

UNDER THE BLUE MOON

A cyberpunk style game with choice possibility
that changes perception

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.*

CURRENT SOLUTIONS

Playing 1-3 favourite games.

Watching series.

OUR SOLUTION

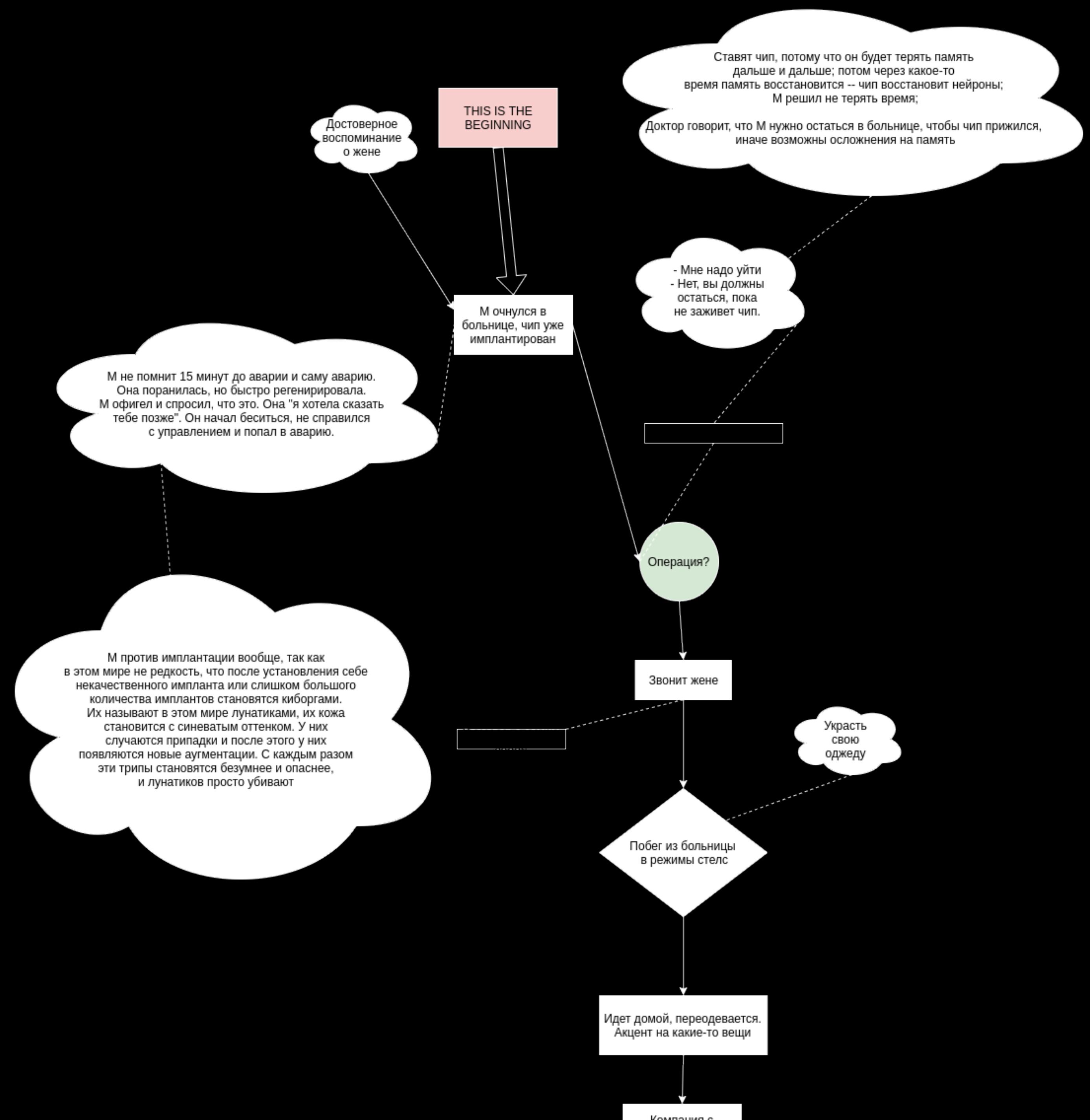
GAME: Story rich.

Making choices.

