

In progress...

# UNDER THE BLUE MOON

A cyberpunk style game with choice possibility  
that changes perception

[Demo](#)

# PROBLEMS

There is *a lot of unattractive* and uninteresting content.

When I'm tired I *want to relax* the brain.

When I'm bored I *want to have fun.*

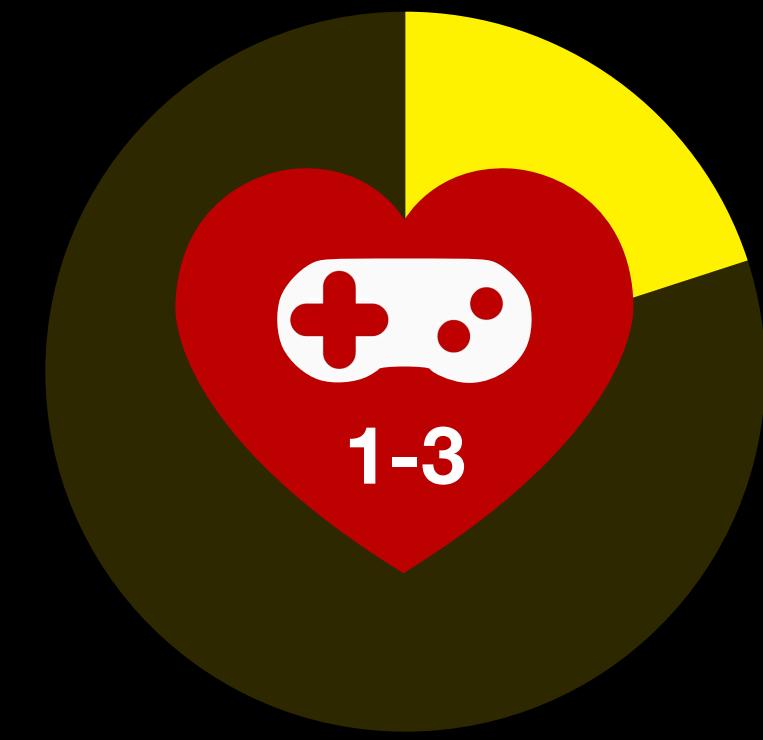
# CUSTOMER PORTRAIT



78%



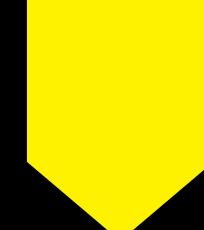
78%



80%



65%

 **GAMING SKILL**  




**LeeWeeGee** @LeeWeeGeeYT · 9 апр.

В ответ @TheBatBilly @CaffnC и еще 3 пользователям

Oh yeah definitely **looking forward** to **Cyberpunk!** It's a p  
for **games** so far!

2



**Afrikah83** 💋 @Chitonfyा · 9 апр.

В ответ @achillesOfTigris @shinobi602

Love the **Cyberpunk**

ABear

ABear



I seriously can't wait for this

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**Scott "GhostlyTuna" Mellors** @GhostlyTuna

Well **Katana Zero** was bl  
the story goes next! Ano  
the week nerds!

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**Lzs** @Lzs\_starboy · 10 апр.

В ответ @terrosaure и @timsoret

Yes, great **games** are always worth waiting for, and I believe Tim can bring  
the best **game** to the players. To be honest, **The last night** is the **game**  
I'm looking forward to the most!

14

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6 дек. 2019 г.

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tina this shit from 2017.

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**Memory Cards** 🎮

Looking forward

**Zero.** I will be buyin

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Guitarwolf

@wildwolfzero · 24 нояб. 2017 г.

В ответ @LimitedRunDoug

For what it's worth, your upcoming Vita **games** are awesome. I'm very  
much **looking forward** to **VA-11 Hall-A**, Momodora and Rabi-Ribi.

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**Nick** @Nick2169Bruce · 9 апр.

В ответ @DestinyReddit

I quit destiny **games** forever and I am **looking forward** to playing  
**cyberpunk** 2077 and DIABLO 4.

