

THE NEW GUYS

NARRATIVE RISK INTELLIGENCE

AUDIENCE RISK IS CHEAPEST BEFORE LAUNCH.

The TNG Risk Index turns creative, narrative, marketing and community concerns into practical revision priorities while teams can still act.

● GO FORWARD

● PROCEED WITH CHANGES

● REWORK BEFORE LAUNCH

EVIDENCE IN → DECISIONS OUT
BUILDS / SCRIPTS / MARKET CONTEXT / CONSTRAINTS

TNG RISK INDEX // PROJECT PROFILE

ILLUSTRATIVE DATA

NIGHTGLASS

NARRATIVE RPG / LATE ALPHA / SAMPLE ASSESSMENT

59

OVERALL INDEX
ELEVATED
OUT OF 100

PRIMARY EXPOSURE
**PLAYER-FANTASY
INTEGRITY**

AUDIENCE PROMISE FIT	68	HIGH
PLAYER-FANTASY INTEGRITY	74	HIGH
FRANCHISE CONTINUITY	42	ELEVATED
MESSAGE DENSITY	63	HIGH
CHARACTER APPEAL	49	ELEVATED
REPRESENTATION EXECUTION	56	ELEVATED
CREATOR-MARKET VULNERABILITY	61	HIGH
MARKETING COPY RISK	70	HIGH
REVISION FEASIBILITY	35	GUARDED

WEIGHTED INDEX: 59 / 100 // HIGHER = GREATER IDENTIFIED RISK

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NARRATIVE RISK INTELLIGENCE

NINE DIMENSIONS. ONE CLEAR VIEW OF RISK.

BUILDS, SCRIPTS, CREATIVE MATERIALS, MARKET CONTEXT AND CONSTRAINTS // EVIDENCE IN. DECISIONS OUT.

APF AUDIENCE PROMISE FIT Genre and IP promise versus the experience delivered.	PFI PLAYER-FANTASY INTEGRITY Immersion, agency, mastery, stakes and the intended player role.	FC FRANCHISE CONTINUITY Canon, tone, world rules and prior audience investment.
MD MESSAGE DENSITY Messaging versus pacing, discovery and character voice.	CA CHARACTER APPEAL Coherence, charisma, memorability, emotional appeal and fantasy fit.	RE REPRESENTATION EXECUTION Whether representation feels human, earned and story-led.
CMV CREATOR-MARKET VULNERABILITY Exposure to clips, screenshots, interviews and viral attack surfaces.	MCR MARKETING COPY RISK Promise mismatch or avoidable controversy in copy and campaigns.	RF REVISION FEASIBILITY Mitigation difficulty within stage, budget, dependencies and schedule.

ONE DIRECTION / FIVE RISK BANDS



Scores run 0-100. Higher always means greater identified risk. The overall index is weighted across all nine dimensions.

The recommendation changes with the location, severity and revision feasibility of the risk.

01



GO FORWARD

CORE PROMISE ALIGNED

The player fantasy and intended audience reinforce one another.

- Clear experience promise
- Distinctive choices support the fantasy
- Remaining exposure is manageable

DISTINCTIVE CAN BE AN ASSET.

02



PROCEED WITH CHANGES

KEEP THE GAME. FIX THE FIT.

The game is sound, but its public presentation creates a mismatch.

- Trailer or store page promises the wrong experience
- Reveal, interview or copy creates avoidable controversy
- Positioning obscures the actual fantasy

CHANGE PRESENTATION, NOT PRODUCT.

03



REWORK BEFORE LAUNCH

NOT IN ITS CURRENT FORM

The highest-risk elements are structural, central and hard to fix.

- Core premise conflicts with the audience required for success
- Legacy sequel breaks the central fantasy or continuity promise
- Mitigation requires structural change

FIX THE CORE BEFORE THE BET IS LOCKED.

DISTINCTIVE IS NOT RISKY. MISALIGNMENT IS.

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NARRATIVE RISK INTELLIGENCE

MEET THE FOUNDING PARTNERS.

THE PEOPLE BEHIND THE TNG RISK INDEX.



MATT BRAYNARD

FOUNDING PARTNER

Matt is a strategist and published author with experience in audience behavior, psychographic analytics, messaging, and high-stakes communications. At TNG, he focuses on audience-risk modeling and narrative positioning.

FOCUS

- AUDIENCE RISK
- NARRATIVE POSITIONING
- EXECUTIVE COMMS

THE NEW GUYS



JOEY SNYDER-KLOOS

FOUNDING PARTNER

Joey is a game-industry veteran with experience across player communities, creator ecosystems, and competitive gaming. At TNG, he focuses on player expectations, creator-market dynamics, and practical studio guidance.

FOCUS

- PLAYER CULTURE
- CREATOR ECOSYSTEMS
- INDUSTRY STRATEGY

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