

In progress...

UNDER THE BLUE MOON

A cyberpunk style game with choice possibility
that changes perception

[Demo](#)

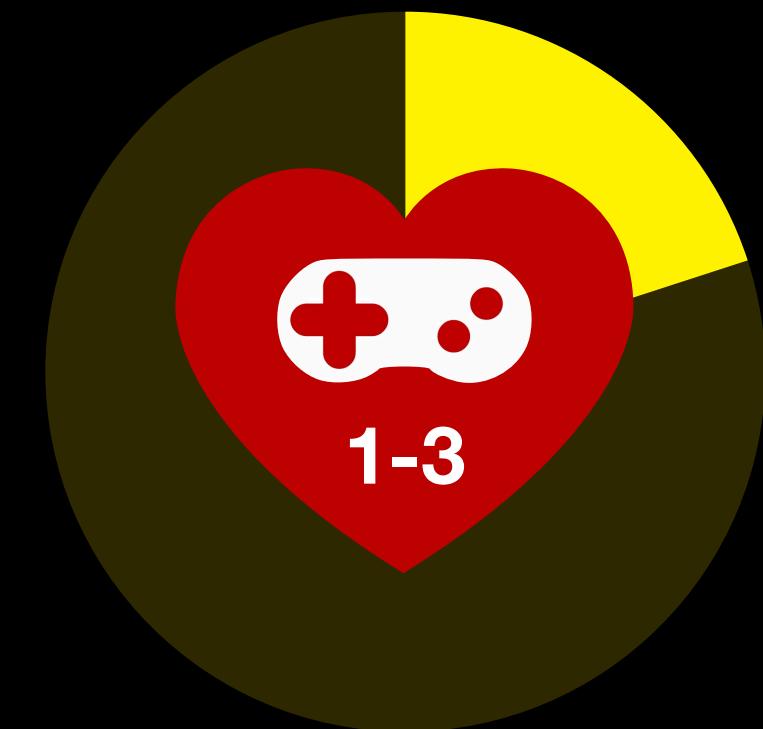
CUSTOMER PORTRAIT



78%



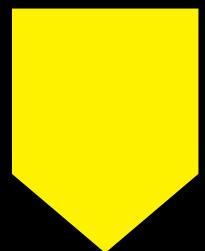
78%



80%



65%

 **GAMING SKILL**

A yellow diamond icon is positioned above a horizontal row of seven dots. The dots are colored in a gradient from dark grey to light grey, with the fourth dot being white.



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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Memory Cards 🎮
Looking forward
Zero. I will be buyin

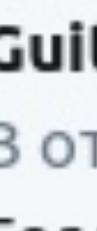
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Nick @Nick2169Bruce · 9 апр.

В ответ @DestinyReddit

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

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sisil mehta @sisilmehtha · 16 нояб. 2019 г.

В ответ @timsoret и @oddtalesgames

Looks amazing! Waiting, excited for the game. Why don't you guys launch it
in pieces like episodes? - keeps the audience engaged. let's you build at

OS · 9 окт. 2019 г.

ing forward to

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ost beautiful
g, both to see
music, graphics,



Queen Beezzy 🍷☀️ @QueenBeezzy · 8 ч

В ответ @sh00bakula

I am **looking forward** to a new Elder Scrolls **game** but I know that's not
happening anytime soon. **Cyberpunk** looks like it will be good. I still have a
lot of **games** to catch up on. Most **games** won't be released until fall. Will
see what's released then. How about you?

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Lzs @Lzs_starboy · 10 апр.

В ответ @terrosaure и @timsoret

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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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В ответ @timsoret и @clairlemon
ing forward to The Last Night!