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# OUR SOLUTION

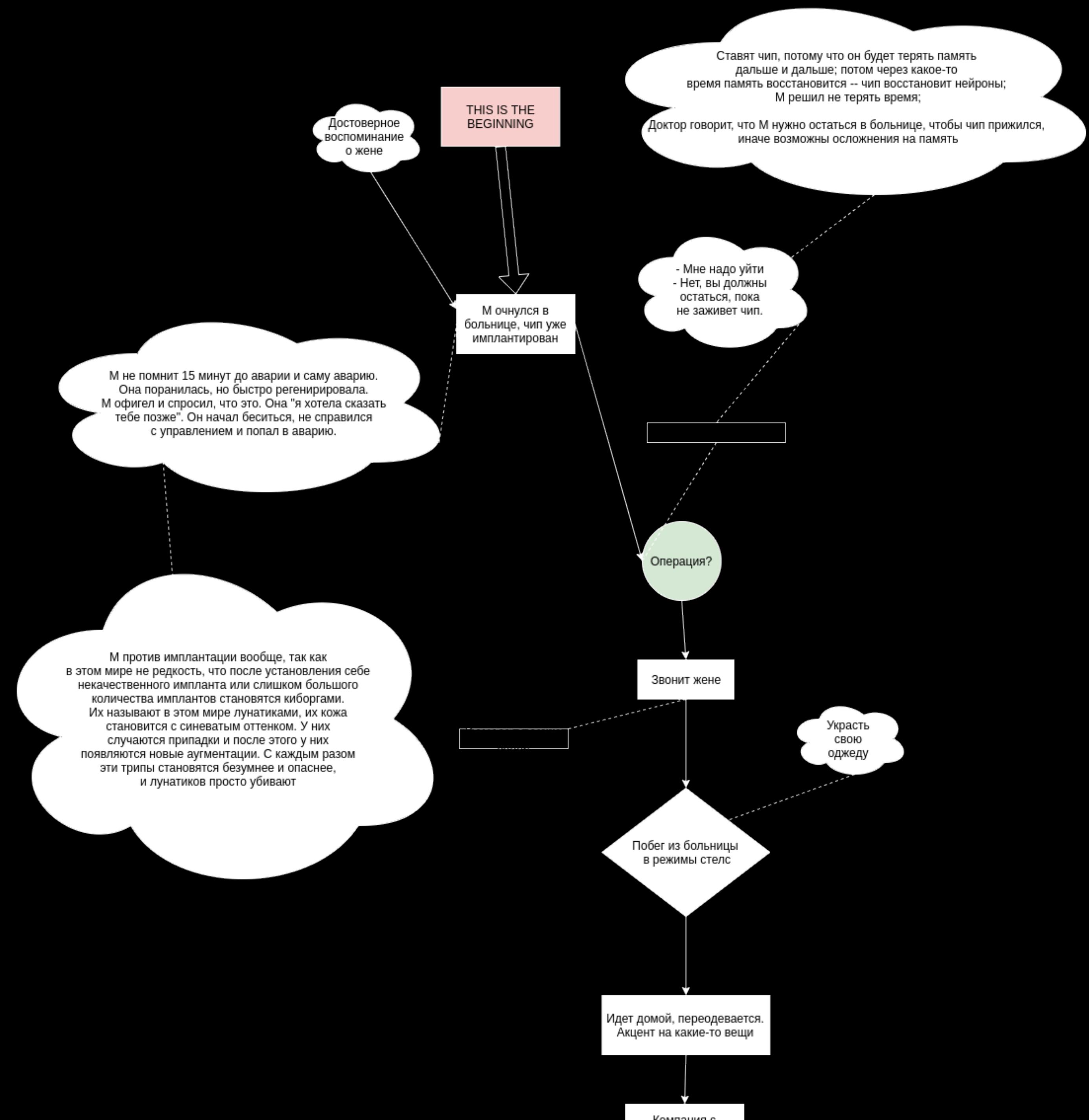
