

K E Y A D O U T C O

We are amnesia + sea amnesea

A voyage where you forget the known & embrace the unknown.

The Founders



Visionary designer blending robotics, computer science, and crypto innovation to turn bold ideas into reality.

Ankit Kumar akamaestro.com/



Mayank Raj agrmayank.com/

Mayank and Ankit have showcased their expertise at major industry events like IGDC, IGS, and IGDA, with projects including KeyBound and TimeBound (Finalist, BYOG Game Jam). Selected among the top 4 Indian studios for Xbox Game Camp Asia 2024, they continue to push creative and technical boundaries in crafting impactful gaming experiences.

Studio Age and Experience

The founding members of Amnesea had been exploring and experimenting with diverse mobile and PC games long before the studio's official inception.





A Journey of Reclamation

Our Game

Originating as a Ludum Dare jam project, our game gained traction at IGDC and IGC, each attracting 4000+ attendees.

With 500+ unique visitors per event, the enthusiastic response affirmed our game's broad appeal across all age groups.

Rogue-Vania

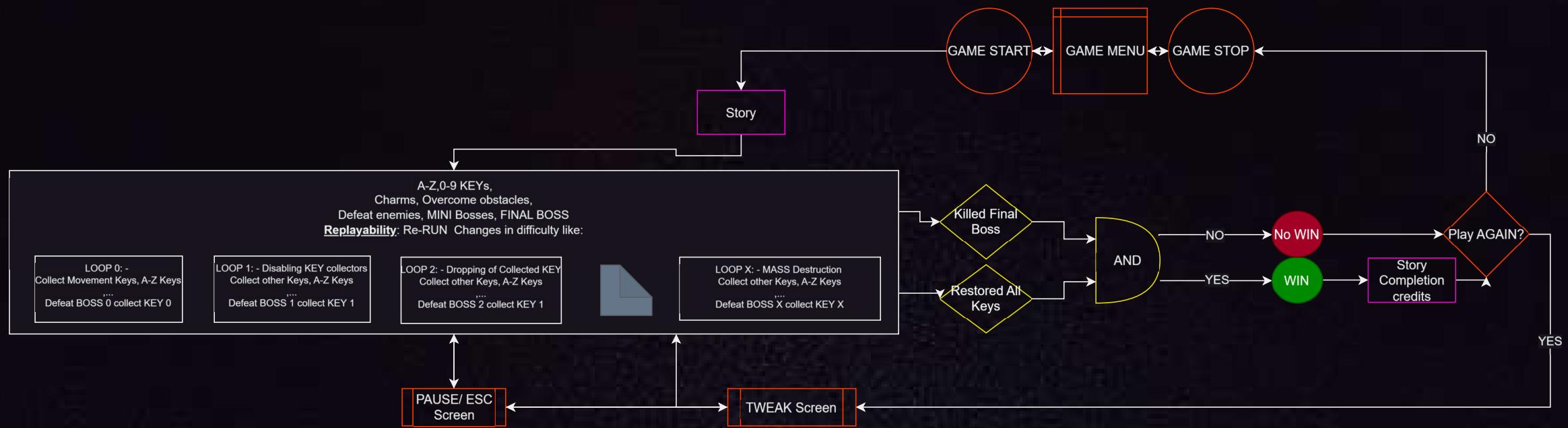
An ever-changing world like “Dead Cells”, featuring a wide variety of weapon combinations with the re-playability of a Rogue-lite.

Along with the deep exploration and Metroidvania style of “Hollow Knight”, filled with secrets, hidden passages, and intriguing characters.



Unleash the Power of Limited Keys!

- **Core Gameplay:** Recover movement keys (such as "left", "jump", "dash") to unlock lost abilities, while navigating the world inside a keyboard with limited controls.
- **Dynamic Key Modifiers:** Combine letters to form words (e.g., "R-U-N" for speed) that unlock new powers and gameplay twists — your keyboard is the key!
- **Non-Linear Progression:** A thrilling experience inspired from games like Hollow Knight, Ori, and Dead Cells — that skillfully merge heart-pounding action, and exploration, with a progression system that adapts to your unique playstyle.