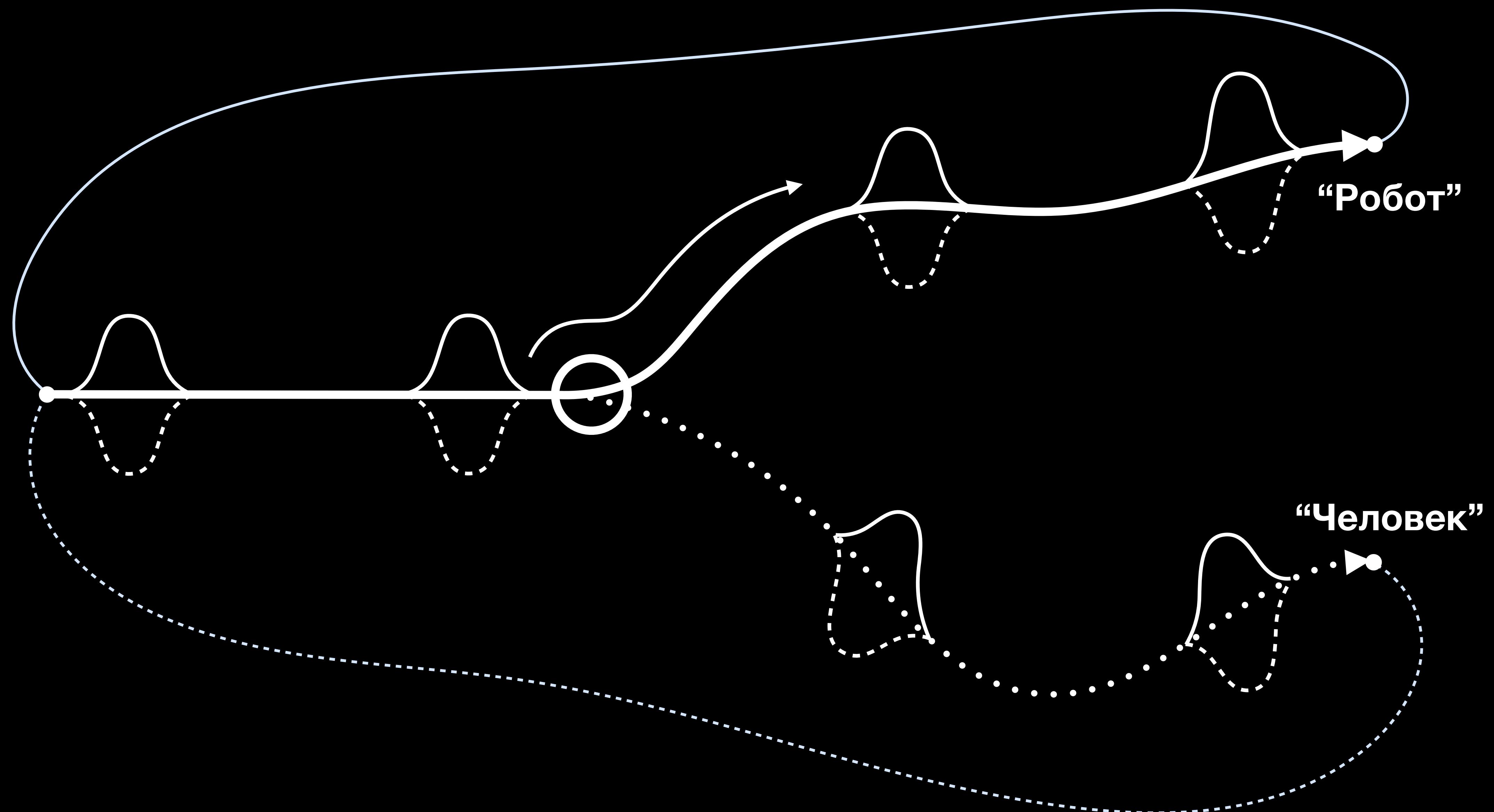
Attractive design.

Mini games, demanding low skill.