**GAME:** Story rich.

Making choices.

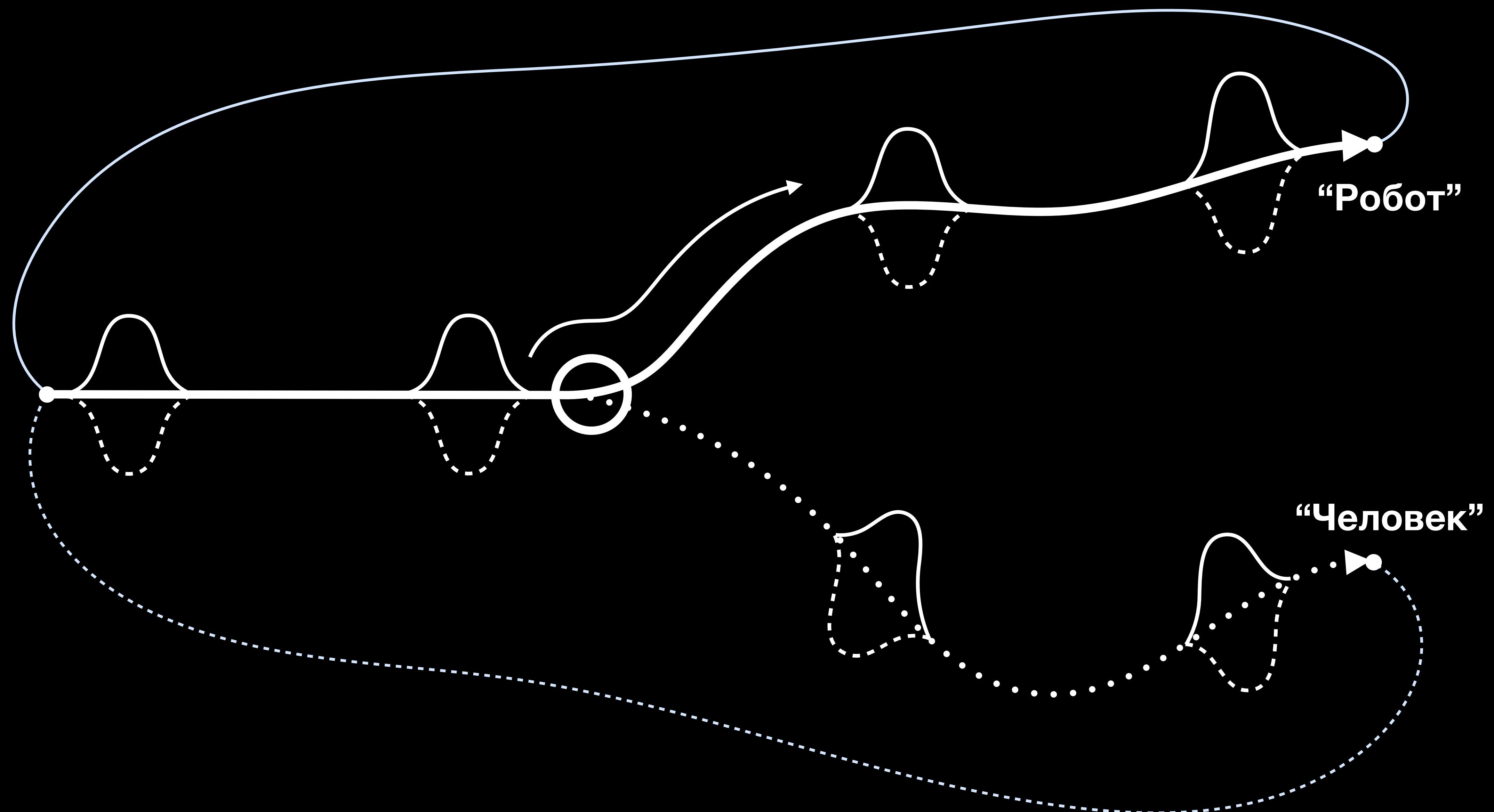
Attractive design.

