

# 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

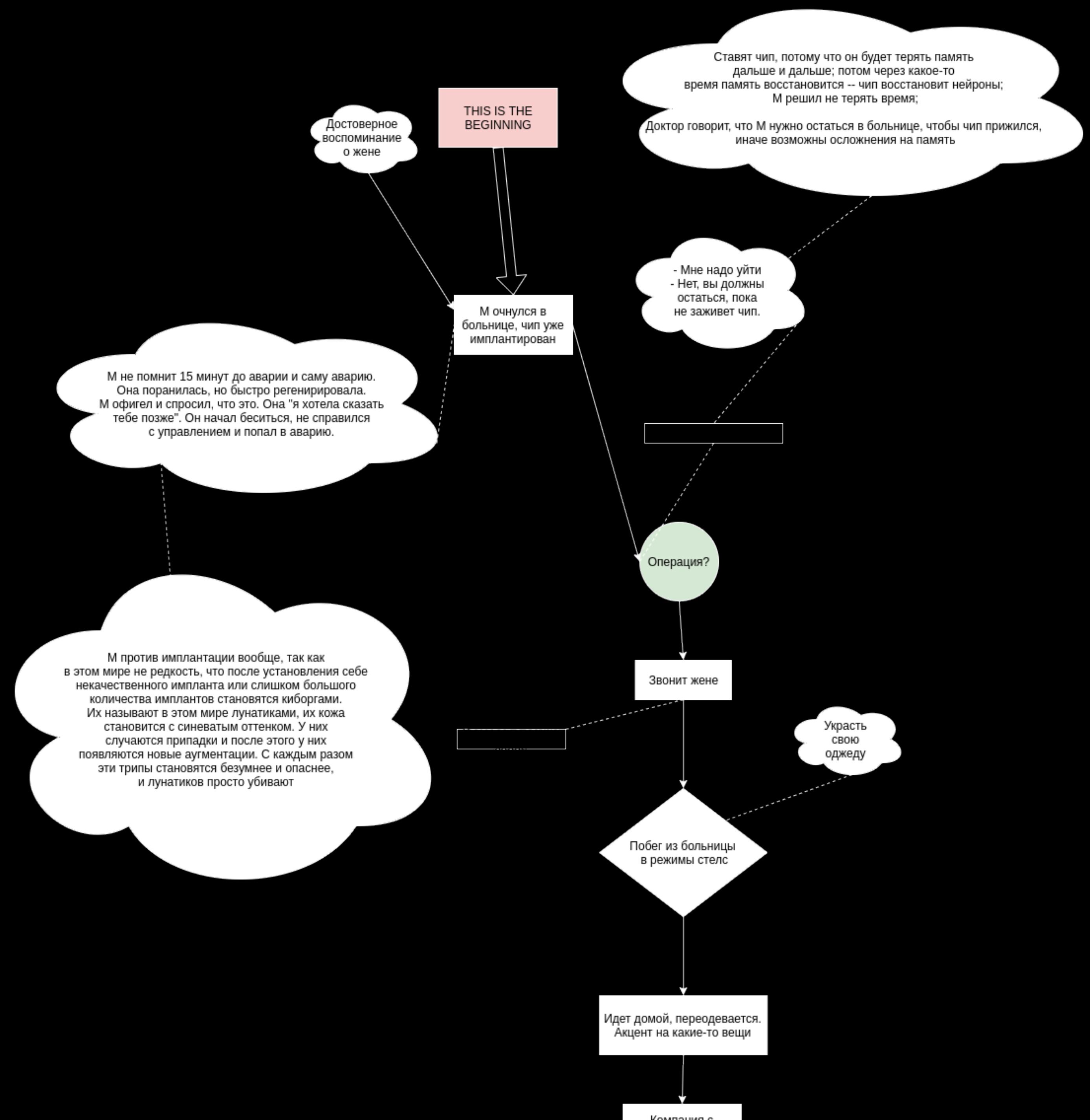
**GAME:** Story rich.

Making choices.