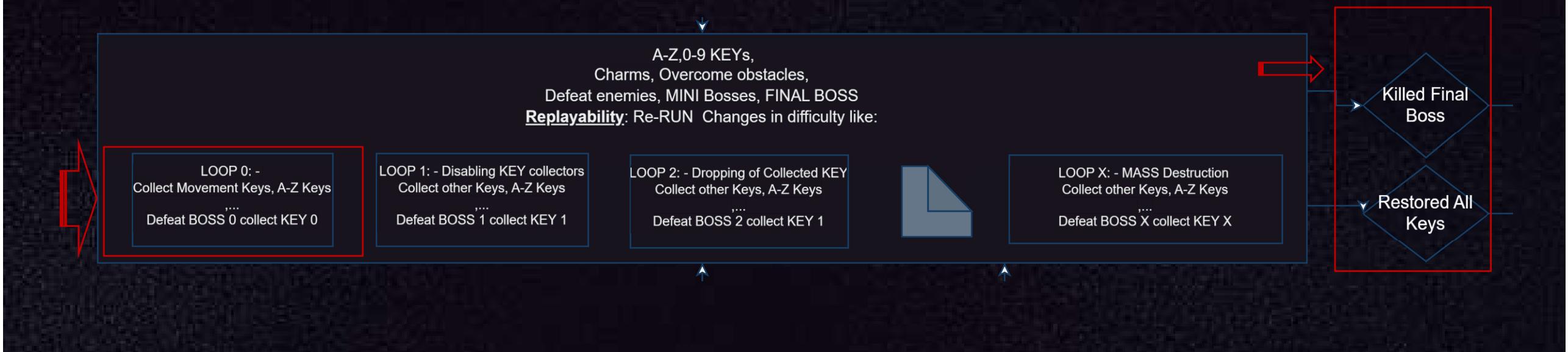
Game Flow

Reclaim what's been lost, constrained by the "Limited Keys" that bind your journey, as you restore your keyboard, key by key. Defeating the final boss brings the main story to a close, completing the game's epic adventure.

Gameplay Hours (Main Story) : ~10 hours, with infinite replayability driven by the rogue-lite mechanics and skill-based challenges.

Game Loop

- In KeyBound, each playthrough is a **Loop**, where you progress through levels and face off against powerful bosses until one of you is defeated.
- Each loop ends with a different "numbered boss." Defeat them, and you'll earn a special key between 0 and 9. As you collect these keys, the enemies become stronger, and new challenges and constraints are introduced, keeping the gameplay fresh, dynamic and unpredictable.
- After defeating all 10 numbered bosses and collecting every missing key, you'll face the final boss — a fusion of all the previous bosses. Defeating it marks the epic climax of this chapter in the story!



An Early Glimpse



Locations

Each map features a distinct visual style that aligns with the narrative:

- **1 Mission** : *Reclaim the missing keys to complete your keyboard.*
- **5-8 Map Zones** : *Each featuring unique enemies and a mini-boss.*
- **10 Numbered Boss** : *Each unlocking a numbered key between 0 and 9.*
- **1 Final Boss** : *One ultimate challenge to conquer.*
- **9 NPCs** : *Interactable characters and multiple residents.*
- **60+ Weapons** : *Across 7+ different categories.*
- **30+ Key Abilities** : *As you collect the keys A to Z.*

Post-Launch DLC (Downloadable Content)

- **DLC 1 – The Coliseum**

Release Date : *2-3 months after Gold Master*

Description : *Enter an arena where players battle waves of increasingly difficult enemies.*

Mission : *Survive as many waves as possible to achieve high scores and rewards.*

Price : **Free**

- **DLC 2 – The Lost Circuitry**

Release Date : *4 months after DLC 1*

Description : *Explore a new map, uncover the downfall of the keyboard world and discover the origins of the Limited Keys. The story begins with the NPC – The Lost Key, along with introducing new characters and enemies, like younger versions of the existing ones.*

Mission : *Uncover what happened before you arrived in this world and how all the keys got lost.*

Price : **\$5 (localized average)**

Business Model

Target audience

Peers' sales

Timeline

Budget and Allocation

Revenue Model

Genre	Market Size (2023)	Players	Games Released (Annually)	Annual Revenue (Top Titles)
Platformer	\$3.4 billion	100 Mn	Hundreds	Tens of millions per game
Metroidvania	\$14 billion*	50 Mn	Dozens	Millions per game
Rogue-like	\$1.5 billion	40 Mn	50-100	Tens of millions per game

* The market size for Metroidvania is part of the broader action-adventure market.

