KIARA SMITH

KAZE かぜ

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Elevator Pitch

PITCH

Premise:
"Kaze" is an open world adventure game, where you play as Kaze, an adventurous Siamese cat, who is tasked to figure out why there has been an increase of evil spirits in the nearby villages.

Genre:
Open-world, horror, adventure, farming

Setting:
Ancient Japan

Target Market and Platform:
PC, Playstation and Xbox
18+, Female, otherwise anyone interested in cats and Japanese culture

Studio:
FrostPaw Studios

Engine:
Unreal

Dev stage and Release:
Alpha
4-5 years

Selling points

Exploration of Japanese culture:
"Kaze" delves into Ancient Japanese culture, from a variety of Yokai, to the open-world map and design, as well as preparing a variety of Japanese cuisine and utilizing various charms and okamori.

Music:
Traditional Japanese instruments, with examples such as the Koto, Shinobue and the Sho will be played during exploration, farming, confronting yokai, etc.

Art:
The game will have a unique but simple art style, leaning towards the style used in ancient Japan.

Similar Games

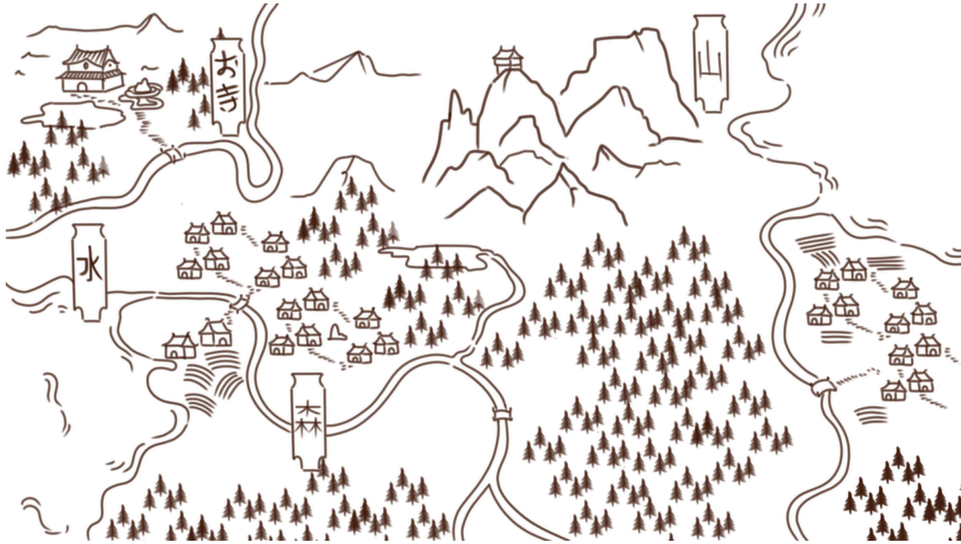
- Stray
- Farming Cat
- Greetings from Peace Island

Story

Who are you?
You play as Kaze, an adventurous Siamese Cat exploring the likes on Ancient Japan.

かぜ
Kaze, meaning Wind かぜ, hints at the freedom and change that he will provide as the story progresses.

Farming
Local farms have been loosing their crops due to the recent increase in evil spirits, so its your job to figure out why and find a way to get rid of them.



Overarching theme

Protecting the people

What the game entails

GAMEPLAY & CORE LOOP

You explore an open-world, Ancient Japan themed world. Discover new areas, solve puzzles and find chests with a variety of items.

Own your own farm where you plant crops, to sell and consume. Craft tools, charms and Omamori to aid you with tending to your farm and ward off spirits. Simultaneously figuring out what is causing the increase in spirits,

Use the local currency and visit villages for supplies (such as tools, etc) and help out the locals with side quests to earn rewards and lore.

Cook a variety of traditional Japanese meals for you and the locals to consume and sell.