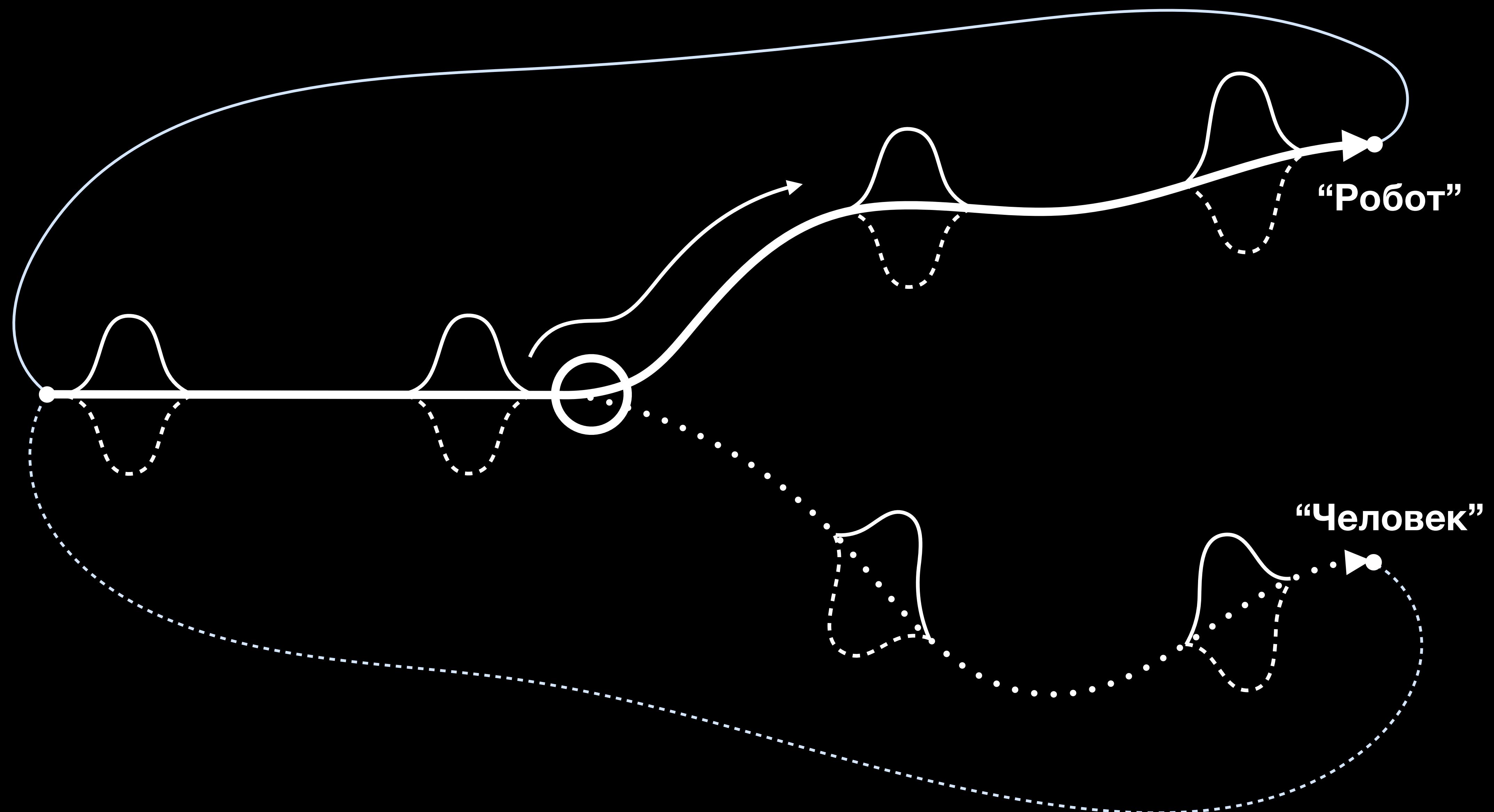
Attractive design.

Mini games, demanding low skill.