Sources: Industry reports like ([Valuates Reports](#)) ([Games Stats](#))

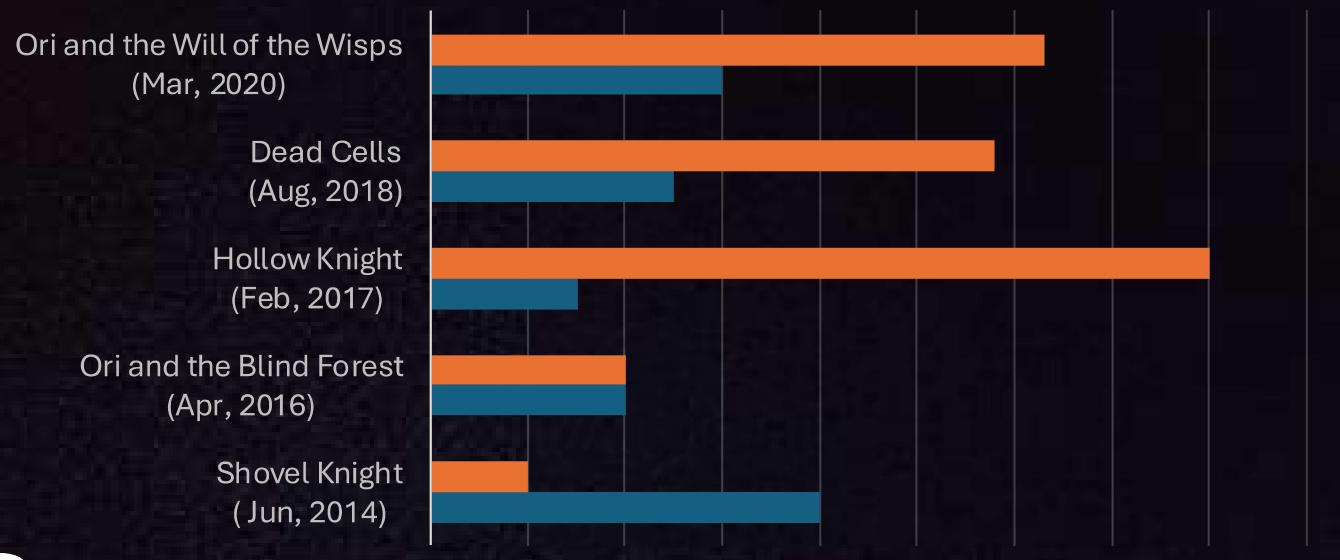
Target Audience

KeyBound is designed for both casual gamers and enthusiasts aged 10 and up, offering a thrilling mix of exploration, hidden secrets, unforgettable characters, and an engaging story.

Perfect for fans of Hollow Knight, Ori, and Dead Cells, — the game provides a challenging yet rewarding gameplay with tons of content to discover, ensuring there's always something to enjoy, long after finishing the main story.