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OUR SOLUTION

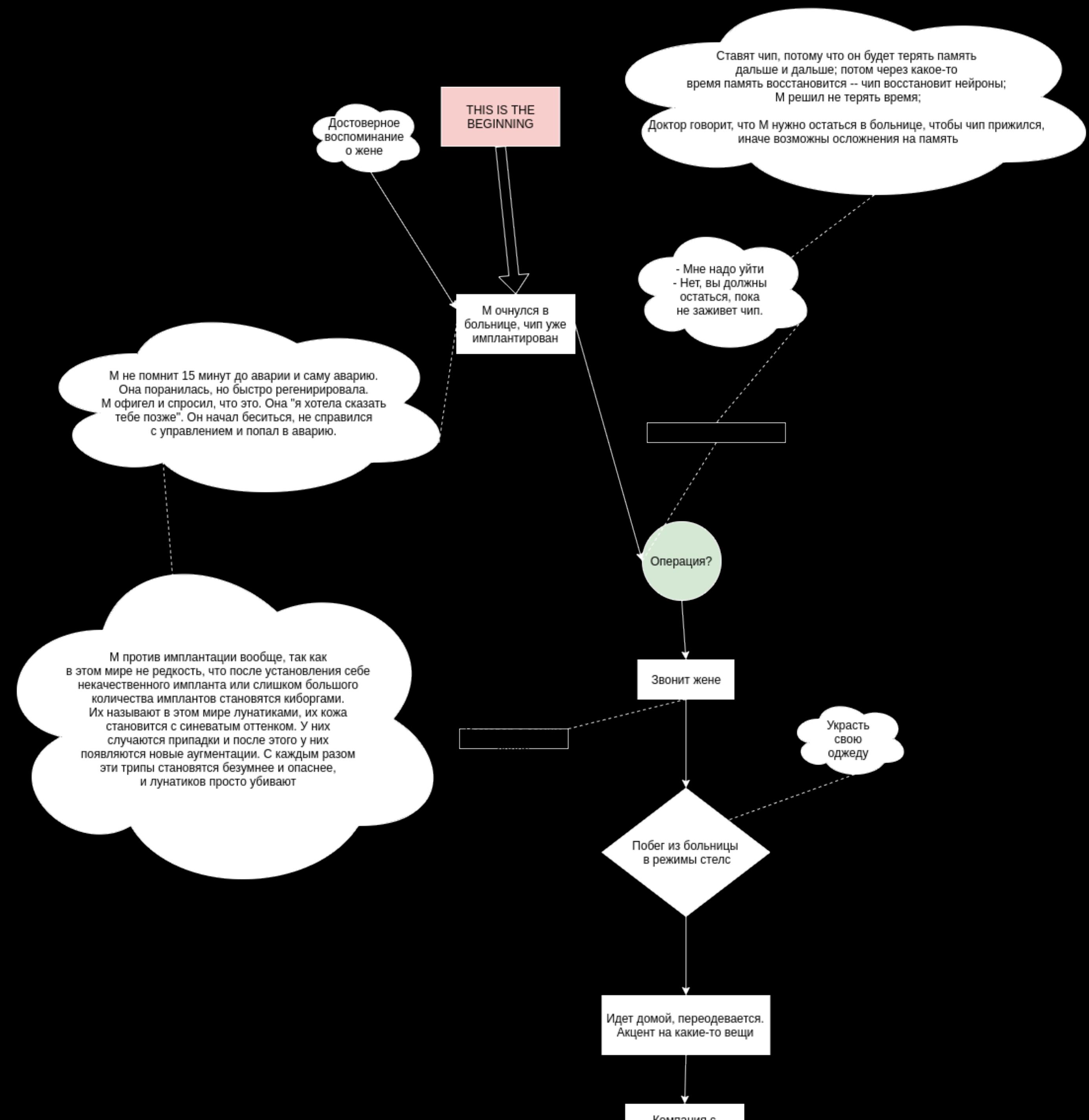
GAME: Story rich.

Making choices.

