

Concept

# GOLDRUSH

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# Concept

## Premise

In Goldrush, a game of military strategy, you are battling to conquer the world.

To win, you must attack your opponents and gain their territories, defend yourself on all fronts, and gather resources such as Wood, Iron, Food and, of course, Gold.

This game is essentially based on strategy. The only luck you can get is when you're mining Gold, the rest is up to you:



Conquer the gold mines: You will earn more armies that way.



Be on your guard, if your opponent creates units, they might attack you!



Always be prepared for an opportunity, a single military unit can make the difference as much as a unit of gold.

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## Unique Selling point



The unique selling point in the content of this game is that it's 90% based on the strategy. You don't need luck to win a game, just to think about your opponent's moves.

We made it thanks to turn-based fights where there are three types of units that are weak or strong against another.

We really enjoy the fact that a game is complex enough to make your brain runs at full process!



The unique selling point in the form is the fact there's three types of unity: infant archery, cavalry. those three types of unity and how the map is stylized really remind medieval war and it bring an amazing user experience

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## Target Audience



Our targeted audience in the form is people who pretty liked universe like game like “Age of empire”, “Civilisation” games where you have to controls army and ressources. The atmosphere is a medieval fantasy world where you’ll compete against other player.



Our targeted audience in the content is from teen people to mature people. Since you need to think about a strategy, it's not appropriate to young children. Real strategists will be pleased!

## Target Platform



The main targeted platform in the form is a board game. we choose a board because we can have a great multiplayer and this game could be creatable on computer and on browser.



The main targeted in the content it's the fact that you can play with your whole family and friends and pass a great moment.

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