STORY RICH



MAKING CHOICES



ATTRACTIVE DESIGN







OPEN
CLOSE
A2
LIVE MUSIC

L



銀次郎

館

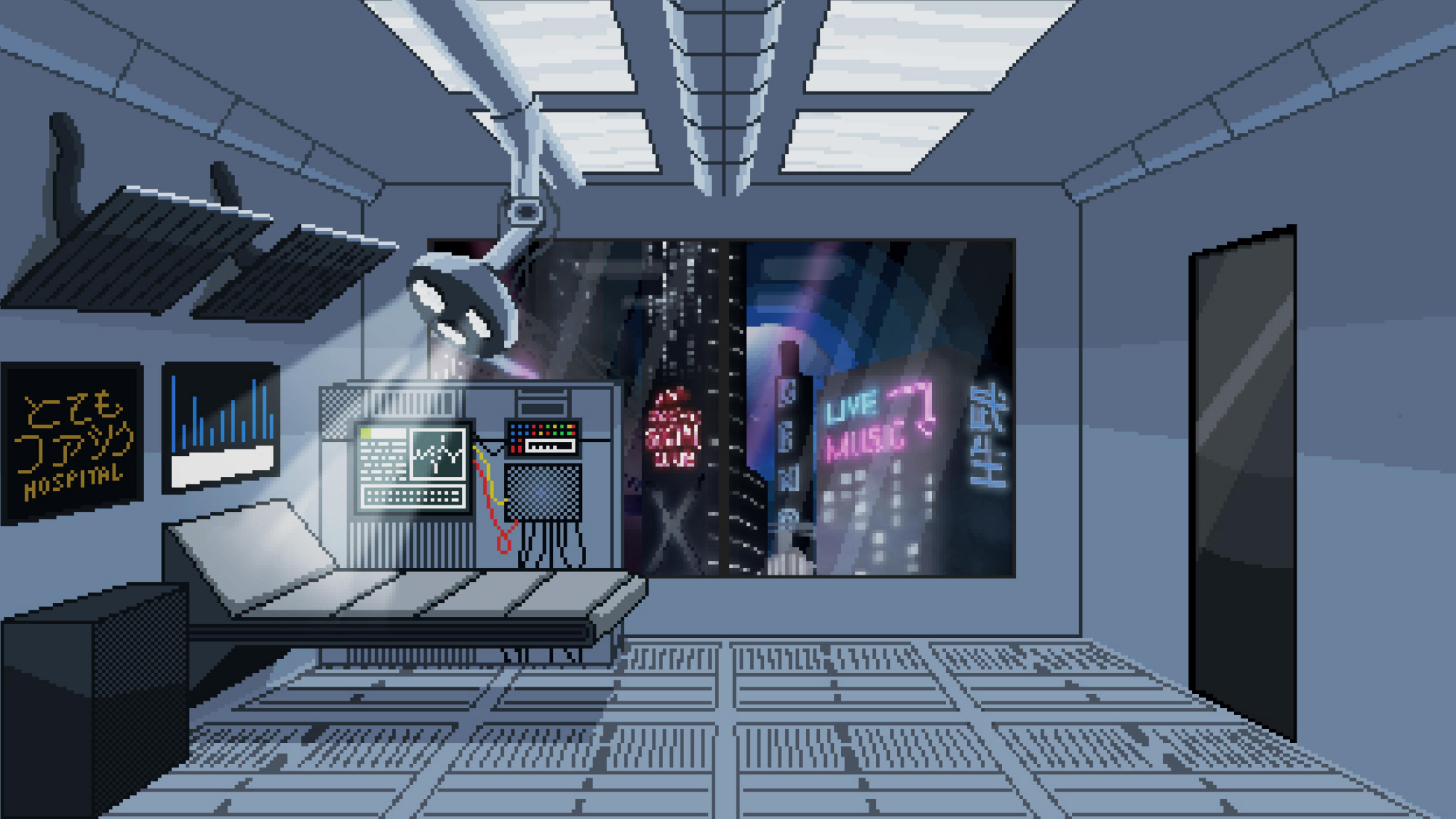


B E N D

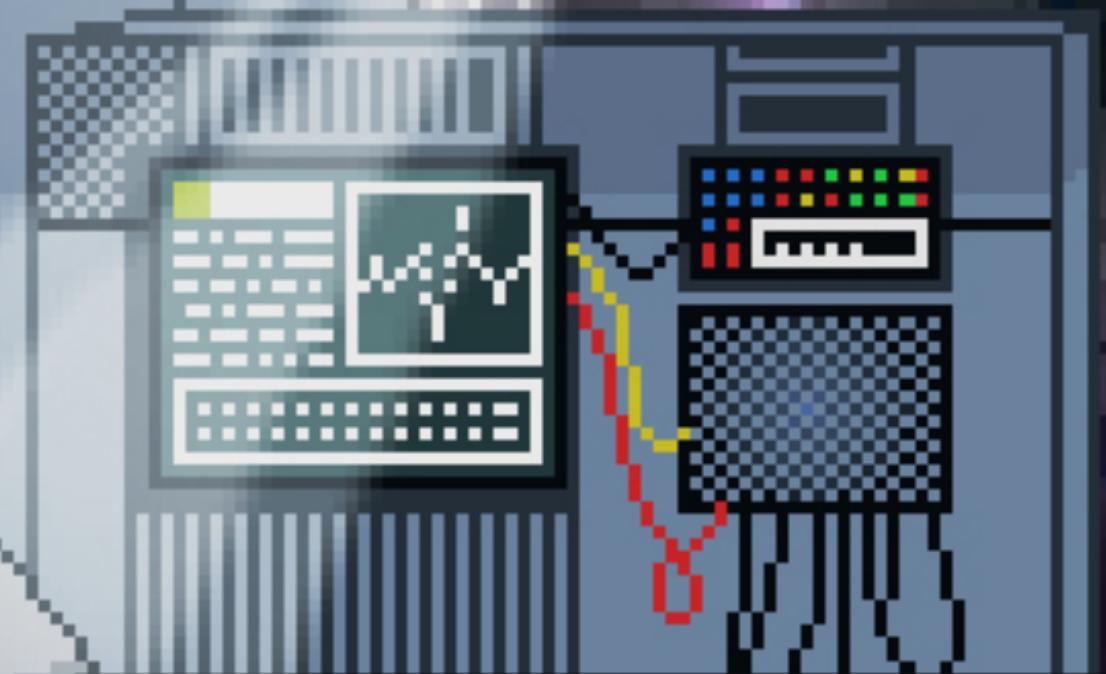


PEPSI COLA®



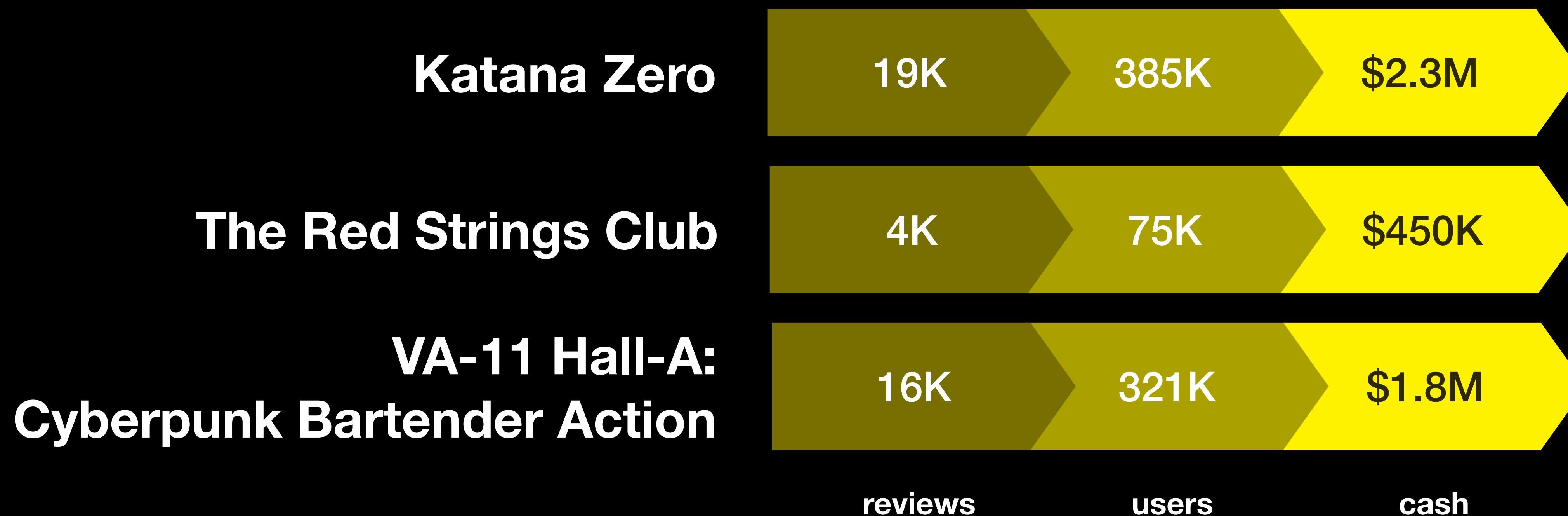


どこでも
アソブ
HOSPITAL

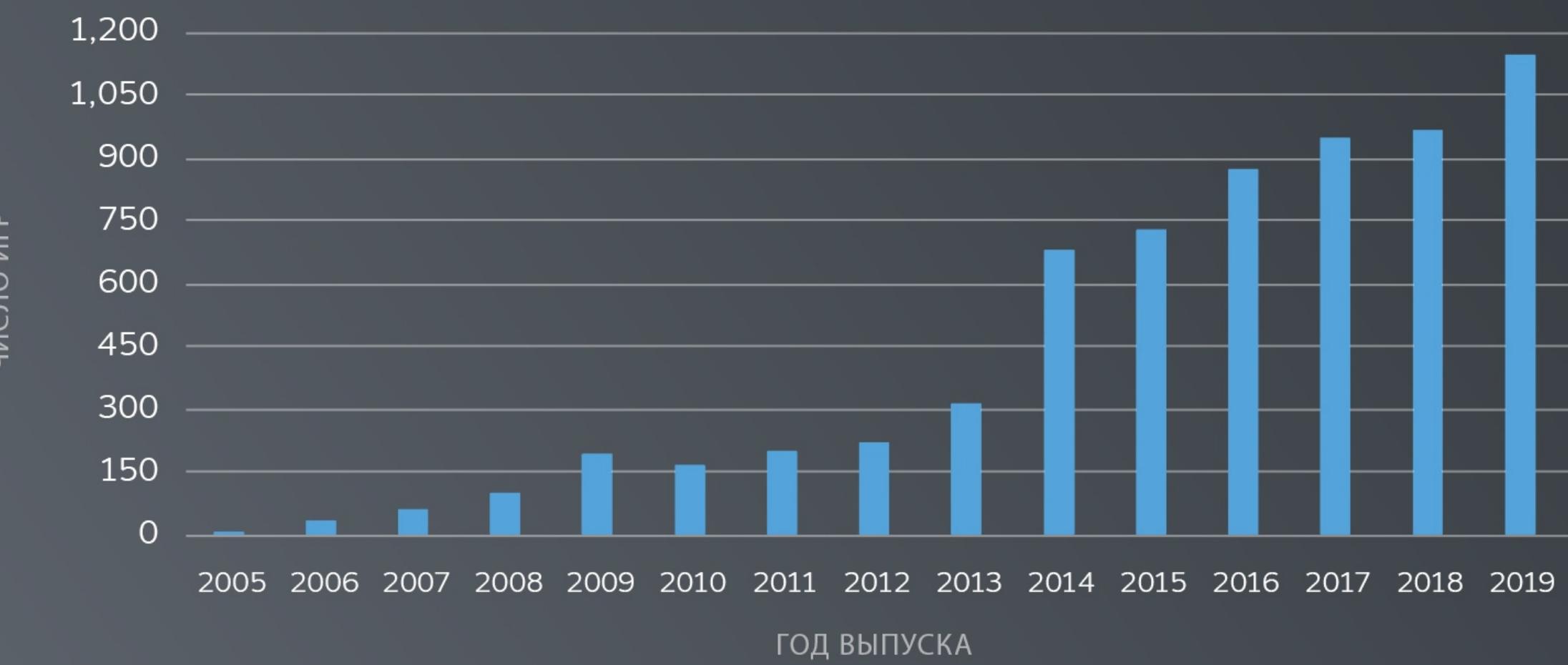


アソブ
LIVE
MUSIC

MARKET VALIDATION



**Число игр с выручкой
не менее 10000 долларов США в первые две недели**



**Медианная игра 2019 года за первые
две недели продаж заработала
на 24% больше, чем медианная
игра 2018 года**

MARKET SIZE

Only about 5% of all players
review the game.

