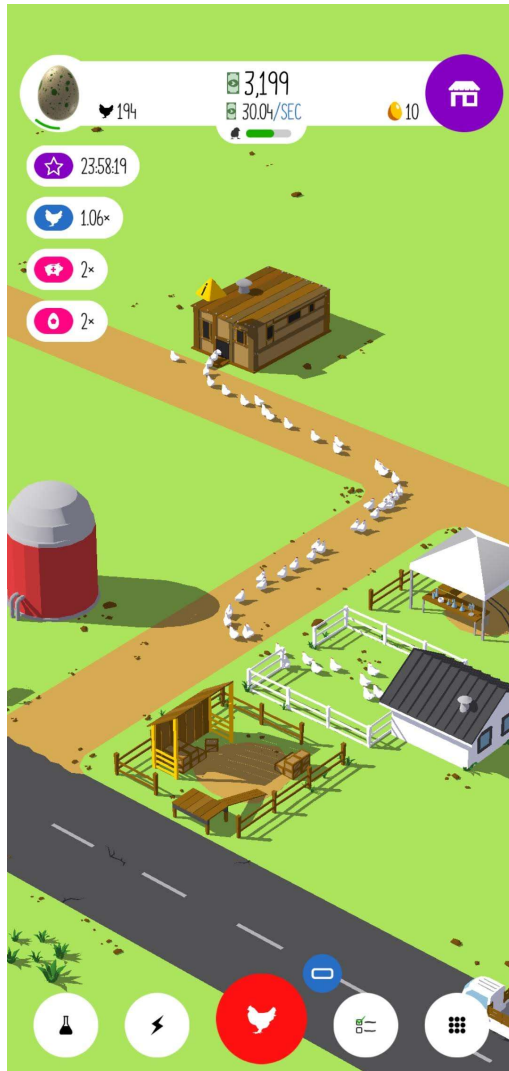


Market Research

Farm 2 Table



Name

Egg, Inc.

Theme

Poultry farm

Main Idea

Tap to spawn chickens, those chickens then create eggs, those eggs then get sold for money.

Upgrades

Wide variety of upgrades to each step of the process. Upgrades to chicken spawn rate, chicken 'refill' rate, chicken run speed, egg production rate, egg sale value, etc.

Comparison

The main theme of this game is like *Farm2Table*, in that it takes place on a farm, but this game focuses on livestock (specifically chickens) instead of on plants and plant-based products. This game is a clicker, where *Farm2Table* is going to be a pure idle game with no clicker element. *Farm2Table* will differentiate itself from this app through the addition of complex idle generators (turning one resource into another) as well as the location-based gathering mechanic.



Name

Idle Miner

Theme

Mining

Main Idea

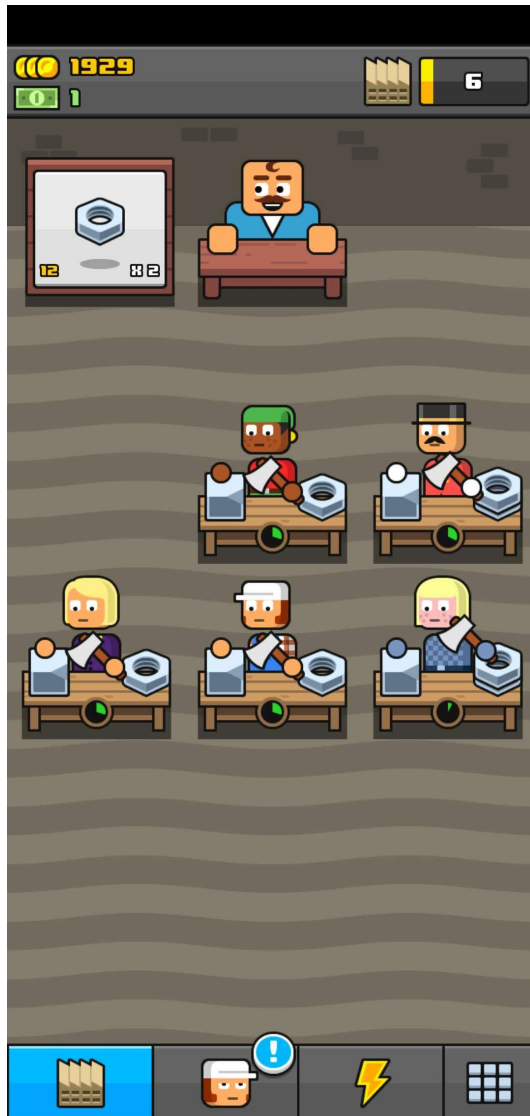
Purchase mineshafts, then upgrade mineshafts, elevator, and delivery cart.

Upgrades

Very linear upgrade path: increase mineshaft, elevator, and card levels which improve throughput. Can purchase and install 'managers' which can have one of a few possible abilities, but that's about it.

Comparison

Idle Miner's secondary upgrade path, purchasing new mineshafts, most closely resembles *Farm2Table's* mechanics of finding new seeds and purchasing new converters. *Idle Miner* also has a ton of other features that *Farm2Table* is not expected to have, including daily bonuses, multiple worlds with differently themed mines, and plenty of common mobile game staples.



Name

Make More!

