

DIAMOND CO.

Tiny Dragon Hatchfest

Tiny Dragon Hatchfest - Experimental Roblox Hatch-and-Raise Prototype

*Venture ID:** `02235a06-afe9-4809-9d67-893296c0c053`

*Task ID:** 46cf62fb-27d4-4349-a371-ff5de205e677

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1. Launch Plan

*Channel:** Owned-site (GitHub Pages/Netlify)

*Distribution:**

Post link in:

- `/r/robloxgamedev` (with title: "Tiny Dragon Hatchfest - Hatch, Collect, and Raise Dragons in Roblox!")

- `/r/indiegames` (with title: "Tiny Dragon Hatchfest: A Minimalist Dragon Collecting Game. Sign Up Now!")

- Dragon-collecting Discord (e.g., "Dragon Collectors" or "Roblox Dragon Games") with message:

> 🐉 **Tiny Dragon Hatchfest** is live! Tap to hatch unique dragons, collect variants, and grow your hoard. Sign up now: [LINK]

Embed a **60-second teaser video** (hosted on Youtube/Vimeo) showing:

- Dragon egg tapping and hatch animation

- 3 dragon variants (Fire, Ice, Earth)

- Example: "Tap the egg to hatch a Fire Dragon! Collect all variants to unlock rare traits"

*No paid ads.**

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2. Maintenance Plan

*Checkpoint:** 72 hours

*Kill Rule:**

If **<10 signups** → Kill

If **10-50 signups** → Iterate teaser (new dragon variant/sound/mechanic) and re-post once (max 3 iterations total).

If **>50 signups by hour 72** → Proceed to playable prototype.

*No hosting costs** (free tier).

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3. Iteration Rules

*Boost Rule:** If revenue hits **\$1**, pause iterations and focus on monetization (e.g., cosmetic packs, tip jar).

*Clone Rule:** If revenue hits **\$50**, clone the venture (expand to more channels).

*Max Iterations Without Revenue:** 3 (if no signups after 3 iterations, kill).

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4. Next Steps

****Build the waitlist site**** (GitHub Pages/Netlify) with:

- Clear headline: "Tiny Dragon Hatchfest – Hatch, Collect, and Raise Dragons in Roblox!"
- Signup form (email only, no spam):

[Email] [Submit]

- Teaser video embedded (YouTube/Vimeo link: [INSERT LINK])
- Social share buttons

.. ****Record teaser video**** (Roblox Studio or simple animation) with:

- 3 dragon variants (Fire, Ice, Earth)
- Tap-to-hatch animation
- Voiceover: "Hatch, collect, and grow your dragon hoard!"

.. ****Post to communities**** and track signups:

- Track signups via Google Analytics or simple counter
- Reply to comments with: "Thanks for your interest! More updates coming soon."

.. ****Monitor daily**** and adjust per rules:

****Kill it:****

- No signups after 3 iterations.
- No revenue after 3 iterations without signups.

****Proceed if:****

- >50 signups by hour 72.

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****5. Hatch Mechanics****

****Traits (Probability Distribution):****

- Fire Breath (30%)
- Ice Wings (25%)
- Earth Shell (20%)
- Glitchy Flicker (15%)
- Hungry Nap (10%)

****Hatch Time:**** 3 seconds per egg

****Naming:**** 12-character limit (letters/numbers only).

****Observation Limit:**** 10 dragons per user (unlock more via revenue).

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****6. Monetization Path****

****Cosmetic Packs:**** \$1-\$5 (e.g., rare dragon skins, backgrounds).

****Tip Jar:**** Optional \$1-\$10 donations for exclusive traits.

****Boost Rule:**** Pause iterations at \$1 to focus on monetization.

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****Status:**** Active (Iteration 1)

****Signups Tracked:**** 0

****Revenue:**** \$0

End of Task *