30K games
on Steam

561 cyberpunk
games

452 cyberpunk
indie-games

127 cyberpunk
indie-games
with story rich

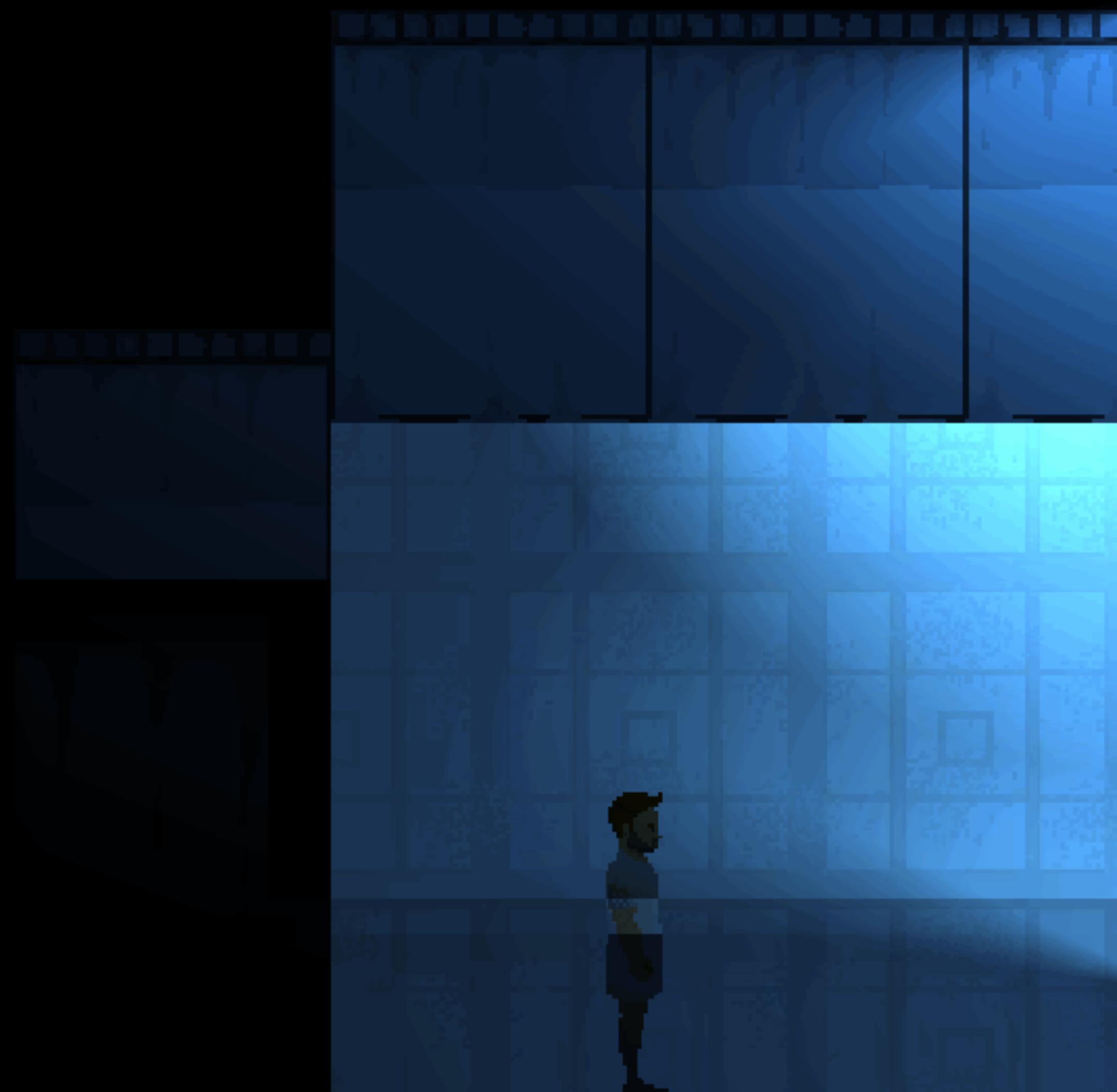
Steam tag search

