

HOCKEY SHOT

OUTLINE OF THE GAME

Slide on the rink and challenge other players in a high-stakes best of 5 shootout game! Alternate between the roles of striker and goalkeeper, customise and upgrade your characters to climb the rankings and become the best player in the world!

- Asymmetric intuitive high-intensity hockey experience with a rapid resolution
- Unique Cartoon 3D Animal style characters reminiscent of the most famous teams' mascots.
- Enticing team customization and vast variety of possible builds

PRODUCT SHEET

- Genre: Casual, Sports, Multiplayer, 1v1, Asymmetrical, Arcade
- Platform: Android
- Target audience: Casual players, Kids, Teens, Hockey fans, Killer-achiever player types
- Language: English
- Price: Free to Play
- Release: 12th July 2023
- Similar games: Hockey MVP, Blocky Hockey, Football Strike: Online Soccer

METAGAME

In the menus the player will also be able to:

- Equip and improve their gear
- Customize their avatar's appearance
- Play training games against the IA and try premium gear in it
- Redeem resources, including a light amount of premium currency, through both daily and one-time-only missions

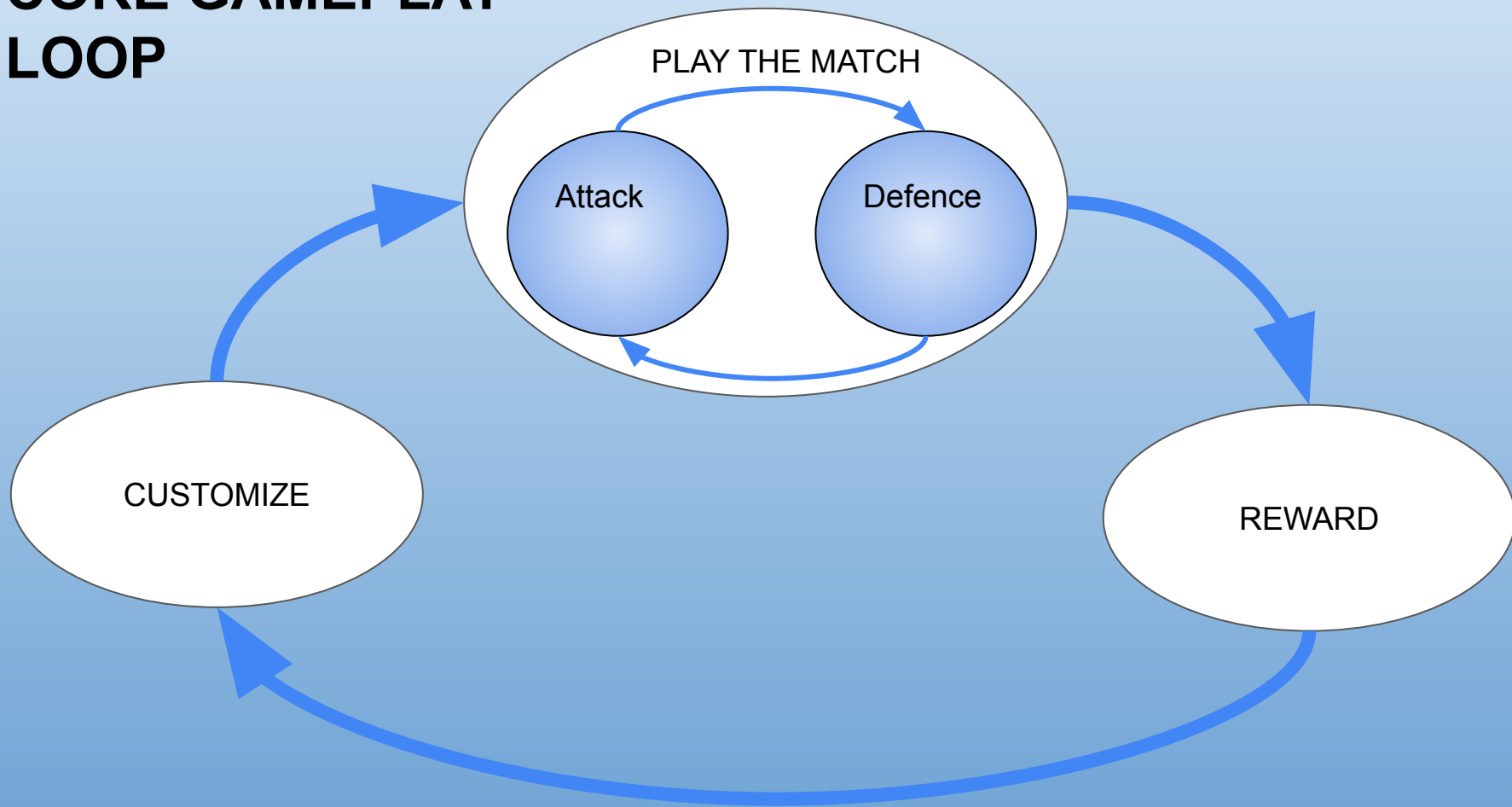
MARKETABILITY

- Hockey is the 3rd most followed sport in the world with over 2,2 Billions followers
- Over 60 billion dollars industry value
- Vast fandom spread over America, Europe and Asia
- Not many major competitors on the stores for this genre

Game	Download	Sport	Genre
Hockey MVP	1 Mln	Hockey	Asymmetric, shootout, singleplayer
Blocky Hockey	500.000	Hockey	Singleplayer, minigame
Hockey All Stars	10 Mln	Hockey	Team match
Football Strike: Online Soccer	100 Mln	Football	Asymmetric, shootout, multiplayer

Current industry value	Average NHL salary	Sphere of influence
60 Billion \$	2.69 million \$	North Europe, North America, Russia

CORE GAMEPLAY LOOP



