main maps:
  - **Starlight: Last Battle**, our first official map (narrative intro + unique gameplay)
  - **SkyX Reload**, our flagship project, completely reworked
  - **Ghost Hunter 3**, long-awaited sequel of a successful map (50,000+ players)
  - **Grand Life City**, a side project focused on simulation/open RP
  - In-depth work on:
  - Technical optimization (HLOD, LOD, bug fixes)
  - Visual polish and stability
  - Game mechanic precision
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#### *Communication & Community*

- Gradual teasing through:
- Exclusive images, original music, story-driven clips
- World-building of the SkyX universe across platforms
- Launch of a SkyX Games community server
- **Project Métave**: gather other creators into a shared ecosystem, encourage collaboration and cross-visibility
- Actively seek collaborators, influencers, and visible support to accompany the launch

As project lead, I will personally allocate around **€100–200** to paid ads and/or partnerships to maximize launch visibility. This is part of a gradual professionalization effort.

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## ***Workflow Organization***

- Tasks will be smartly distributed until late November, to:
  - Allow everyone to experience a smooth return to school
  - Avoid fatigue or creative burnout
  - Maintain an efficient, steady pace
  - Expectations are simple:
  - When a task is assigned, it must be completed within the week
  - No need for constant presence, but regular activity is essential
  - Even if the lead appears less active publicly, work continues intensely behind the scenes, especially on dev, marketing, and tech
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## **Phase 2: Polaris Launch (Late November → Late January)**

### ***Trigger: ST★RLIGHT: Last Battle***

- Official launch of SkyX Games with our event map
  - A powerful playable experience:
  - Narrative, original soundtrack, cinematic, boss battle, tension
  - Designed to leave a strong impression
  - Introduction to the new SkyX universe: **SkyX Reload**, **Grand Life City**, and **Ghost Hunter 3: Spiritrun**
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### ***Global Rollout***

- Successive release of all projects:
  - **SkyX Reload** (main map)
  - **Ghost Hunter 3** (horror/co-op)
  - **Grand Life City** (open RP)
  - Other surprise projects (5+ additional maps)
  - Regular updates to:
  - Renew interest
  - Stay relevant in algorithm placement
  - Create a progressive narrative thread (links between maps)
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## ***Strategic Timing***

- Releasing just before Chapter 7 captures the attention of players bored with BR
  - Releasing during and after the new chapter launch allows us to ride the player influx and the novelty effect
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## **Message to the Team**

We made this choice not out of fear, but out of strategy.

The Polaris Strategy is our best chance to reach the next level, impacting not only players but our brand image.

Thanks to this preparation, we can release strong, unique, well-polished maps and publish them during a window where attention, traffic, and purchases are at their peak.

This is not a delay.

It's an ascent.

And **you** are the pillars of it.

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