# Game Pitch Document:

## High Concept – Theme and Setting

You are an angry chameleon whose boyfriend just got kidnapped, and you must go save him! Climb the tower to wrest your beloved from the clutches of evil. But beware, colorful enemies await you, and you must display your own color-shifting prowess to be the hero your boyfriend needs.

## 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 save her boyfriend trapped in a tall and colorful tower.

### 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.