

Game Pitch Document:

High Concept – Theme and Setting

You are an angry chameleon whose magical fruit stash was stolen! Climb the tower and retrieve your stash from the clutches of evil. But beware, colorful enemies await you, and you must display your own color-shifting prowess to defeat the thieving animal and rescue your delicious treats.

Core Gameplay

Climb up the colorful tower without dying. Eat fruits to change your color and defeat enemies in your desperate climb.

Play Motivation

The player is a chameleon trying to retrieve her magical fruit stash at the top of a tall, colorful tower, and defeat the enemies who dared steal from her.

Genre, Platform, and ESRB

PC, in-browser game, ESRB: E.

Audience and Targeted Customers

Oriented towards younger players and casual gamers. The cutesy art style will appeal to kids, Some similar games include New Super Mario Bros, Mages of Mystralia, and Doodle Jump.

Game Differentiators/Unique Selling Points

- Color change mechanic and the focus on color based enemies and puzzles
- It's cute and casual
- Isometric instead of typical 2-D
- Easy to play (unless you're color blind)

Gameplay Loop and Aimed Aesthetic

The world is bright and colorful, fantasy, whimsical, cute, and all sprites and backgrounds are cartoony. Player climbs a tower while collecting colors. Core loop involves limited color transformations that are replenished by items found in the world. Managing your resources while defeating enemies and solving puzzles is a unique feature designed to make the player think while not stressing them out too much.