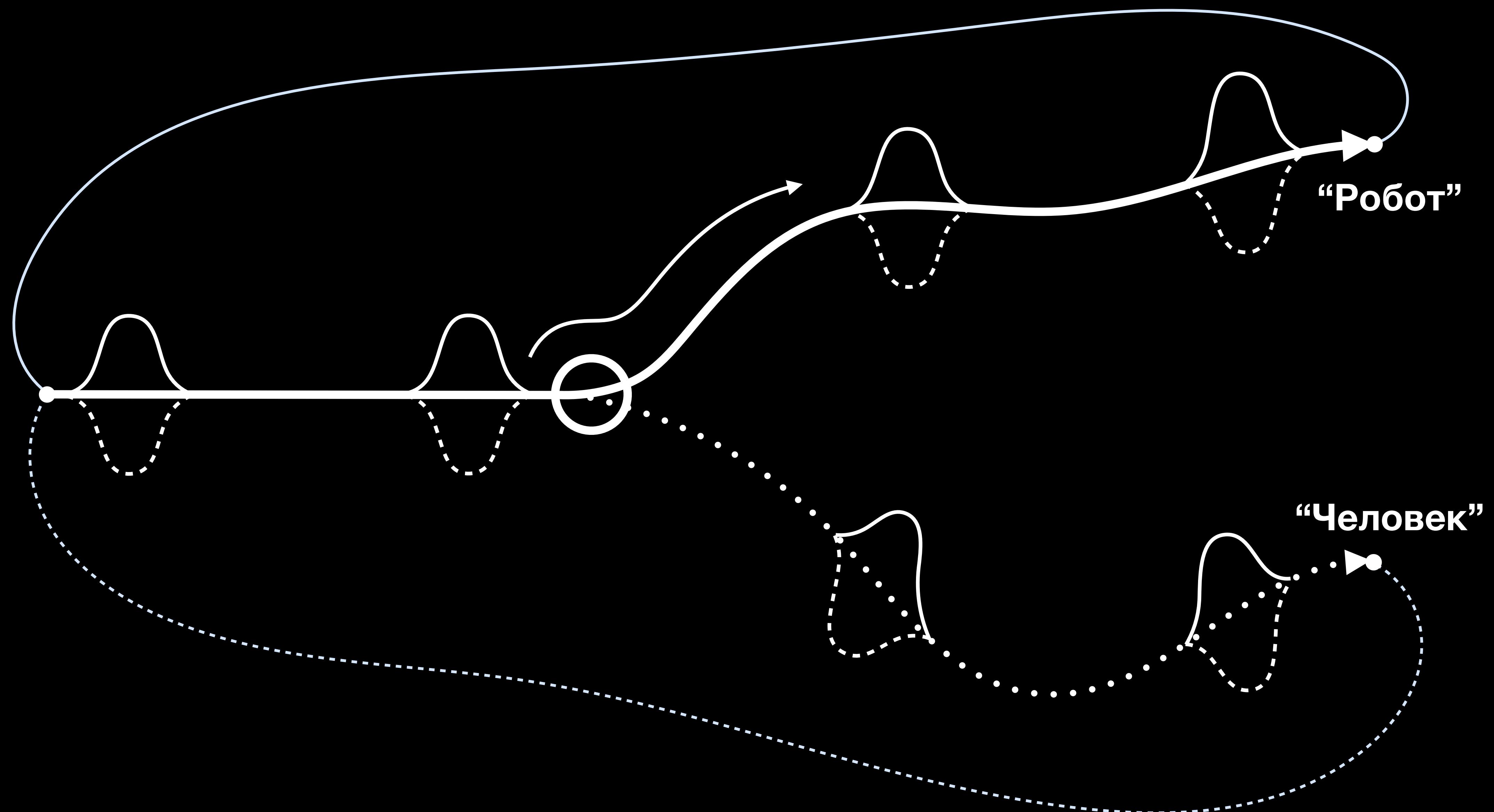
Attractive design.

Mini games, demanding low skill.