Mini games, demanding low skill.

STORY RICH



# MAKING CHOICES

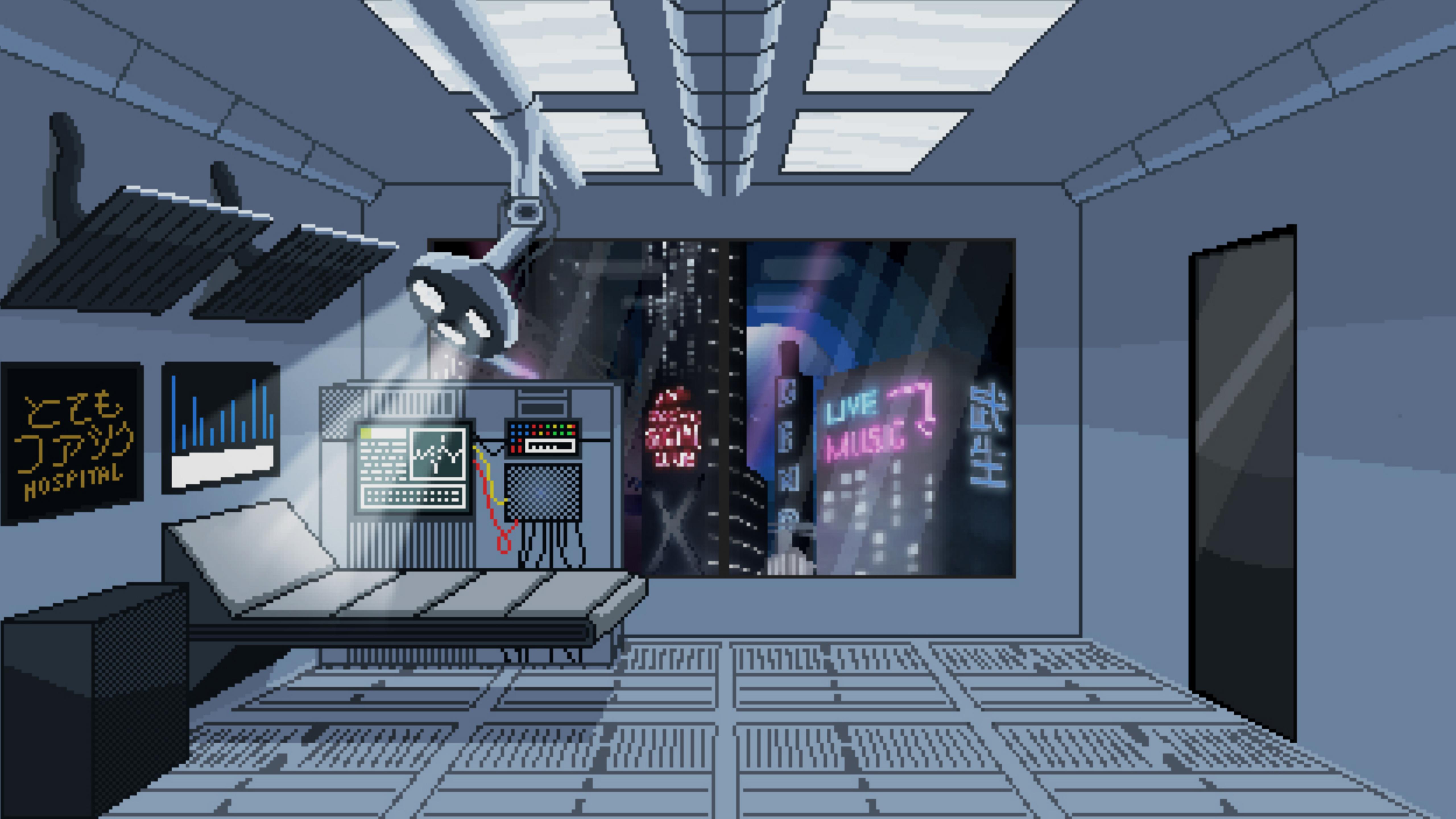


# ATTRACTIVE DESIGN

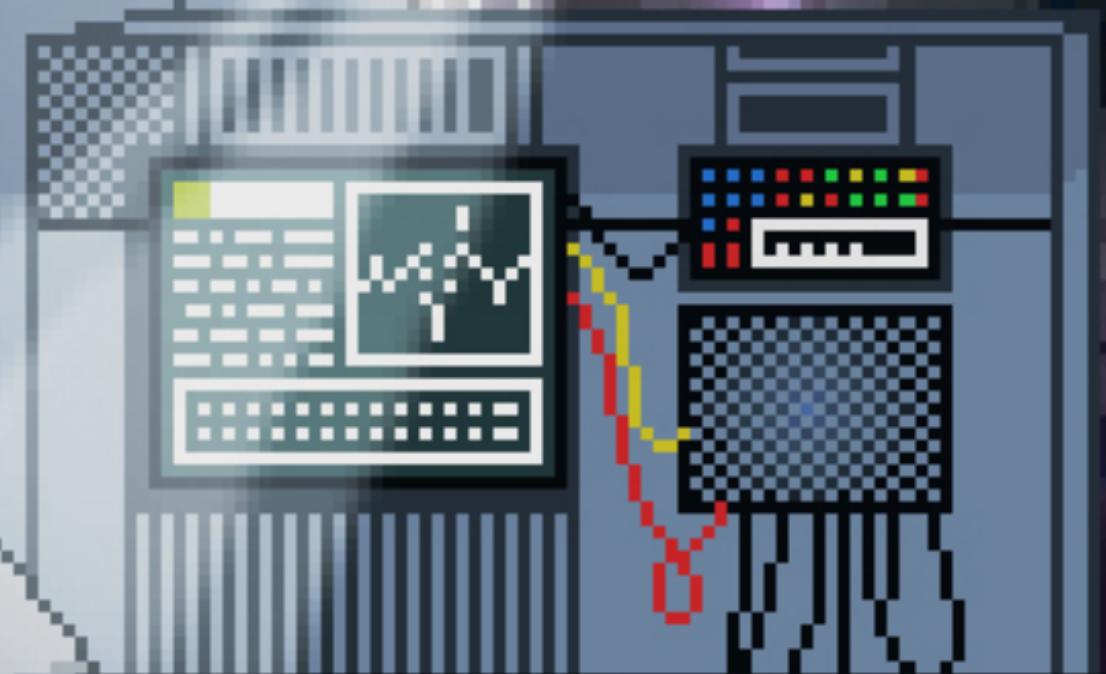






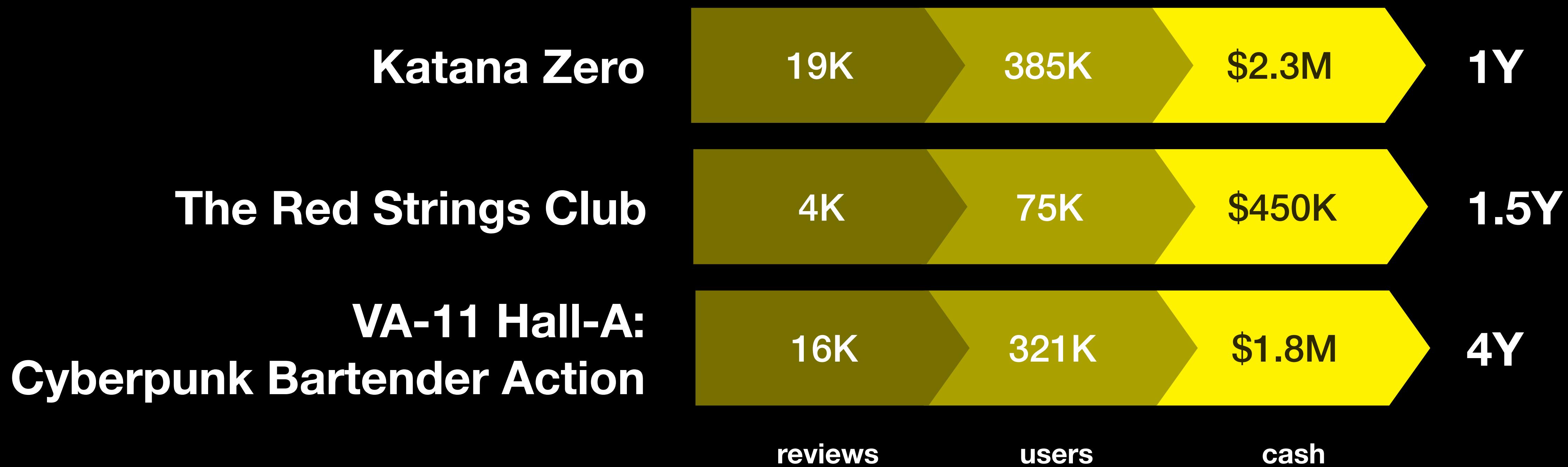


どこでも  
アソブ  
HOSPITAL

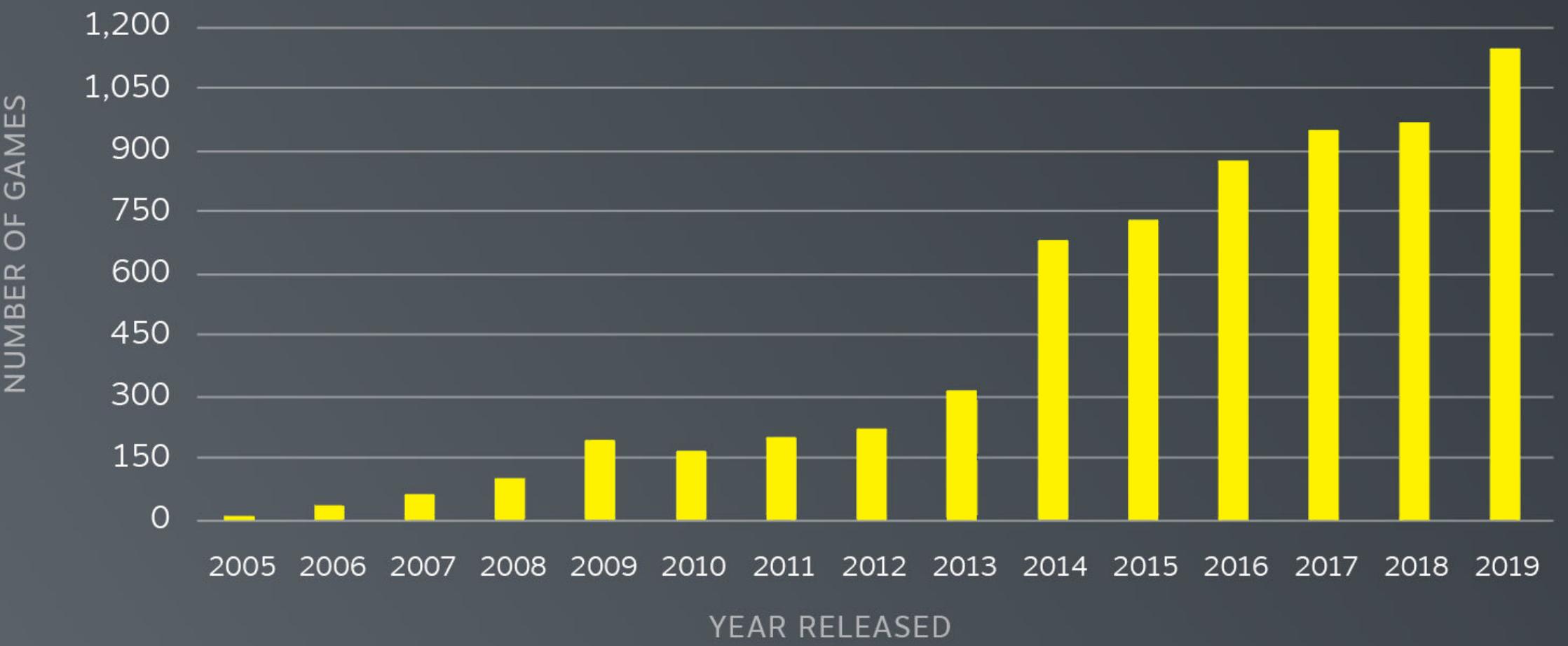


音楽  
アソブ

# MARKET VALIDATION



## Number of Games Earning At least \$10,000 in first two weeks



The median game released in 2019 earned 24% more during its first two weeks of sales than the median release in 2018

# MARKET SIZE

There are 90M active users.

Only about 5% of all players  
review the game.