Peers' Sales

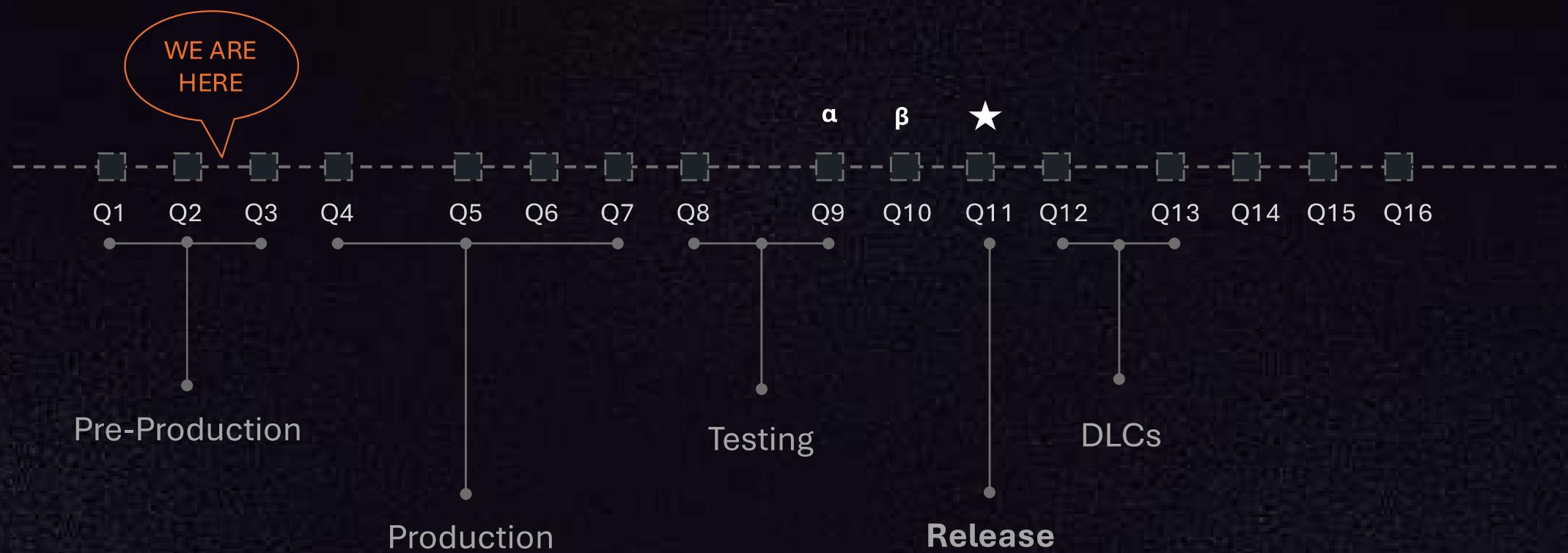
*Source : Steam DB, multiple internet sources