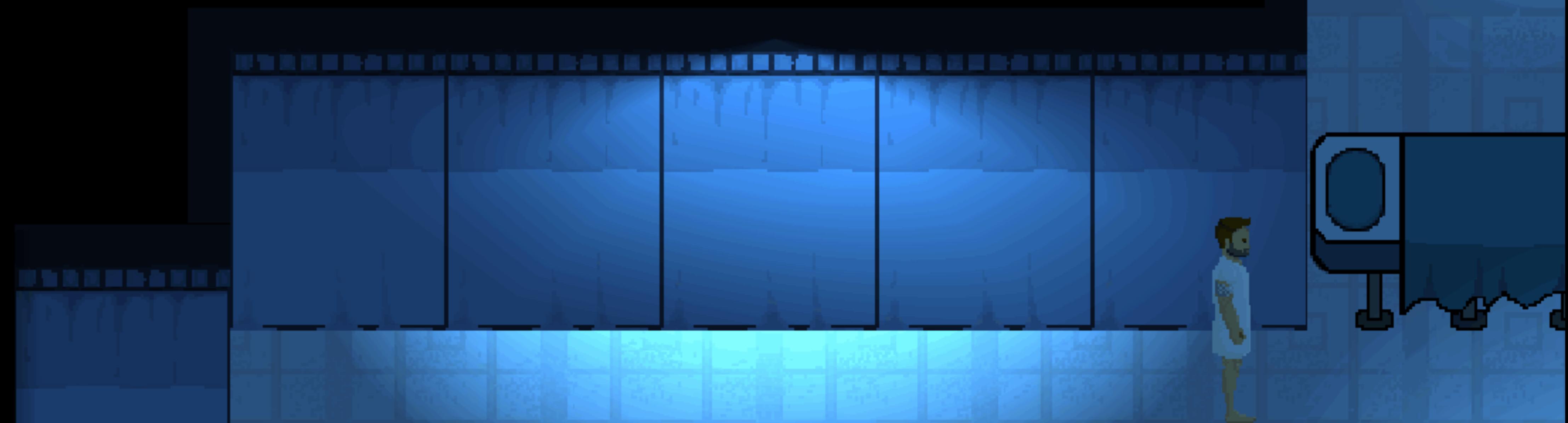
PRODUCT

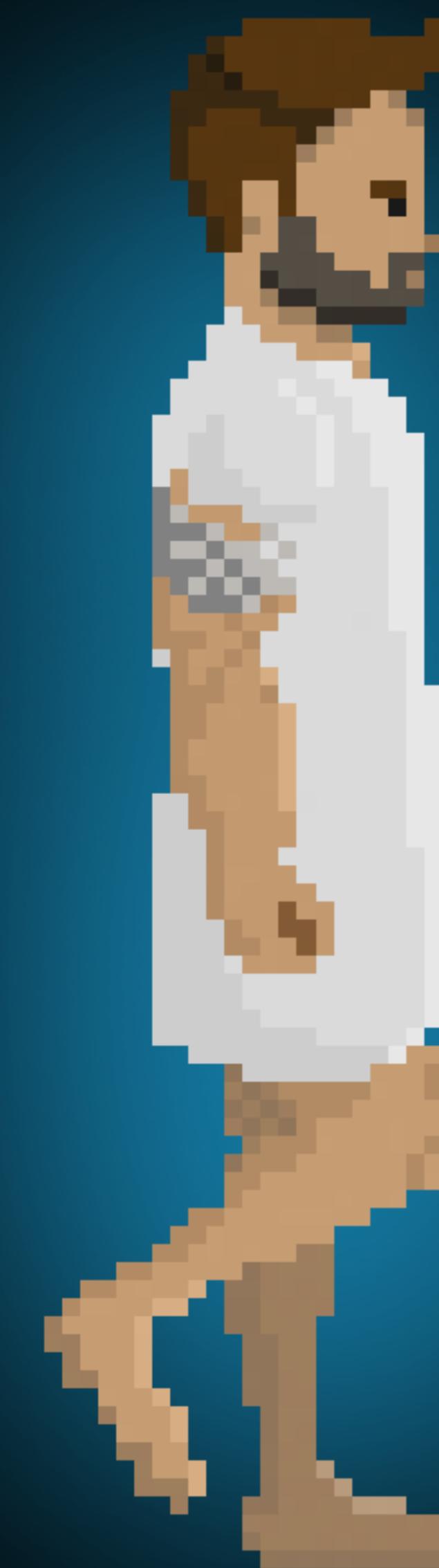
Making choices

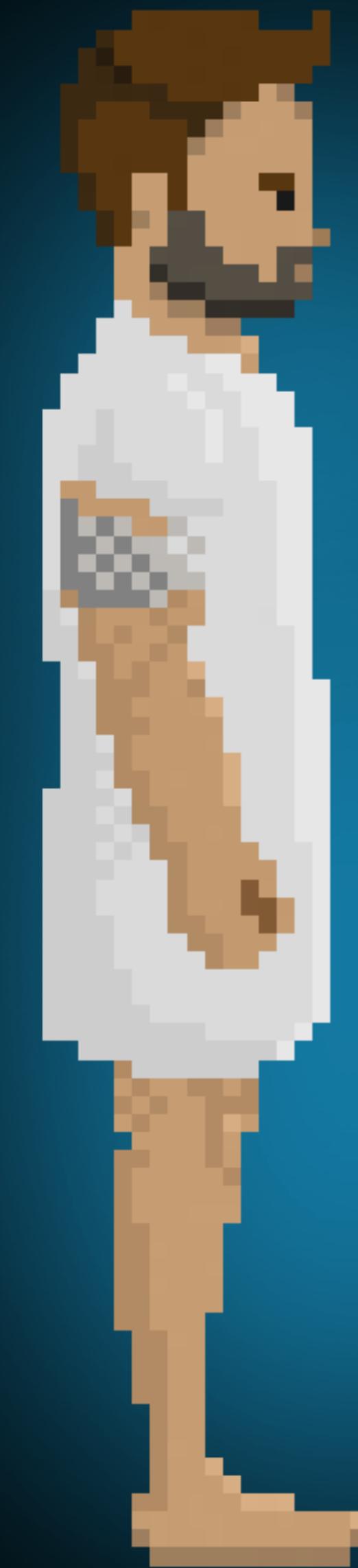
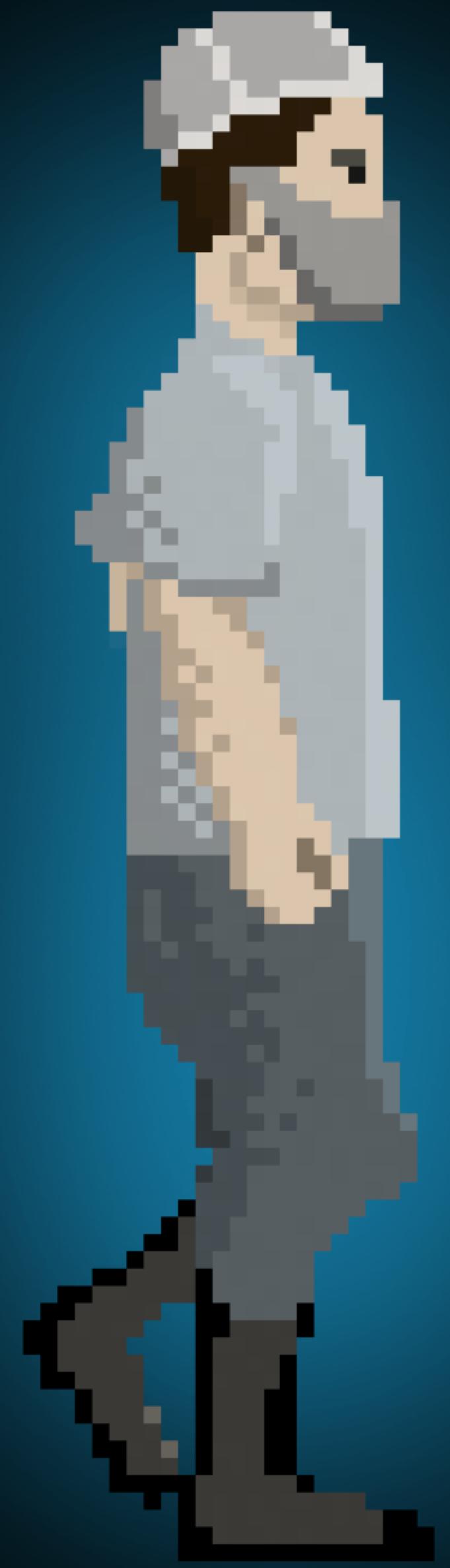
Playing mini games