Funding

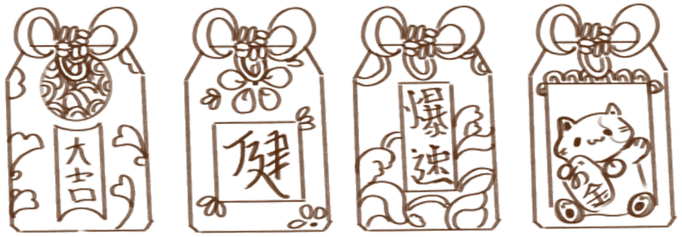
Why should you fund us:

Art Style, Theme and Story:
The game will have a unique but simple art style, leaning towards the style used on books, maps and artwork in Japan during these times. The story is simple, yet intriguing, and its all themed around ancient Japan, from its cuisine to the yokai.

Music:
The game will consist of unique traditional Japanese instruments, such as the Koto, Shinobue and the Sho.

Growth Potential:
The game will have the capabilities of modding, adding player's creativity and input. DLC's will allow for extra content and lore.

Market Gap:
There a few games where players are based in ancient Japan, such as Ghost of Tsushima, Rise of the Ronin, Sengoku Dynasty, Like a Dragon: Ishin!, and Assassin's Creed Shadows, however in Kaze, you explore the lands, have the task of owning your own farm and fending off spirits.



Our Team and Scope

Team Count:

12 members:
3 Programmers
3 Artists
2 Animators
1 Sound Designers
1 Writers
1 UI/UX Designer
1 Game Designer

World:

4-5 Biomes
Villager NPC's
Yokai (enemy AI)
Village homes and Temples

Story/Narrative:

In depth story, research intensive, and as historically accurate as possible

Technical Requirements:

Unreal Engine
Photoshop, ClipStudio and Blender

Time of development:

Around 48-60 months (4-5 years)

Overview of Marketing

We plan to implement certain marketing strategies during different stages of development:

During the pre launch, we will market through dev and art streams, and release art teasers and mini trailers on our social media platforms.

During and just before launch, we will ask influencers on Youtube and Twitch to play our game, to bring extra attention to it and potentially increase interest and present player base.

During post release, we will market the progress and tease the DLC's and mods through art and dev logs.

Time Span

Start

Concept Phase:
Generate, formulate and test ideas:
Art, story, music, UI and budget concepts and estimations.

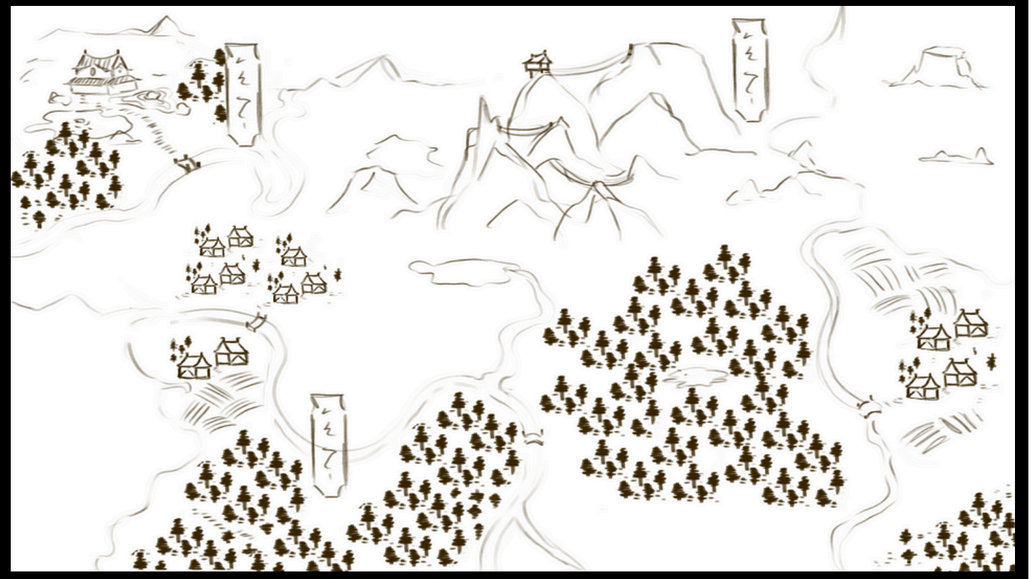
Pre-production Phase:
Evaluate, revise and more testing:
Have a playable prototype, basic world and character designs.
Start with music production, UI designs