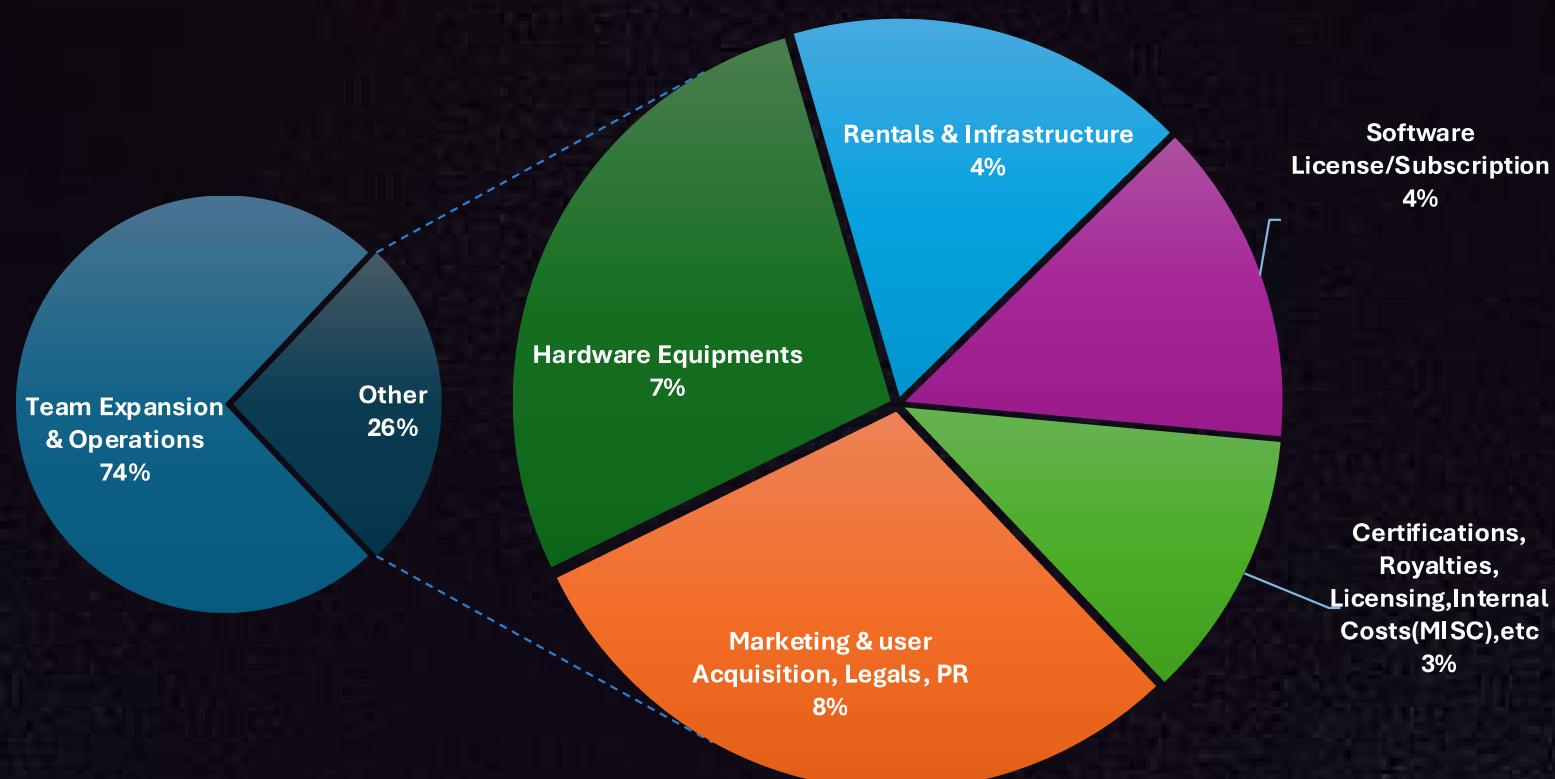
	Shovel Knight (Jun, 2014)	Ori and the Blind Forest (Apr, 2016)	Hollow Knight (Feb, 2017)	Dead Cells (Aug, 2018)	Ori and the Will of the Wisps (Mar, 2020)
Net Revenue (in millions)	10	20	80	58	63
Price	\$40	\$20	\$15	\$25	\$30

Timeline

- Post-launch plans : 2 DLCs (quarterly launch)
- Beta Release : Q10 / 2.25 years from Pre-Production



Budget and Allocation



Revenue Model

- *Average Price per Unit* : **\$12 (localized average)**
 - *Average Price per DLC* : **\$5 (localized average)**
 - *Projected Game Unit Sales* : **250,000 units ***
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- *Net Revenue Projections (Over 2 Years)*
 - *Without DLC* : $250,000 \text{ units} \times \$12 = \$3 \text{ Million}$
 - *With DLC* : $250,000 \text{ units} \times \$17 = \$4.25 \text{ Million}$

* Source : Xbox game sales data for the corresponding genre

Mentions

“Unique concepts with simplistic gameplay” - First Impressions article on IGN India.



Ludum Dare

“...this art was so cute OML... and I loved the experience of collecting ... I treasure this”

Chosen among **Top 4 Indian studios** for Xbox Game Camp Asia 2024.



itch.io

“...concept of getting power by getting keys is nice, it could make a great Metroidvania...”

Game development in India: Youngsters are taking lead.



10 Best INDIAN Games We Tried At India's Biggest Gaming Event | IGDC 2024

GAMES GOSSIP INDIA



Bennett & Coleman

THE TIMES OF INDIA

Overview

KEYBOUND

- *Name*
 - *KeyBound: A Journey of Reclamation*
- *Developer*
 - Amnesea
- *Age Rating*
 - *EVERYONE 10+*
- *Genre*
 - *Rogue-lite, Metroidvania*
- *Game Engine*
 - *Unity*
- *Type*
 - *Single Player*
- *Platform*
 - *PC, PlayStation, XBOX*
- *Gameplay Duration*
 - *~10 Hours*
- *Release*
 - *Q11 / 2.5 years from Pre-Production*
- *Revenue Streams*
 - *Single purchase, DLCs*