Replay game to explore
other plot branches

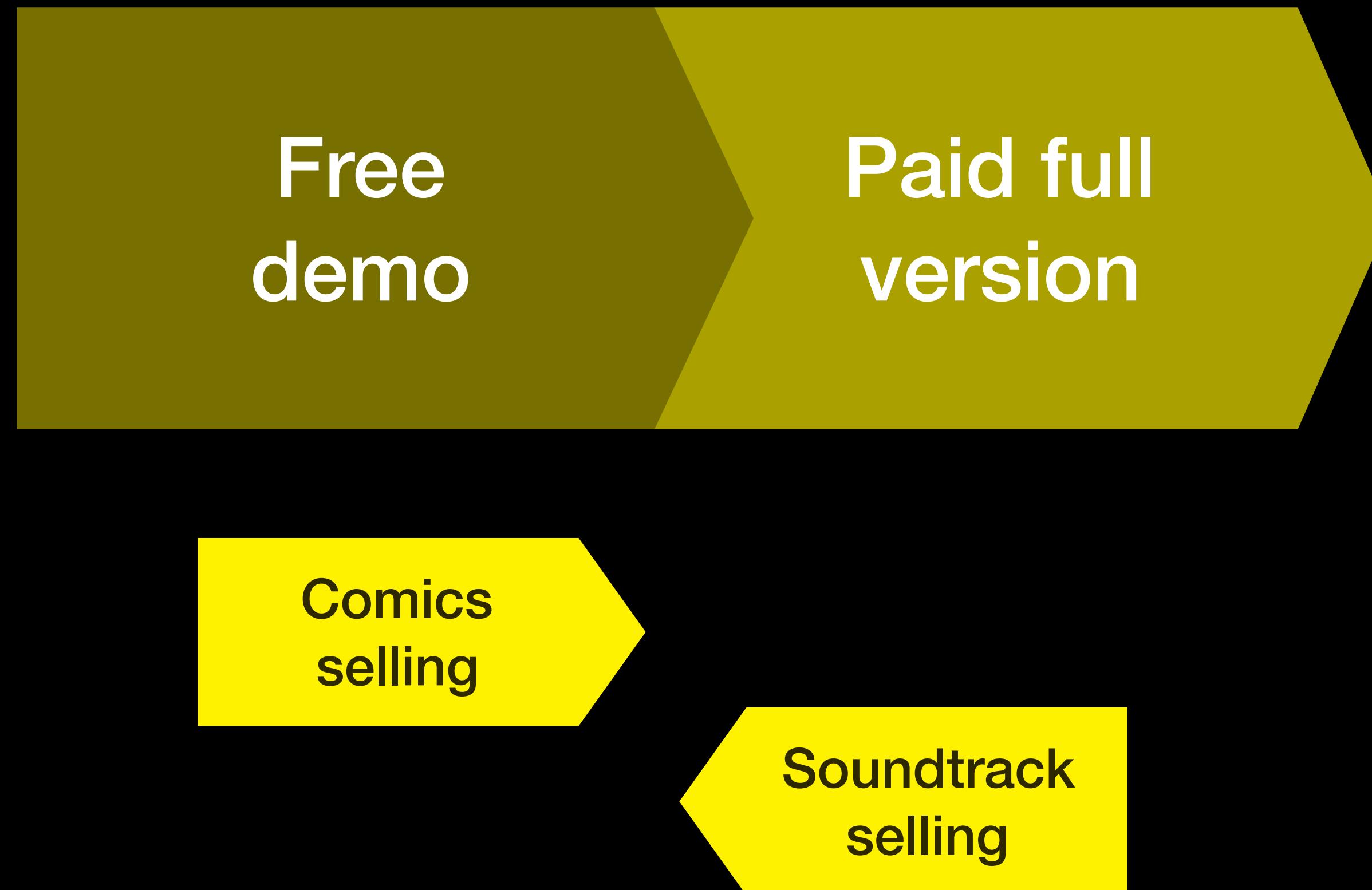








BUSINESS MODEL



ADOPTION STRATEGY

Steam Direct.

