

Development Months													
1	2	3	4	5	6	7	8	9	10	11	12	13	14+
Physical/Digital Prototyping	Vertical Slice	Vertical Slice 2	Vertical Slice 3	Vertical Slice 4	Alpha	Beta	Release Build	Launch	Post Launch				
Marketing Schedule (Aligned with Dev. Months Above)													
Build Game Design Document, Create Concept Art, Document Prototyping, Lock Down Social Media Handles	Create Website with Newsletter sign-up function, Write out development blogs detailing goals and challenges as well as plans for development, begin posting on social media with development updates.	Demo title to industry professionals, VR enthusiasts, friends and family, Open Discord to start interacting with community, Possibly begin streaming development. Build first draft of Press Kit.	Work with influencers/VR media content creators to plan out influencer marketing, Playtest title, Take title to events/conferences and begin contacting press. Record GIFs of Unique Selling Points and trailer drafts.	Make a push on social media with development content and concept art. Engage with community on discord and by having discussions, competitions, or polls on social media to help the community feel engaged in development.	First push to send Alpha build out to fans in your community and to VR community members on social media. Submit your game to conferences, competitions, and festivals. Build full Trailer and finalize press kit.	Finalize marketing assets, send out finalized press kit to press, send alpha to first round of content reviewers, begin hosting meetups to discuss content locally or online.	Send Beta build out to larger audience of fans and community members, travel to conferences/meetups, consider early access launch.	Social media push, press/game journalism push, Push for streamers/content creators/social influencers to play and feature game on their channels	Begin Oculus application, Run title through VRC Validator, review submission and content guidelines. Playtesting with industry veterans for final tweaks.	Submit application to Oculus Store for review, saving time for technical content, and publishing event, 3rd conference, event, and festival push. Gathering endorsements from popular figures/companies if applicable.	Biggest social media push, gameplay streaming, Hosting an Oculus Event, Lift on embargos (if any) for press releases, releasing gameplay videos, finalized marketing assets, engaging with audience.	Continue interaction with community via Discord, Highlight reviews on social media, Highlight players who are engaging with the content	Keep updating game per feedback and reviews, (Beyond 14 months) Joining Oculus Weekly Promotions, Host Oculus Events