STORY RICH



# MAKING CHOICES



# ATTRACTIVE DESIGN







OPEN  
CLOSE  
A2  
LIVE MUSIC

L



銀次郎

館

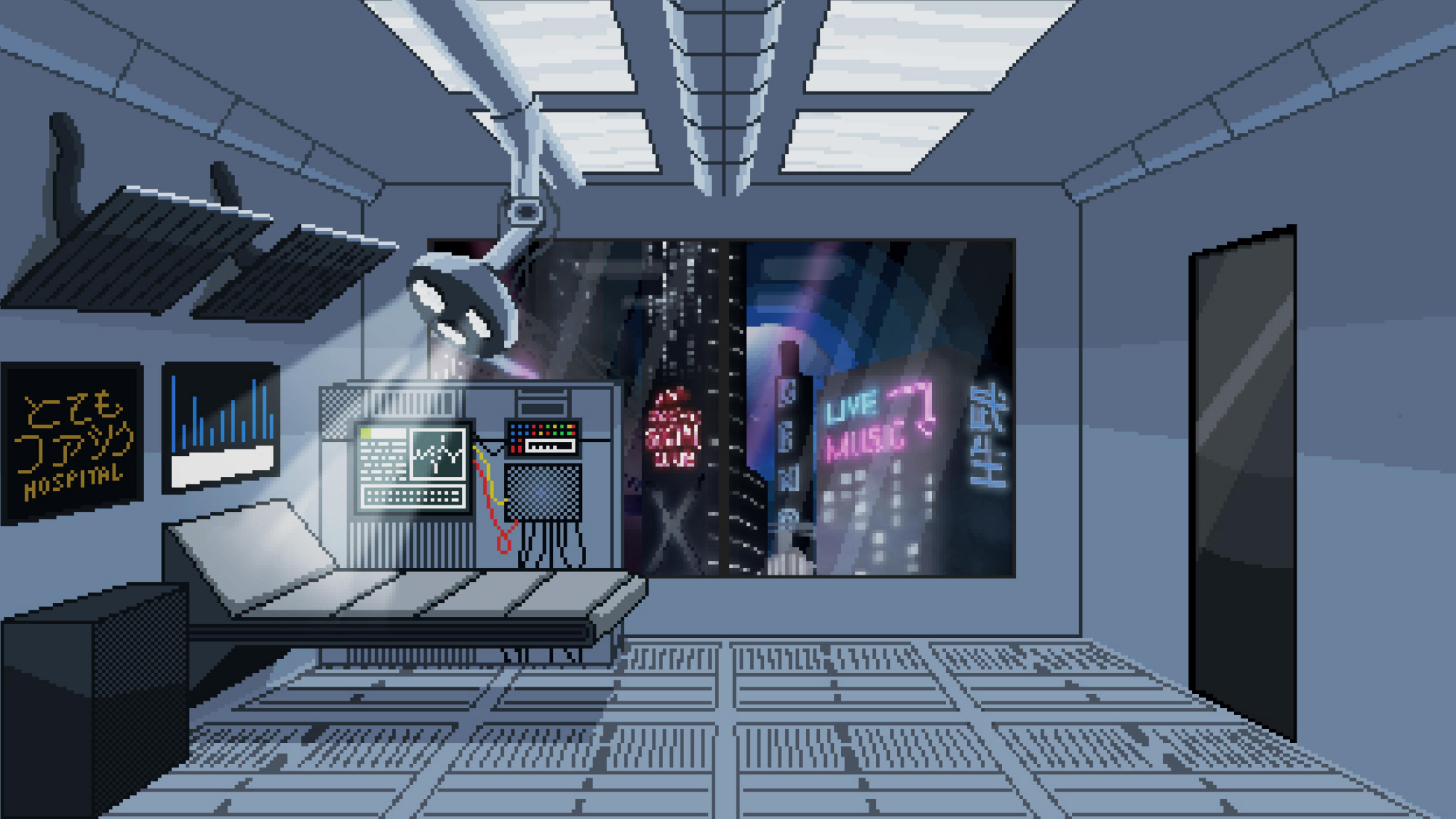


