



Product Development FAQs

Q. What type of game ideas are you looking for?

A. Take a look at the products currently in our line. Do you see any holes in our line you can help fill? Do you have a new idea for a game that has never been done?

Q. Can anyone submit a game idea, or do I have to be a professional?

A. Anyone can submit an idea. Take a look at our Inventor Stories and you will see that ideas come from a variety of people. http://www.playmonster.com/inventor_stories

Q. Do I need an agent for you to consider my game idea?

A. PlayMonster does not require that you use an agent.

Q. Do you accept game idea submissions in the form of drawings and writing, or only prototypes?

A. We do not accept ideas only. When a board game is submitted to PlayMonster for consideration it needs to be fully thought through with a prototype, components and rules/instructions that can be played. It should be play tested dozens of times with more than just family members to ensure that this toy or game is something people will have fun playing. Before submitting it to PlayMonster, please make sure it is something we would consider by reviewing our current products. Lastly, please research the competition to make sure that you are not infringing on someone else's idea.

Q. When I submit a prototype for consideration, does it have to be professionally-made?

A. The prototype does not need to be professionally made but it does need to be a working prototype so we can play it and understand how it works.

Q. Do you only take game ideas from outside people, or do your employees come up with ideas, too?

A. In addition to professional and amateur inventors, we encourage ideas from employees within all departments at PlayMonster.

Q. How long does it take for you to review game idea submissions and respond to inventors?

A. We try to review product ideas every 60 days. If we are considering your idea we may ask to hold it longer so we can obtain answers to better help us make our decision.

Q. How do you choose which ideas to produce?

A. Have you ever heard that timing is everything? Different times of the year we are looking for different ideas and each year these ideas change depending on what is changing with consumers. After we find an idea that we think fills a void at retail, we play test it, figure out how much it would cost to make, and discuss how it would be marketed. If everything checks out and there is still room in our product line, we will give you a call to discuss a licensing agreement.

Q. Who makes the decision about which ideas are going to be produced?

A. PlayMonster has a Product Development team made up of members from each department. It is a team decision.

Q. How much money does a game inventor make if you publish their game?

A. This varies but generally includes an advance when a license agreement is signed and a royalty or percentage of each item sold.