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.

Solution

- Investigate the story
- Make choices
- Attractive design

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: at least 25M

- Games on Steam: 30000
- Games in cybepunk style: 561
- Indi-games in cyberpunk style: 452

Product

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

Business Model

Free demo -> Full paid version

Comix saling

Soundtrack saling

Adoption Strategy

Steam Direct

Friend recommendation

Ad using comix

Competition

All suitable competitors are offline and rather affordable.

Competitive advantages

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

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Change your mind and be careful ;)