# Kard Race – Module 1 Public Report

February 3 – April 11, 2025

## About the Game

Kard Race is an innovative Racing Deckbuilder Roguelite set in a post-apocalyptic dieselpunk world, where players manipulate races with cards, align with factions, and sabotage opponents to climb the ranks of a dystopian racing league.

## Strategic Foundation

Over five sprints, we developed the strategic, technical, and narrative pillars of the project. The deliverables completed during this phase serve as the core blueprint for the next modules.

### Sprint Highlights

#### Sprint 1 – Vision and Core Strategy

- Defined the game’s hybrid genre (Racing + Deckbuilder + Roguelite).

- Established business goals: Deliver a compelling vertical slice to attract publishers.

- Created the first target persona to inform design choices.

- Outlined a preliminary roadmap and value proposition.

#### Sprint 2 – Game Blueprint & Market Alignment

- Created a detailed Game Development Canvas, defining setting, mechanics, and pillars.

- Outlined technology stack and market projections.

- Completed a target audience analysis focused on players aged 18–30 who enjoy strategic yet accessible gameplay.

#### Sprint 3 – Communication and Prototype

- Developed a communication plan to guide audience interaction and publisher outreach.

- Delivered the new version of the playable prototype, validating core gameplay mechanics.

#### Sprint 4 – Structure and External Documentation

- Defined a full roadmap, updated the development schedule, and restructured the code repository.

- Created a brand positioning strategy and initial budget estimate.

- Conducted a SWOT analysis, market study, and risk assessment, supporting investor-ready documentation.

- Participated in the SEBRAE CrieGames program to gain mentorship and exposure.

#### Sprint 5 – Final Docs & Future Planning

- Consolidated business analysis and risk matrix with mitigation strategies.

- Delivered the new version of the Pitch Deck, outlining the game concept, market opportunities, roadmap, and financial planning.

- Defined development goals for Modules 2, 3, and 4, including technical implementation, AI development, visual systems, and marketing outreach.

## Key Achievements

- Strong conceptual and narrative identity.

- Validated market demand for roguelike deckbuilders.

- Strategic materials ready for pitching and investment.

## What’s Next (Module 2 Preview)

- Physics and card interaction systems.

- Vehicle AI and race progression.