STORY RICH



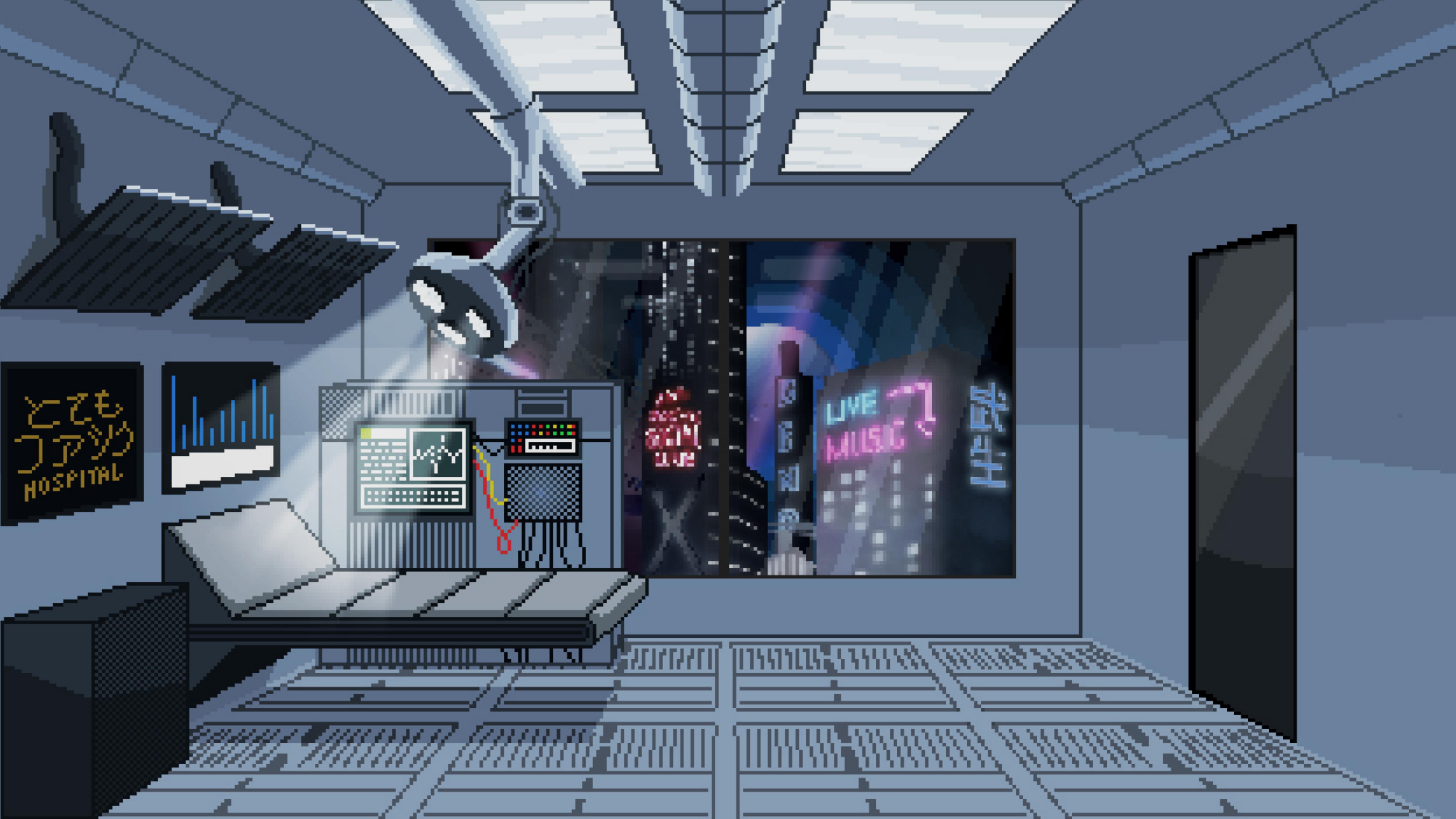
MAKING CHOICES



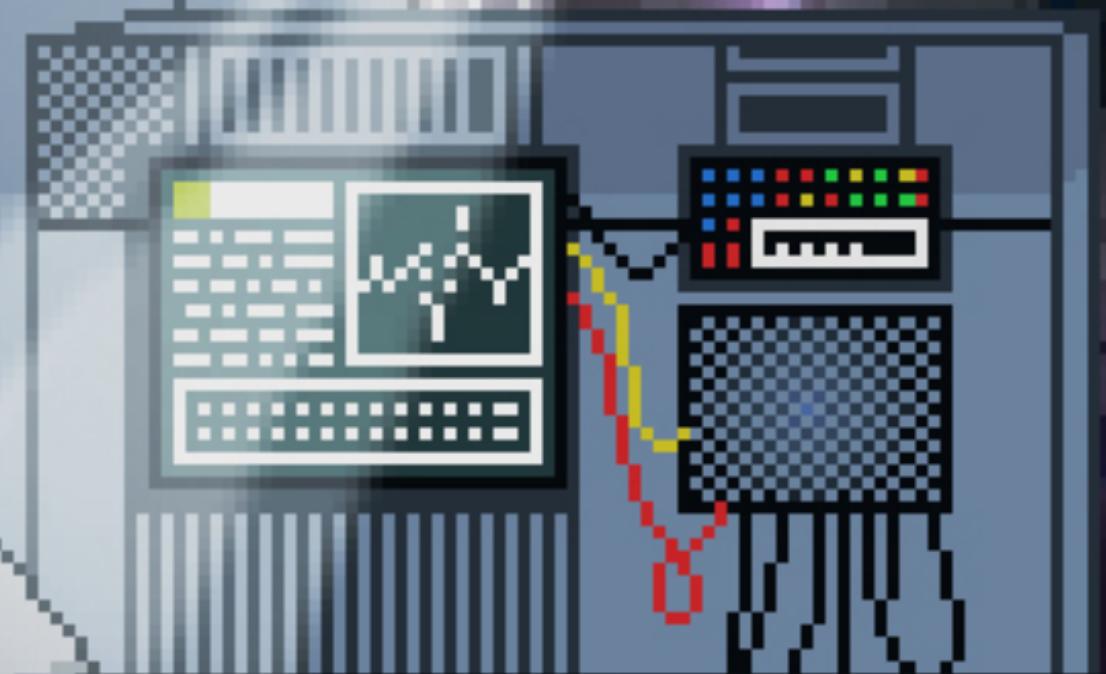
ATTRACTIVE DESIGN







どこでも
アソブ
HOSPITAL

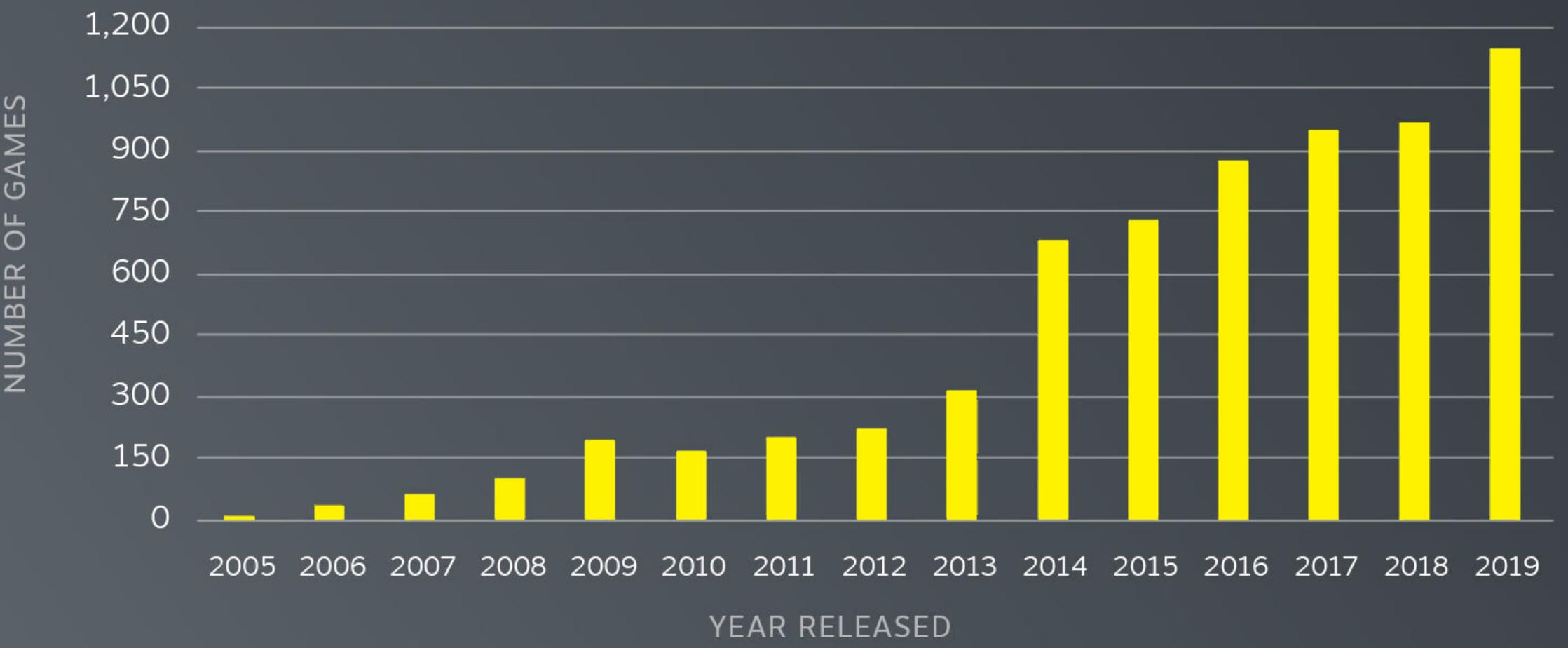


音楽
アソブ