100,000  
games on Steam

561  
cyberpunk

452  
indie

127  
story rich

30  
pixel graphics

Steam tag search

# NUMBER OF GAMES BY TAG

Racing **3,000**

Simulation **17,500**

Action **30,500**

Shooter **72,500**

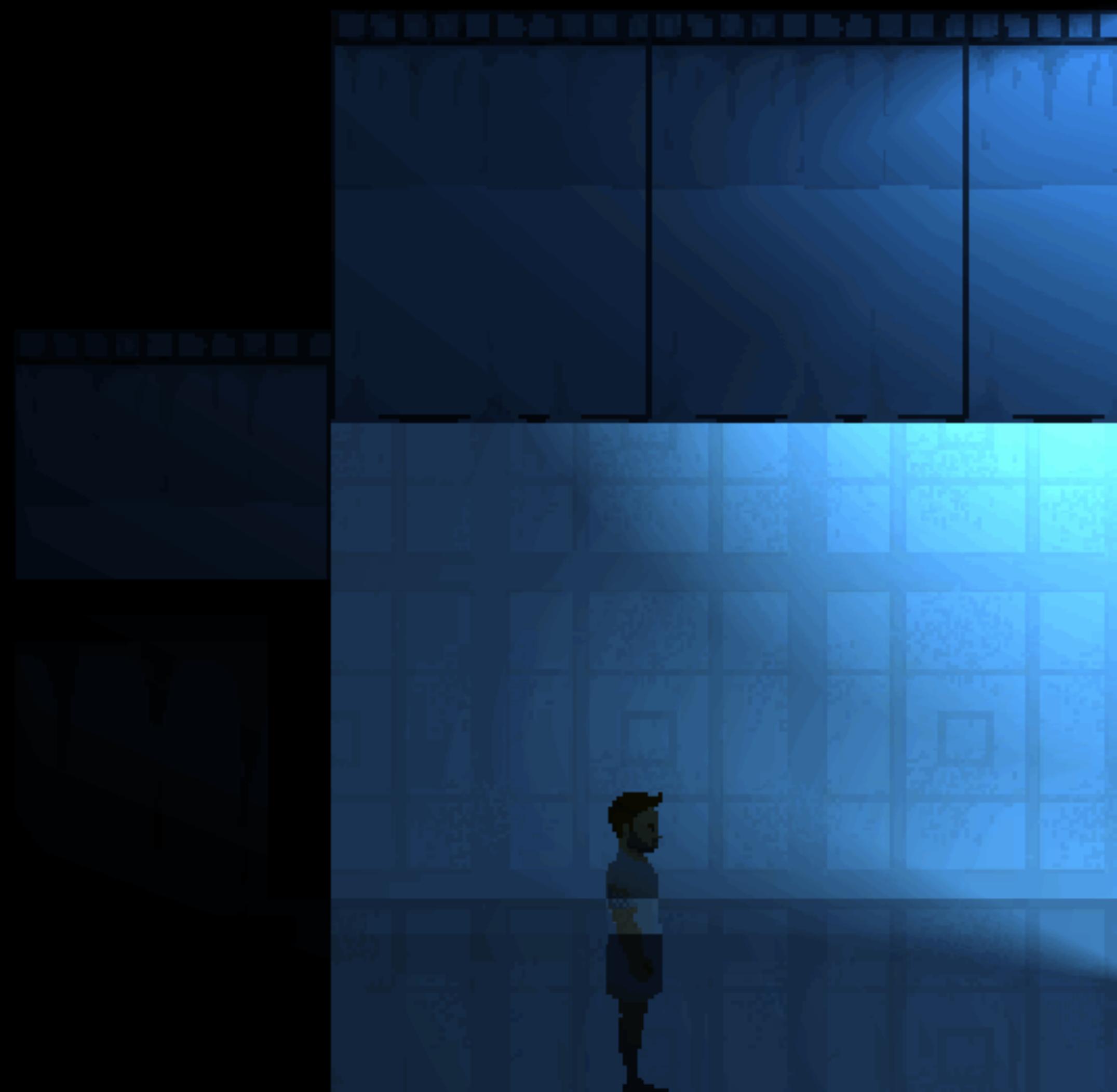
# PRODUCT

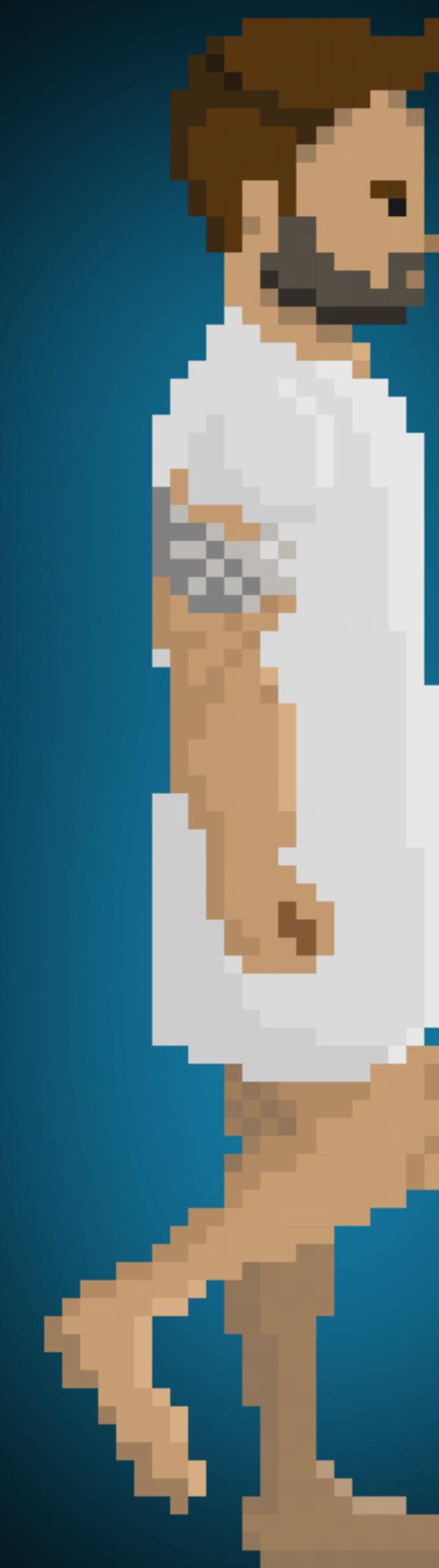
Making choices

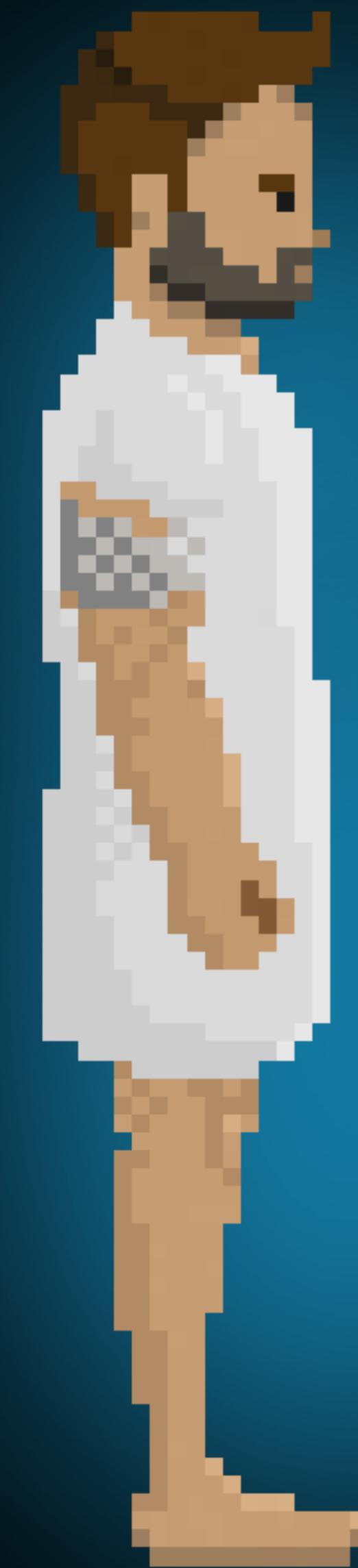