B E N D



PEPSI COLA®





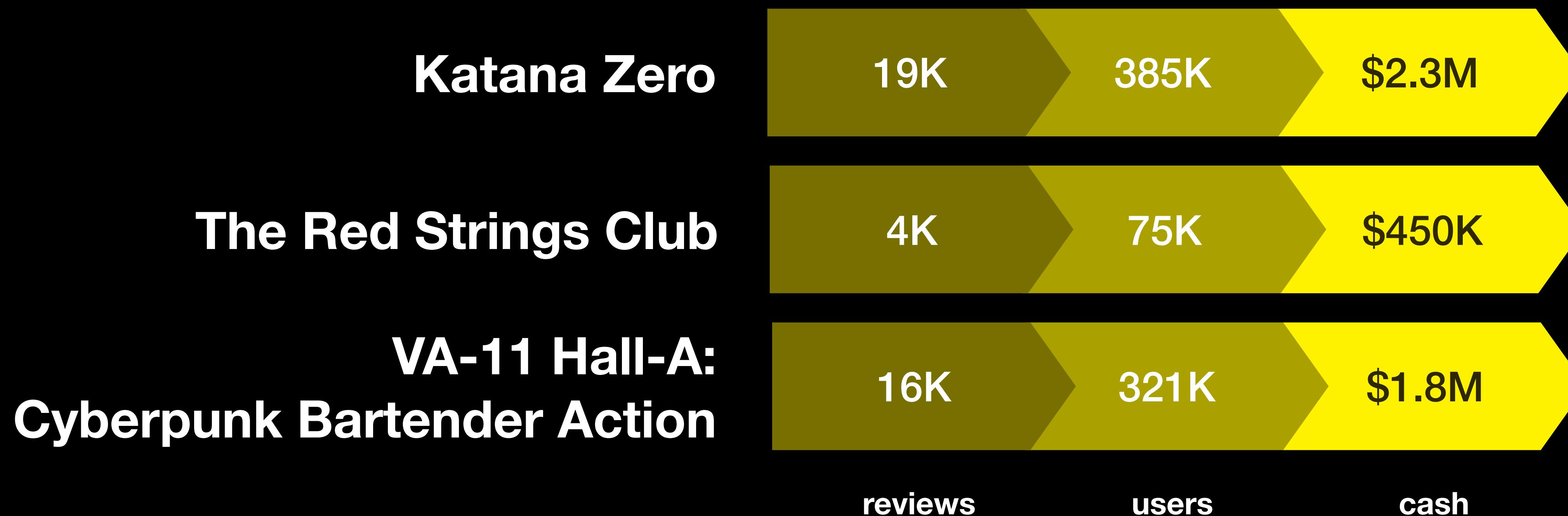
どこでも  
アラウ  
HOSPITAL



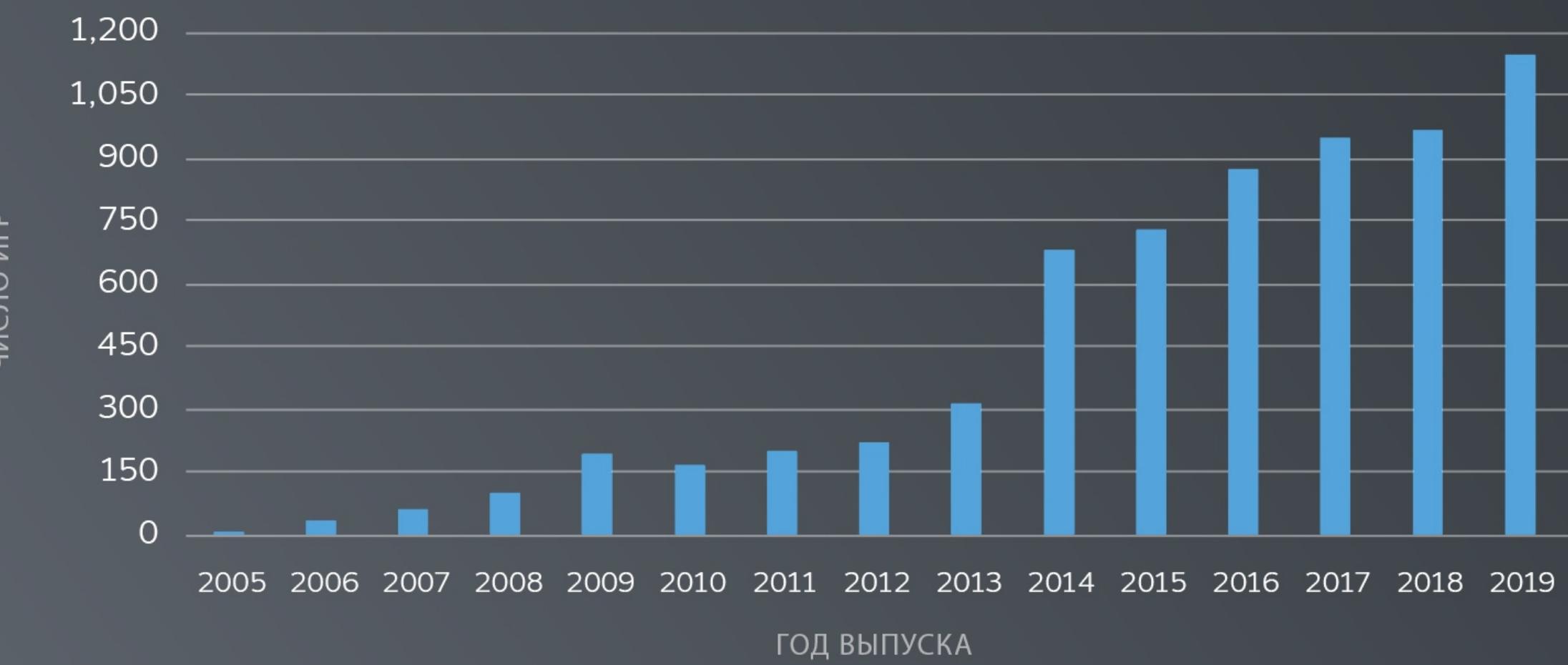
