



# Viking Villages

Grow humble settlements into  
legendary towns

# Viking Villages: Gameplay Overview



## Construct Buildings and Infrastructure

Build dirt roads, paths and viking-themed longhouses



## Utilize Natural Resources

Use wood, stone and precious metals



## Manage your Village's Finances

trade with other towns and raise taxes on your villagers



## Conduct raids

Send fighters off to collect riches and level up your technology



# Unique Selling Points



## War & Diplomacy

Trade and raids change diplomatic relationships to other chieftains



## Viking-Theme

The first city builder with a viking theme and nordic mythology based elements



## Progression System

As the village levels up, you advance through different eras, gaining access to new buildings and technology



# Traction

## Social Media

The game already has 15,000 Followers across multiple platforms, including Twitter, Instagram and Facebook

## Newsletter

1,000 Subscribers to our E-Mail Newsletter with monthly updates on development and design progress

## Press Coverage





# Business Model and Competitive Analysis

<b>Revenue Streams</b>	Base Game Sales (€39.99) + Downloadable Content in the future (~€10 each)
<b>Distribution Channels</b>	Digital Platforms (Steam, Epic Games Store, GOG)
<b>Key Partnerships</b>	Technology Partners: Collaborations with engine developer Unity for optimization. Cultural Consultants: Working with experts on Norse culture for authenticity.
<b>Customer Segments</b>	Strategy and Simulation Gamers as well as Fans of Norse Mythology
<b>Competitors</b>	Competitors include Northgard (more Strategy-Focused) and Banished (No Viking Theme)
<b>Competitive Advantage</b>	The unique Blend of Genres and themes, combined with the integration of Norse Mythology for things like „natural“ disasters.



# Production Timeline



# The Ask

€250,000



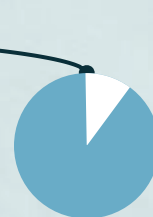
## Game Development

programming, art, design,  
and audio production



## Marketing and Promotion

advertising, trailers,  
events, and influencer  
partnerships



## QA and Testing

hiring testers, conducting  
beta tests, and optimizing  
performance









# Thanks!

Do you have any questions?

[20110648.github.io/intro2gamedesign/](https://20110648.github.io/intro2gamedesign/)



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