**- Human Race Mobile Game –**

*Proposal 1.0 – Written by Ceri Davies, Early Worm pty ltd*

**Aim:**To create a fun, standalone mobile game that follows a story related to the Human Race comics, introduces players to the Human Race characters, and teaches them about diet and how it affects health and the human body.  
As this game will be made and released in 3 months, it is designed to be simple in graphics and gameplay with progressive difficulty.

**Storyline:**DJ HeartBeat visits Candy Town and Fizzy Springs, looking for his teeth friends that have recently gone missing. Colonrado River has been especially polluted recently and the farms are deserted.

To his surprise, they are all trapped there, weak and dizzy with mottled enamel and cavities. They are too weak to escape.

It turns out that Doctor Decay and Mel Anoma are working together. Dr Decay wants people hooked on his products to create a surplus of insulin. Mel Anoma is using the teeth to follow her every bidding as they are too tired to stand up against her.

DJ HeartBeat gets told by Cerebellum that only a drastic change in diet will help boost the health and energy of the teeth enough so that they can escape and return to tending to their farms.

DJ HeartBeat must work together with Cerebellum, Lefty and Righty, Lazy and Patch, the WBCA, Bronchie and Oles, and the Red Blood Cells to free the teeth!

However, Mel Anoma and Doctor Decay have several nasty tricks and “friends” up their sleeves…

Can DJ HeartBeat turn things around before it’s too late?

**Core Features:**

Players match-3 healthy foods and restore teeth to their original state

Heart’s friends can randomly appear and help clear out bacteria, rot and junk food

Dr Decay and Melanoma’s minions will stop at nothing to pollute and deteriorate Hip Hop Island!

**Gameplay Mechanics:**

The core aim is for players to accumulate enough “healthy points” to restore the tooth’s enamel.

The average human adult has 32 teeth, and so there are 32 levels in “Story” mode. (The other mode, “Arcade”, has infinite levels, increasing in difficulty indefinitely).

Once the tooth has been healed, a points summary screen shows up with Heart, Cerebellum and the tooth, then the player progresses to the next level.

**Types of food:**1) There are various *healthy* types of food which much be matched up by click-dragging across the screen. This creates points, which heal the tooth over time.  
2) The *unhealthy* food is often in the way of players scoring heftypoints and combos, so they may choose to match them up instead. However, these give minus points, meaning it causes the tooth to decay! It’s really up to the player to manage balance and strategy here.  
3) *Rotten Food* is unusable and can sometimes spread. Avoid it at all costs!  
4) *Bacteria Bros Infested Food* starts to calcify each turn until it becomes unusable. You can reverse this process by creating combos next to it until it becomes healthy again, or using a **Bronchie and Oles** powerup.

**Special Items:**Special Items appear on the screen mixed amongst the food. Creating a combo with or near them can trigger them. We have tried to link their connections with one-another with how they destroy and repair.  
More information below;

**The “bad guys”:  
Bacteria Bros:** *Bacteria Bros love to crowd together and get messy.* Bacteria Bros appear on food which will thenstart to calcify each turn until it becomes unusable. You can reverse this process by creating combos next to it until it becomes healthy again, or using a **Bronchie and Oles** powerup.  
**Doctor Decay:** *He’s bad news in the form of a sweet tooth.* Doctor Decay will force-feed the tooth unhealthy food and make it decay by a large amount, making the player have to collect more healthy food to restore health lost.  
**Mel Anoma:** *She’ll turn your own body against you!* Mel Anoma will pop up on the screen and demand a specific combo the player has to make. If the player does not match the requested combo, a **Bacteria Bro** will appear each turn for 3 turns.  
**Ash Matic:** *His filth spreads everywhere.* Ash will turn a piece of food rotten (which cannot be used in a combo). The only thing who can reverse the rot is **Bronchie and Oles.**

**The “good guys”:  
Righty:** *Righty likes to be organized.* Creating a combo with Righty will change all of one health food type to another, making it much easier to make giant combos.  
**Lefty:** *Lefty likes to get creative and point out colours.* Lefty destroys all of 1 type of healthy food.   
**Lazy and Patch:** *Lazy and Patch look far ahead and can see what others can’t.* Lazy and Patch allow the player to see the next row of food about to spawn for the next 3 turns. This helps players plan combos ahead of time and avoid possible “bad food” combos.  
**White Blood Cell Army:** *The WBCA swarm to fight infection.* The WBCA destroy all Bacteria Bros on screen.  
**Bronchie and Oles:** *Oh, to have a breath of fresh air!* Bronchie and Oles purifies the air and clears the screen of any rotten food.  
**Red Blood Cells:** *They’re the transport system of Hip Hop Island.* RBCs use their insulin resistance to carry all junk food off the screen.

**Monetisation Options:**Please note that games with in-app purchases can be filtered out in the App and Play Store. Parents can sometimes be reluctant to let their children play games with in-app purchases.  
  
Monetisation takes a lot of testing and depending on the type of monetisation, we may need much more time than the given 3 months given to set-up and/or create one or more of the following:  
**Premium:**Players pay for the game itself.  
**Lite:**  
Lite is esentially a “demo” version that players can download for free, but missing core features. “Lite” can work in tandem with Premium. **Powerups:**Players can purchase extra powerful items to help them speed through harder levels. **Themes/Expansions:**New levels can be purchased that add to the story, length or content of the game. For example, adding levels based off Lungdon. **New Characters:**Adding new characters that help or hinder HeartBeat and add to the gameplay and story. **Cooldowns:**Players have a set amount of time or moves they can have before it runs out and they have to wait for an hour or two before playing again. This also work in the form of extra lives. Players pay money so they don’t have to wait. **Incentivised Ads:**Players watch 15-30 second ads for additional power-ups. **Episodic:**The first game is free, and all games that come after it are paid for. (See “Premium”)

**Project Schedule:**1 month goes towards the bulk of the game development.   
2nd month goes to refinement, player feedback, balancing and polishing.  
3rd month goes towards getting the mobile build finalised and sent to Apple and Google. This may take some time, so additional polishing may occur if needed.

**Team and Roles:  
  
Ceri Davies***Creative Director* **Laura D’Souza***Lead Artist* **Mitchell Smith***Visual Effects Artist & Animator* **Joshua Jones***Lead Programmer*

**Bernard Larkin***Programmer, UI*

**Price Proposal:**We would like to ask for $10,000.00   
This counts 3 months of development and a final, finished game that has been launched onto app stores.   
  
Understandably this is the higher end of your request, to make it more worthwhile on your end, we would like to include creating a web-friendly version of the game that you can host on the Human Race website. This will encourage people to download the app and make the website more interactive and get more views.