LIVE  
MUSIC

歌舞伎

# 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

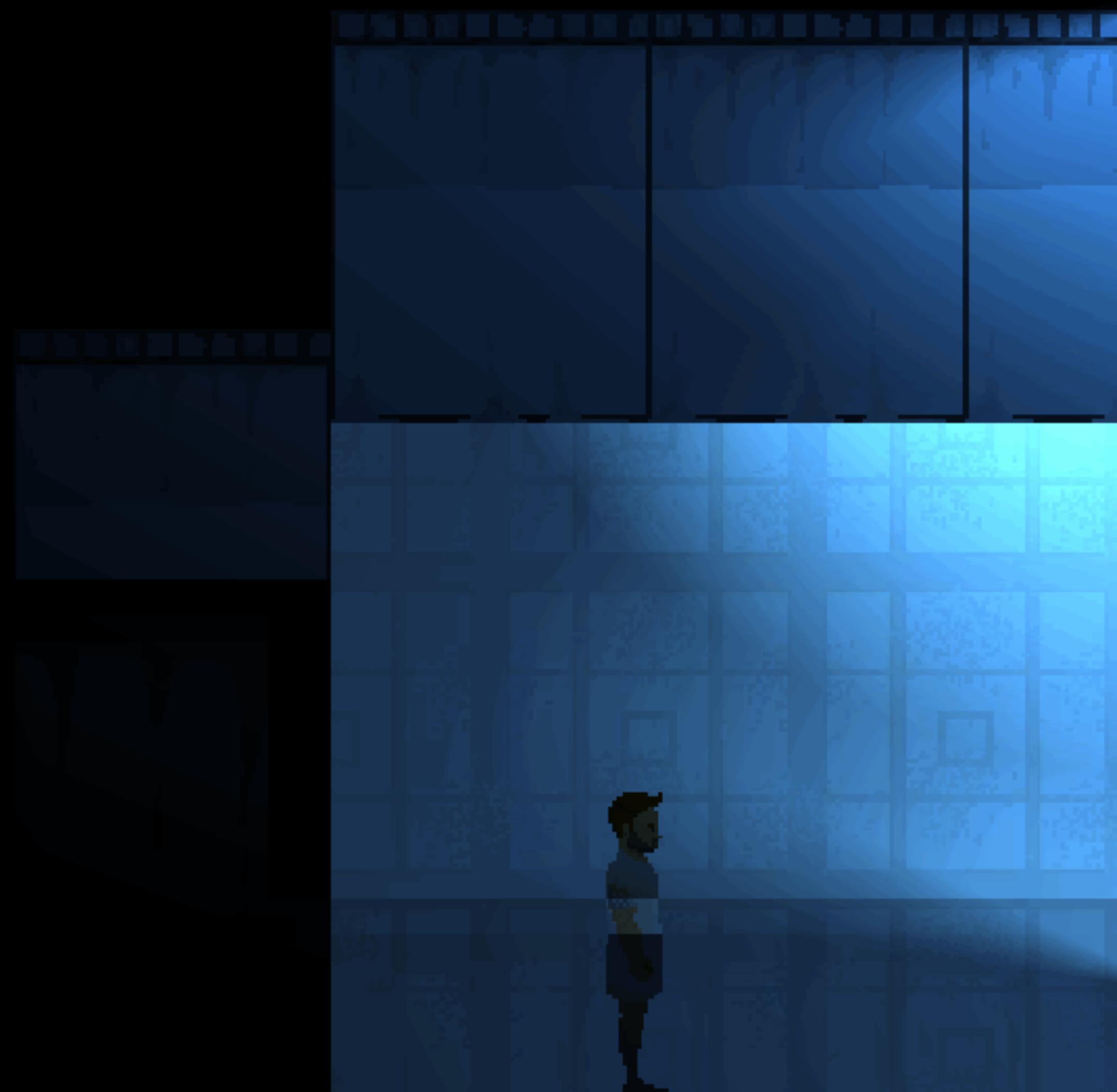