Theme

Factory

Main Idea

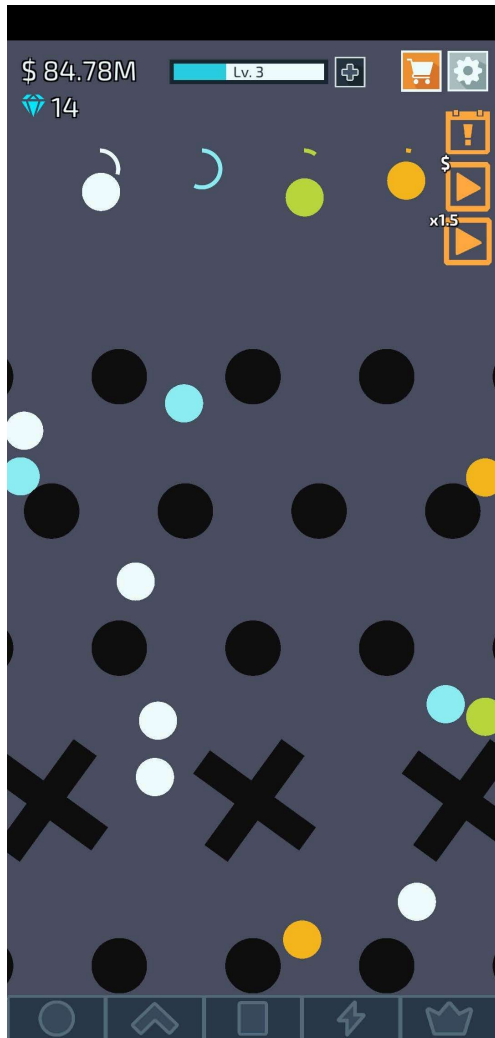
Tap to make workers produce items, then tap the manager to sell those items. Purchase new workers to increase throughput.

Upgrades

Fairly straightforward upgrades: increase tap effectiveness multiplier or increase sale price multiplier.

Comparison

The major difference between *Make More!* and *Farm2Table* is the difference between a clicker-idle game and a purely idle game. The main similarity between the two games is the purchasing of new idle factories to increase throughput of resources, which *Farm2Table* will use as the foundation of the economy.



Name

Zen Idle

Theme

Abstract

Main Idea

Balls automatically spawn and fall through a maze of obstacles, earning money when they reach the bottom based on their color.

Upgrades

Simple but expansive: unlock new ball colors then improve each color's value and spawn rate, unlock new mazes and improve each maze's reward multiplier and obstacle size.

Comparison

Zen Idle most closely compares to *Farm2Table* because it is purely idle, with no repetitive tapping in order to play. This game, if viewed through a certain lens, is pretty similar to *Farm2Table*. If balls are resources, stages are converters, and the gates at the end of stages are the markets, then the games look pretty similar.



Name

Apocalypse Hunters

Theme

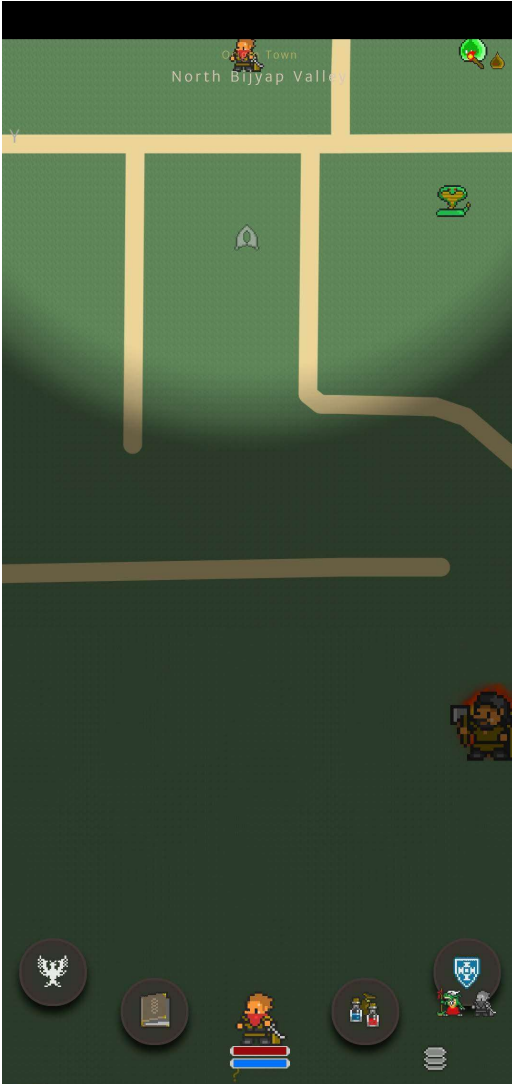
Sci-Fi/Fantasy

Main Idea

Monsters, in the form of collectible cards, spawn around the map and are collected by traveling to their GPS coordinates and battling them.

Comparison

As *Apocalypse Hunters* is not an idle game, it only has a slight amount in common with *Farm2Table*. The location-based collection mechanic is the connection between the two, but where *Apocalypse Hunters* uses a full 3d map like *Pokémon GO* or *Ingress*, *Farm2Table* will simply present the user with their current GPS coordinates and the local conditions.



Name

Orna

Theme

Fantasy

Main Idea

Monsters, NPCs, towns, and resources all appear on a map based on your GPS coordinates and you go through the standard RPG grind.

Comparison

As *Orna* is not an idle game, the comparisons to *Farm2Table* are slim, but the main mechanic of finding resources on the map using your GPS coordinates and then taking advantage of those resources is a similarity.