Elevator Pitch for Board Game

Pitch Template

In (game name) you play as (role) in (setting) trying to (goal) by (gameplay). (Game name) uses (mechanism a) and (mechanism b) with the most interesting mechanism being (your hook). For example, by first (mechanism a) and then (mechanism b) you would be able to (your hook) in order to (goal).

Sample Pitch Developed from the Outline Above

In Skyrose, you command a medieval army stationed on a small island occupied by one to three opposing armies. Your goal is to defeat your opponents in battle and capture Skyrose Castle, located in the middle of the island. Skyrose is a strategy game, similar to chess, with an interesting twist: troop movements and battle strength are hidden until players engage in battle, similar to how enemy ships are kept secret in Battleship. This means your army can advance on the castle without your opponents knowing where or when your strongest pieces will attack. The unpredictable gameplay makes Skyrose fun, exciting, and infinitely replayable.