# PRODUCT

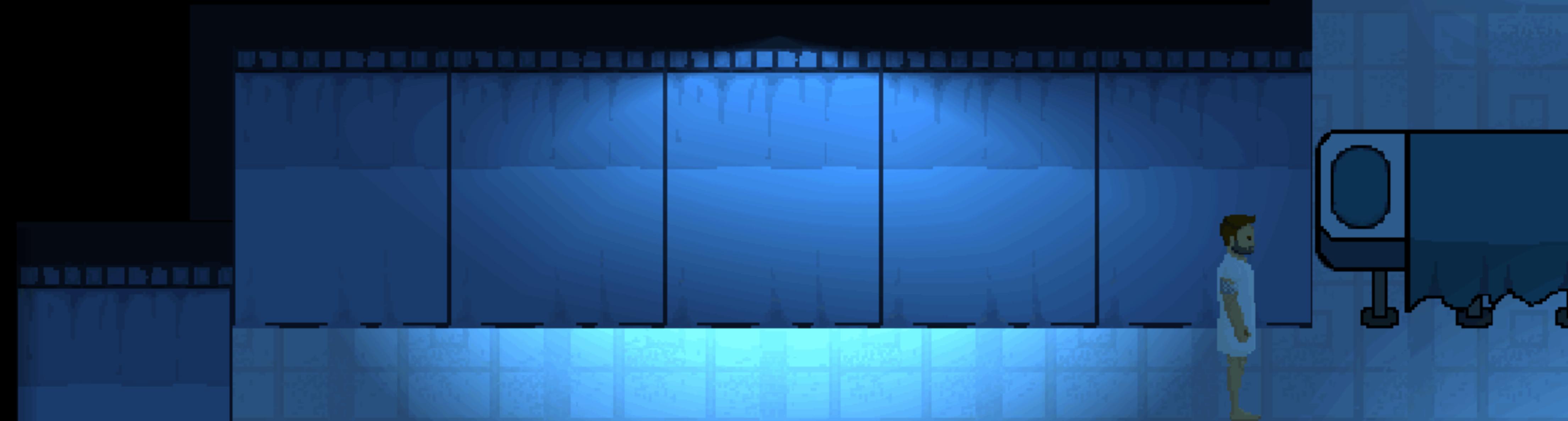
Making choices

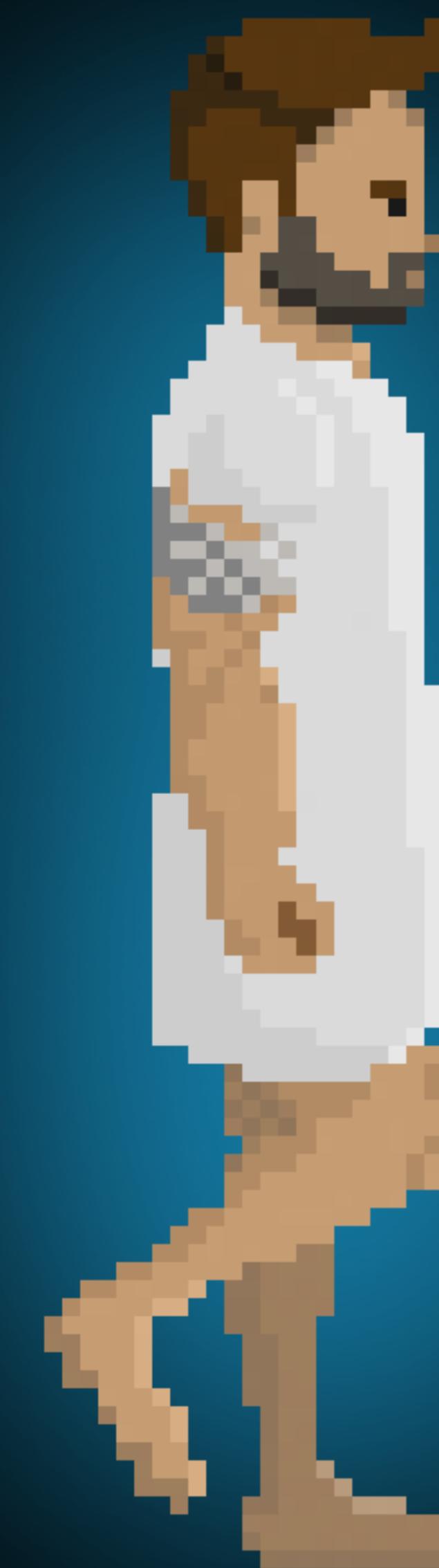
Playing mini games