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**

POSSIBILITY

Genre is still in **high demand**

But **not overused**

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

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.

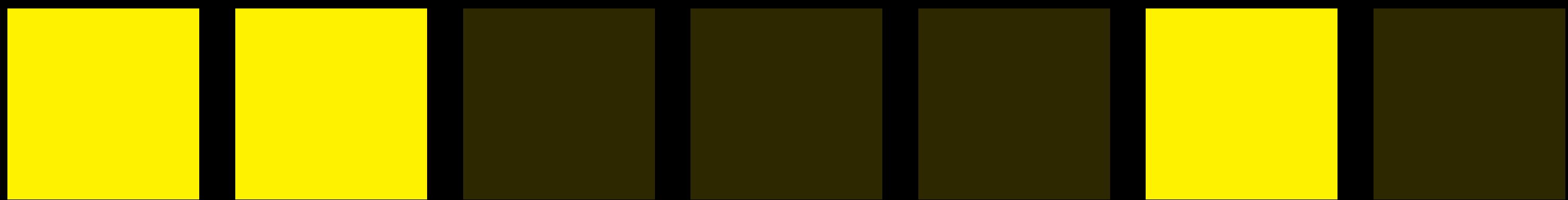
Replaying gives more **plot branches**.

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

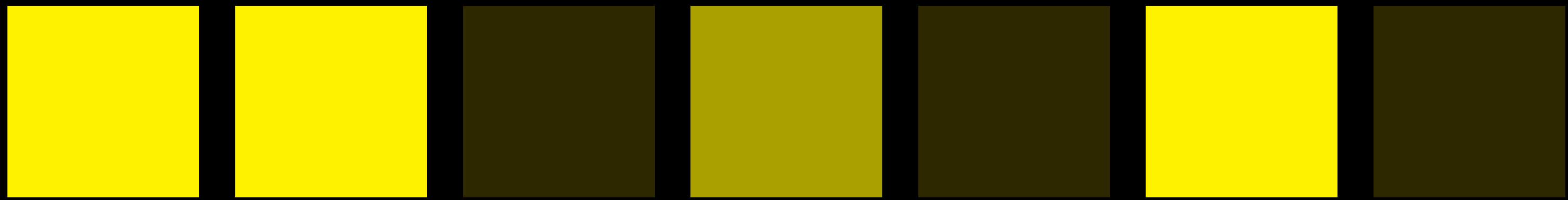
Diverse gameplay.