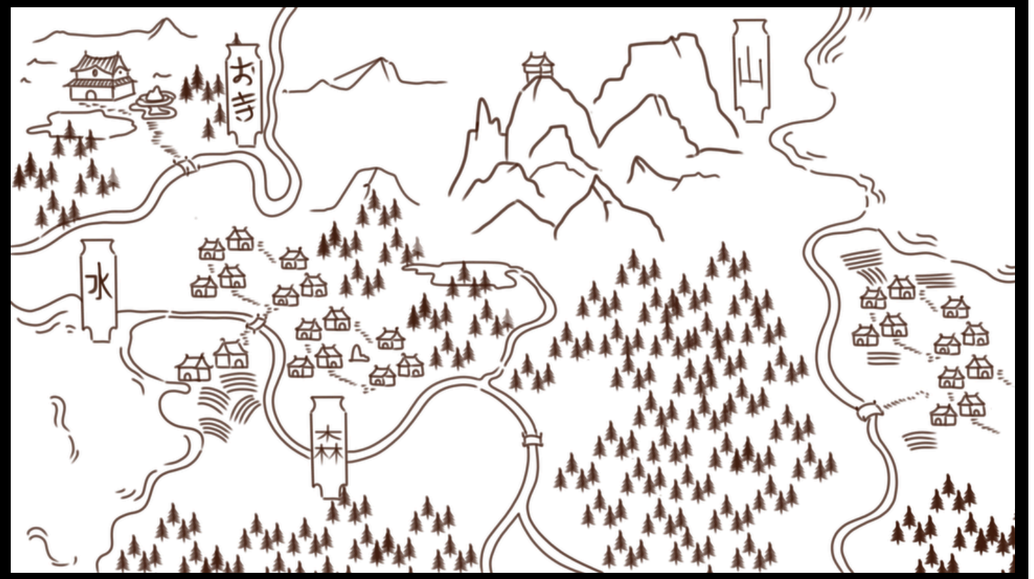
Production Phase:
Evaluate, revise and even more testing:
All assets, music, UI, characters and world completed.

QA Phase:
Evaluate, revise and the last bit of testing:
Bug fixes and Testing

Release

Art

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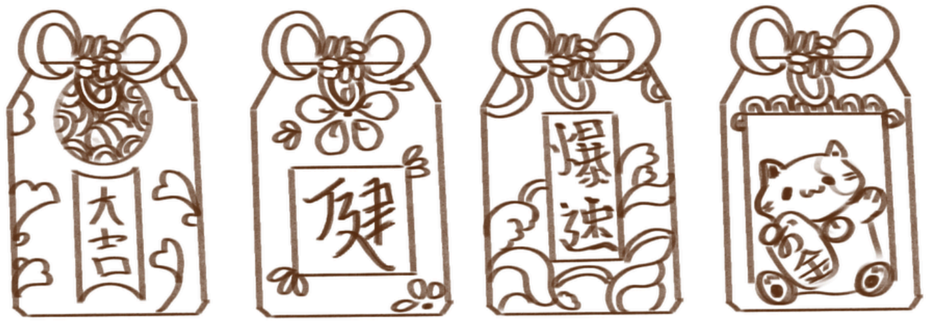
大吉
健
爆速

Clothing
→ Kimono
→ Earing
→ charms
Kaze
かぜ
Favourite food
- Miso soup

Art

Gashadokuro

Jorogumo

Sushi
Udon
matcha tea
Yakitori
Onigiri
Soba
Miso soup
Mochi