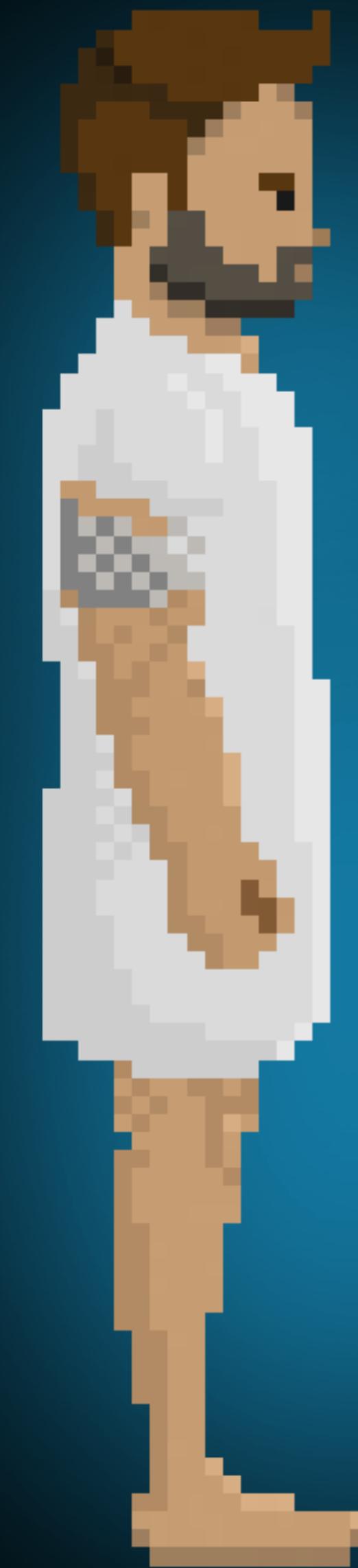
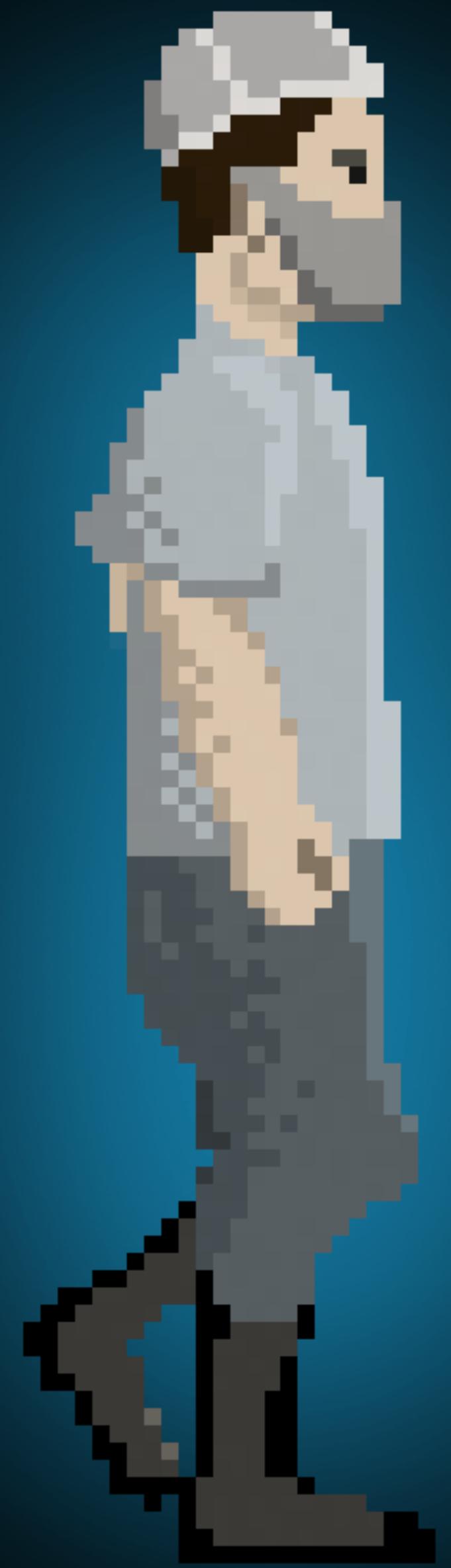
Replay game to explore  
other plot branches