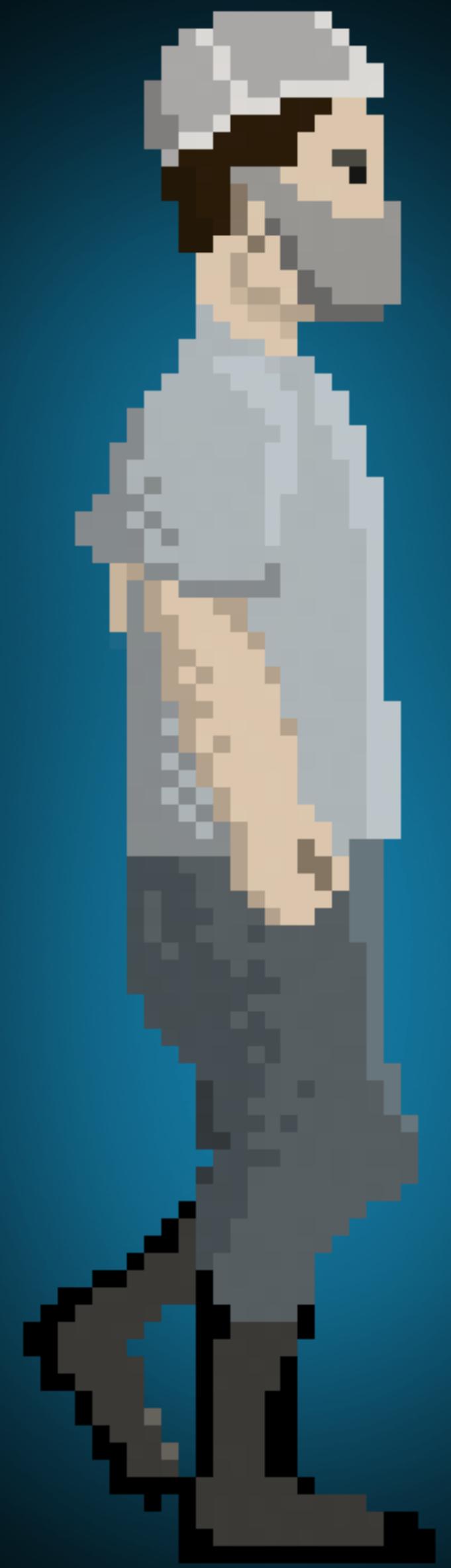
Playing mini games

Replay game to explore  
other plot branches









# BUSINESS MODEL

**Freemium**

Comics  
selling

Soundtrack  
selling

# ADOPTION STRATEGY

**Steam Direct.**

**Friend recommendation.**

**Ad using comics.**

# COMPETITORS

The Red Strings Club

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VA-11 Hall-A: Cyberpunk Bartender Action

