



Final Game Pitch

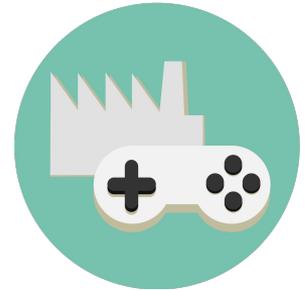
Callum Davies

Market Overview

Market: The casual PC Market.

These are the games which contain easy to understand mechanics and cater to a large audience; you don't need much learning in order to play the game effectively.

Whilst most casual gamers are on console, the PC market is still a contender.





Market Opportunity

Stats show that there's upwards of 200 million casual gamers across the globe.

Steam itself has 14 million peak concurrent users daily, and upwards 125 million registered accounts.

The new Epic Games Store already has a large market, with 200 million players of Fortnite alone. This could mean that newer, casual gamers are likely to use that platform instead of Steam.



Why It's Different

- Our game has challenging puzzles that makes you think about what you have to do.
- Our environments are fairly unique, there's not a lot of games based in warehouse and office environments.
- Our sounds are fairly unique, since we made some of our own.
- Mechanics are innovative - parkour and crouch to get out of enemy line of sight; ringing phones you have to answer etc.
- Realistic art styles.



Current Status

Our game currently has a playable build out of our game that is prepared to play. This build out runs with transitions between each level leading to the next except for the final level which leads back to the main menu. Each level has at least one mechanic in it.

Level 1 - crouching mechanic, door (end of level mechanic)

Level 2 - AI (difficulty) , Timer (rushes player, set for 10 mins), Doors (take time to open), Cutscene (shows player where to go), shifting elevator (end of level) mechanics

Level 3 - Timer (set for 2 minutes, rushes player), Door mechanics (make the maze harder to traverse and consumes time, floor collider which ends the level.



Questions?