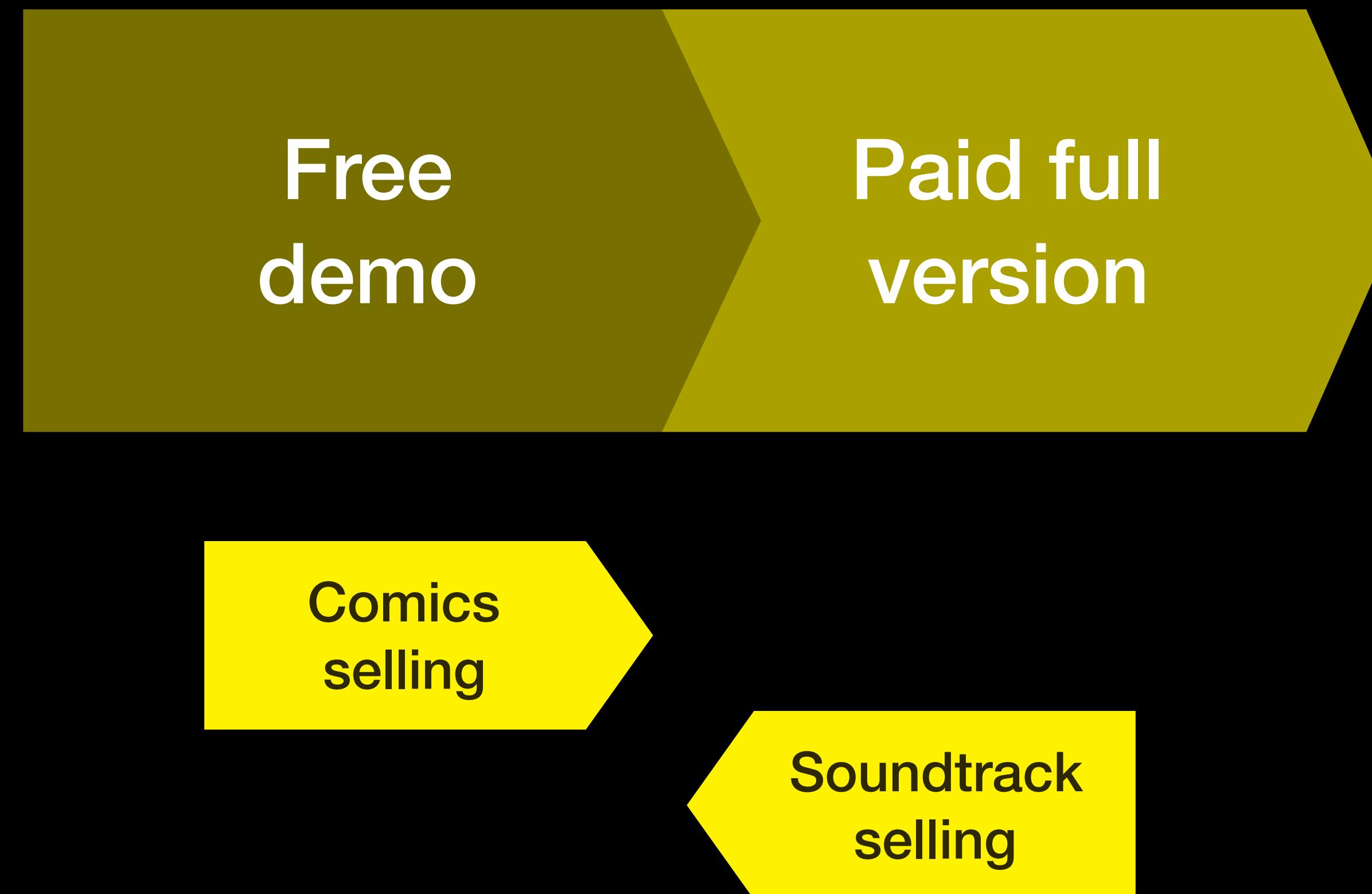








# BUSINESS MODEL



# ADOPTION STRATEGY

**Steam Direct.**

**Friend recommendation.**

**Ad using comics.**

# COMPETITORS

The Red Strings Club

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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.**

**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



**tg: @nikomorphine**



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**tg: @imroggen**

Change your mind and be careful 😊