Katana Zero



The  
Red Strings  
Club



Cyberpunk Bartender Action  
**VA-11 HALL-A**

\$19190

栏位 1    栏位 2

加冰	Adelhyde	Bronson Ext	Pwrd Delta
陈化	Flanergide	Karmotrine	
重做		调制	

Stella: 所以Sei对我来说不只是一个朋友，她  
是……她是……

next ↗

设置

点唱机

读取

退出



# COMPETITIVE ADVANTAGES

**Attractive** design.

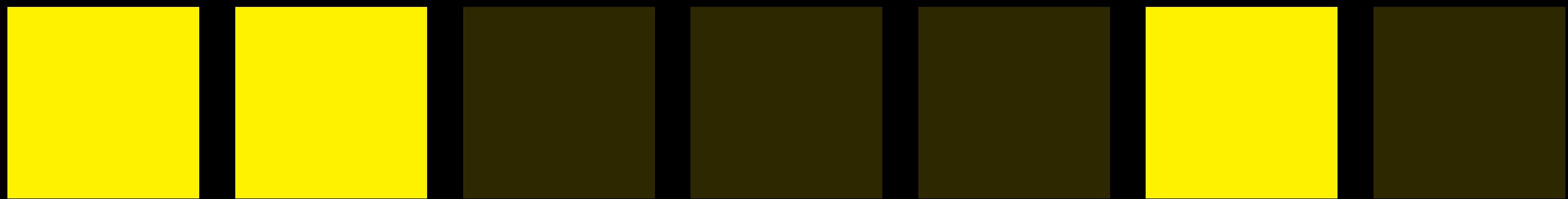
Replaying gives more **plot branches**.

Symbiosis of **narrative** and **gameplay**.

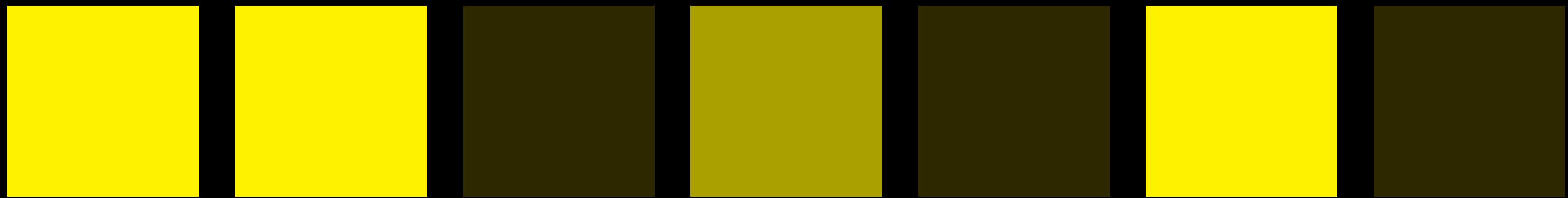
**Diverse gameplay**.

Less skill      Visual novel      Gameplay      Branching      Not work      Calm      Thrill

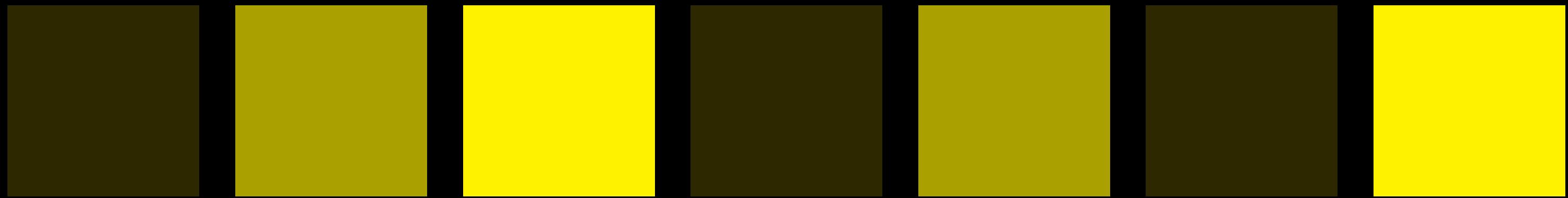
**The Red Strings Club**



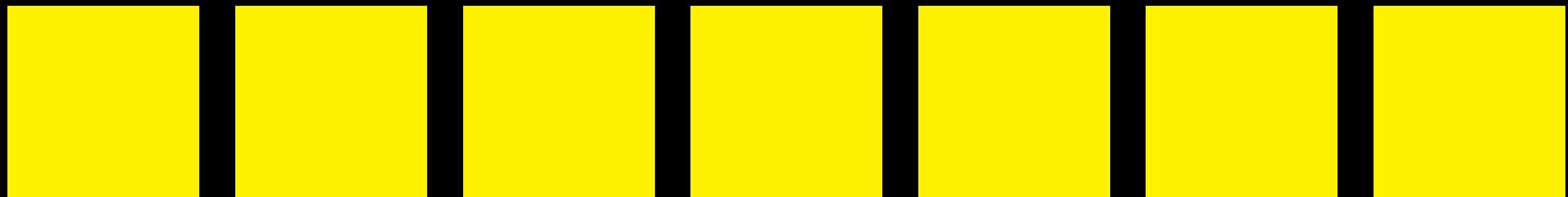
**VA-11 Hall-A**



**Katana Zero**



**Under the Blue Moon**



# TEAM



## Terzi Vladislav: UI/UX Designer

Programmer and designer. More than 10 years of painting and 6 of digital art.  
A graduate of Art School.

## Tochilin Mikhail: Unity Developer

About year of Unity-development. More than 15 years of gaming.

## Shaydurova Ekaterina: Product Executor & Analyst

More than 4 years in project management. Completed Requirement Analysis Course.

# CONTACTS



**tg: @imroggen**

**vk: [vk.com/imroggen](https://vk.com/imroggen)**

**email: [shajdurova.es@phystech.edu](mailto:shajdurova.es@phystech.edu)**

# DEMO



Change your mind and be careful 😊