Friend recommendation.

Ad using comics.

COMPETITORS

The Red Strings Club

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.

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.

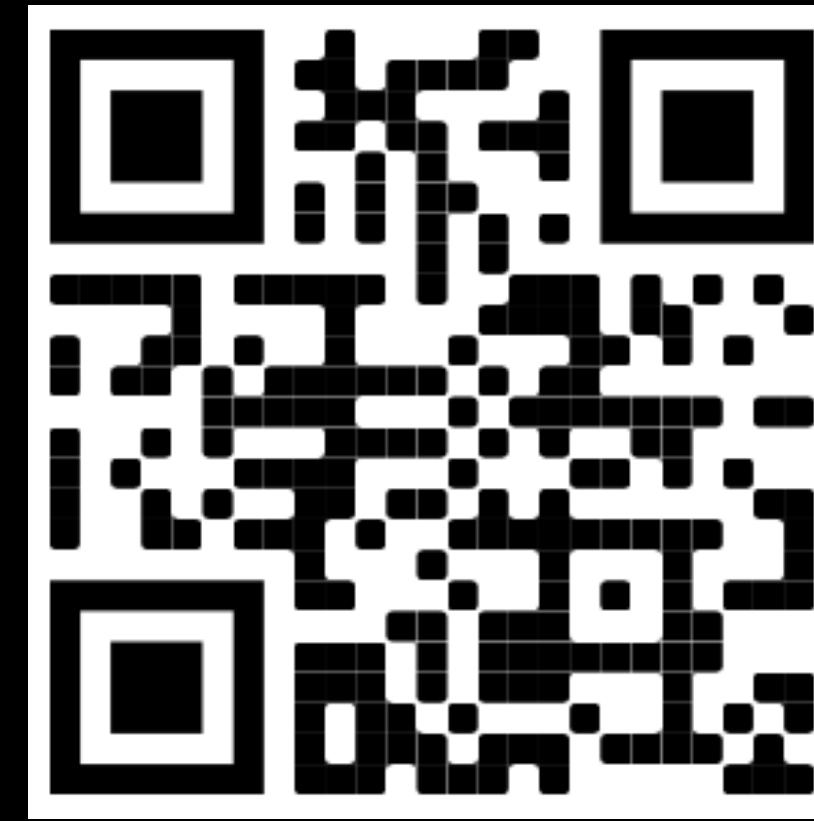
Shaydurova Ekaterina: Product Executor & Analyst

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

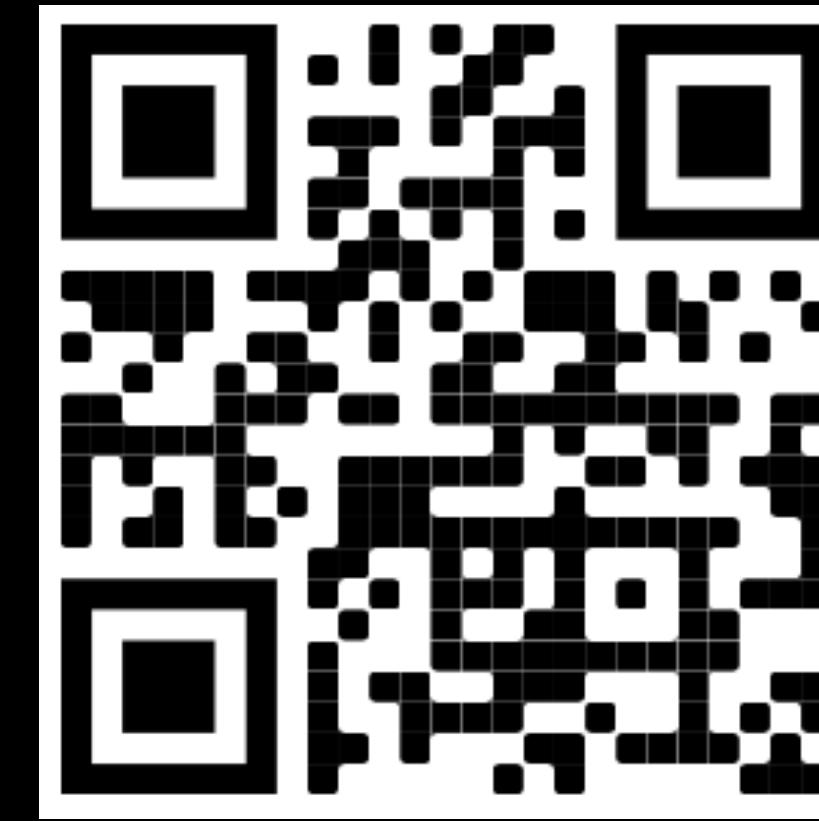
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Change your mind and be careful 😊