

Under the blue moon

A game in cyberpunk style with a choice possibility
that changes perception

Problems

- When I'm tired I **want to relax** the brain.
- When I'm bored I **want to have fun**.
- There are **a lot of unattractive** and uninteresting content.

Current solutions

- Watching series
- Playing 1-3 favourite games

Our solution

Game:

- Story rich
- Making choices
- Attractive design
- Low-skill minigames

Market Validation

- The Red Strings Club (4K reviews -> 75K players)
- VA-11 Hall-A: Cyberpunk Bartender Action (16K reviews -> 321K players)
- Katana Zero (19K reviews -> 385K players)

Market Size

Only about 5% of all players reviews the game.

- Steam players: 1 billion accounts / **90 million active users**
- Games on Steam: 30000
- Games in cyberpunk style: 561
- Indie-games in cyberpunk style: 452
- Indie-games in cyberpunk style with Story Rich: 127

Product

- Making choices
- Playing minigames
- Replay game to explore other plot branches

Business Model

Free demo -> Full paid version

Comics selling

Soundtrack selling

Adoption Strategy

Steam Direct

Friend recommendation

Ad using comics

Competition

Our competitors are indie-games on PC in cyberpunk style with story rich:

- The Red Strings Club
- VA-11 Hall-A: Cyberpunk Bartender Action
- Katana Zero

Competitive advantages

- Attractive design
- Replaying gives more plot branches
- Simbios of narrative and gameplay
- Different gameplay

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

- Terzi Vladislav: vk.com/nikomorfine
- Tochilin Mikhail: vk.com/id136568134
- Shaydurova Ekaterina: vk.com/imroggen

Change your mind and be careful ;)