Less skill Visual novel Gameplay Branching Not work Calm Thrill

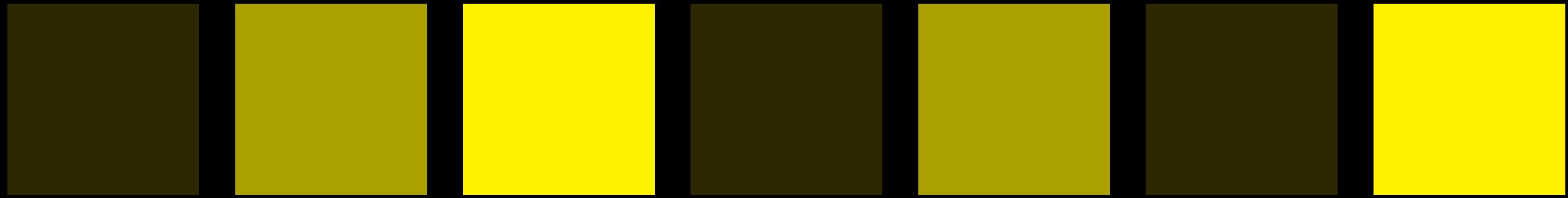
The Red Strings Club



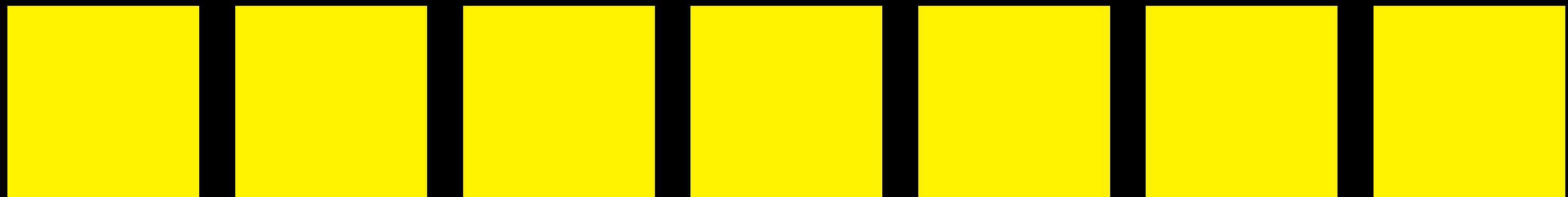
VA-11 Hall-A



Katana Zero



Under the Blue Moon



OUR GOALS

Release the game
Build a worldwide known **franchise**

QUATER PLAN

Finish the cut scene

Finish demo

Add info on site

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

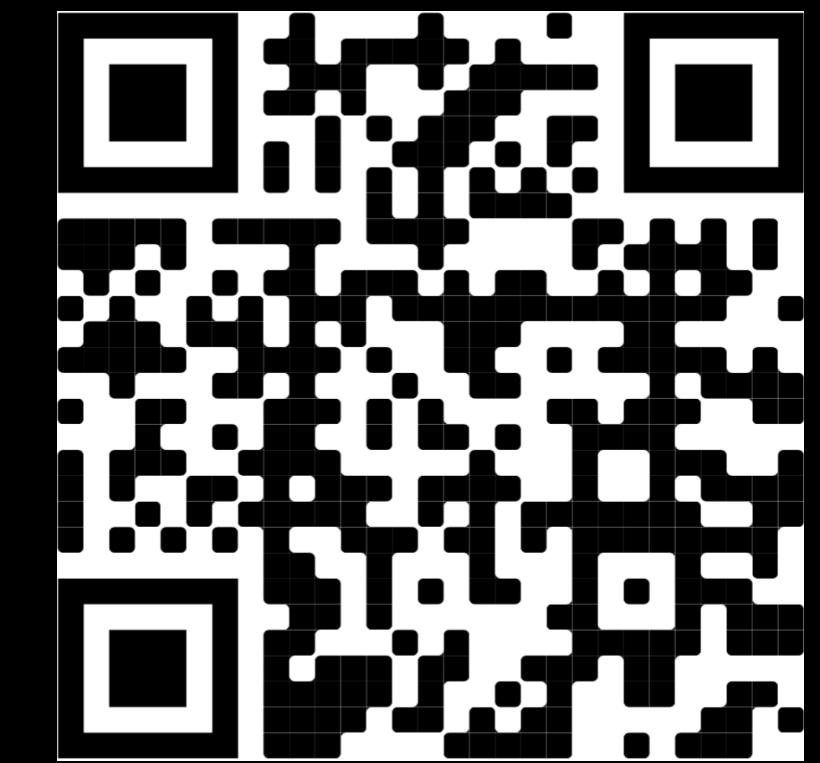


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vk: vk.com/imroggen

email: shajdurova.es@phystech.edu

DEMO



Change your mind and be careful 😊

FEEDBACK