MONETISATION OPPORTUNITIES

Hockey Shot employs both In-App-Purchases and Ads.

There are 2 types of currency, a free one obtained winning games and the premium one obtained through achievement completion and IAP needed to buy premium skins and equipment.

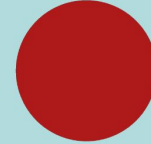
- Skin
- Emotes
- Winning pose, scoring pose
- Equip with better stats
- Theme event
- New game modes
- Monthly Pass
- IAP for premium currency and bundles
- Ads for additional rewards, free normal currency, basic lootboxes
- Discounts

ART - Color and Rendering

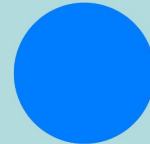
The colour palette is inspired by the most famous hockey teams.

In particular, blue was chosen as the dominant colour for the cold and icy environment, while bright green and red stand out to the player's eye

RENDERING AND COLOR KEYS



TONIC



DOMINANT



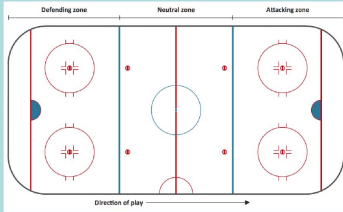
MEDIATION



ART - Mood and Environment

The style of the characters is reminiscent of that of the wii's Mii but they have animal-like features. The camera is also similar to the one in the pictures because you only control one character at a time.

ENVIRONMENT



MOOD AND STYLE



Games are always held inside field hockey stadiums. In case of special events they are created ad hoc, but the core is always the same.

ART - UI and Fonts

A portrait frame was chosen for the UI with a focus on both players.

The fonts are inspired by those most commonly used by teams and in official circles

UI AND FONTS

HOCKEY SHOT
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THE TEAM

Game Designers:

Davide Garassino

Matteo D'Ambros

Davide Panceri

Luigi Pulvirenti

3D Artists:

Tobia Misrachi

Leda Delizia Cherici

Jacobo Mena

Game Programmers:

Sebastiano Guidolin

Andrea Lilliu

Vittorio Ninno

2D Artists:

Lucia Van Antwerpen

Davide Cogliati