

DARK descent

LET'S START!

ABOUT

Dark Descent is a captivating PC game that blends action-adventure with strategic puzzle-solving, set in an intricately designed, mysterious underworld environment.

Players navigate through challenging levels, encountering unique creatures and unraveling complex enigmas to progress.



ENCOUNTER DR. OLDHAM

In "Dark Descent", players take on the role of Dr. Oldham, a resourceful and determined scientist and geologist, once overlooked for his unconventional theories.

As Dr. Oldham, players embark on a perilous journey into a mysterious abyss, utilizing intellect and bravery to solve puzzles and face unknown dangers



STORY

At the heart of 'Dark Descent' lies the captivating story of Dr. Oldham, a once-marginalized scientist and geologist. The adventure starts with the discovery of a deep, mysterious abyss filled with unknown creatures and inexplicable phenomena. What begins as a quest for scientific validation quickly turns into a global rescue mission when Dr. Oldham uncovers a dark truth.

Exploring the abyss, he learns of a malevolent entity draining the Earth's core, threatening the planet's very existence. Realizing the gravity of this threat, Dr. Oldham becomes the unexpected savior of the world. Each level in the abyss presents new challenges and secrets, pushing him to his intellectual and physical limits.

As he descends, Dr. Oldham gathers ancient artifacts and essential knowledge, preparing for the final confrontation. Facing immense stakes, he ingeniously assembles a special bomb to neutralize the entity without destroying the Earth's core.

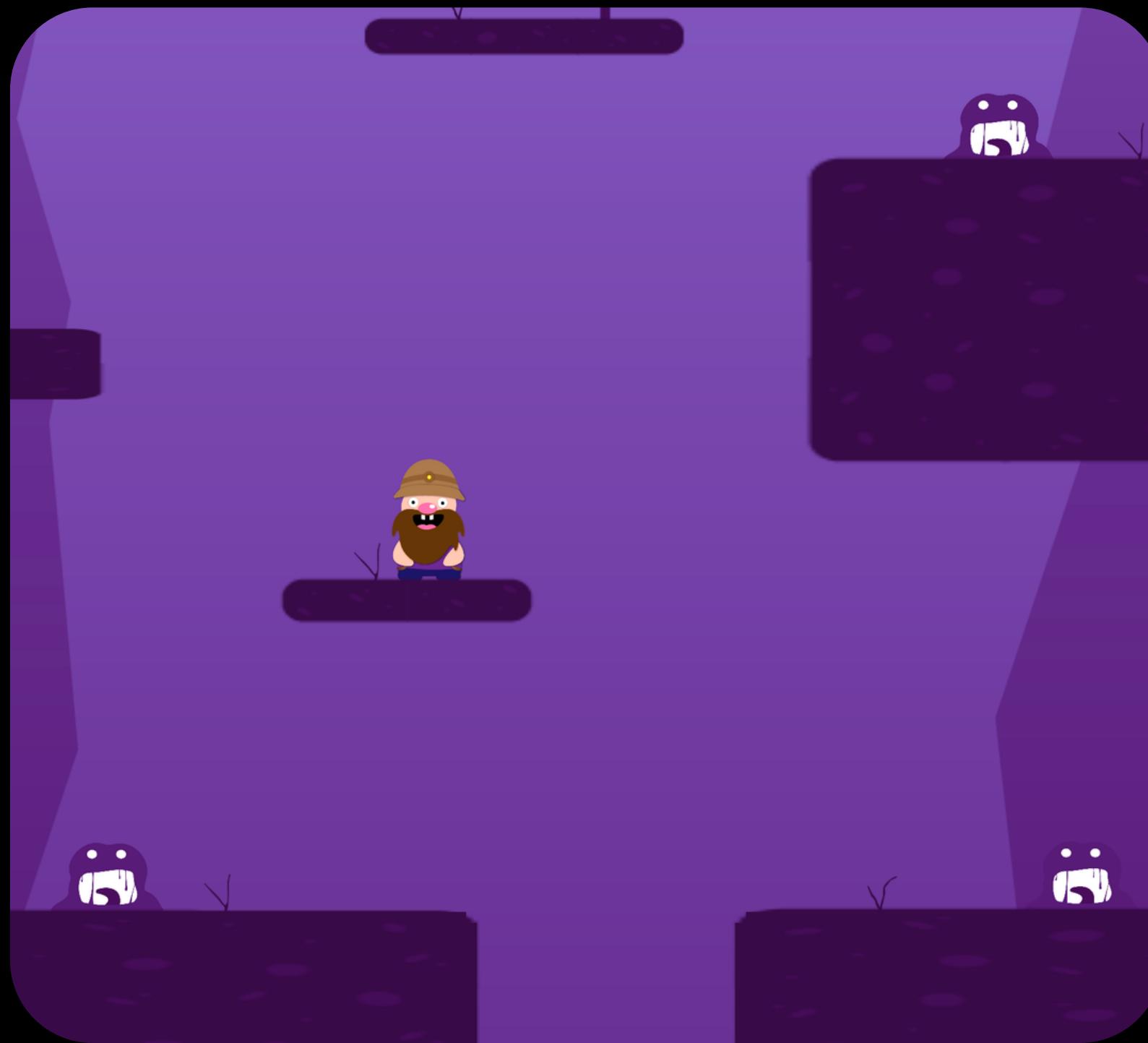
The game's climax is an epic showdown between Dr. Oldham and the final boss, a battle of wit and courage. With the fate of the planet hanging in the balance, Dr. Oldham triumphs in a brave act of sacrifice, saving the Earth but at what personal cost?

FEATURES

- Thrilling action-adventure blend
- Unique creature encounters
- Challenging level design
- Dynamic Soundtrack
- Engaging Storyline
- Mysterious underworld exploration



GAME PLAY



GAME DEVELOPMENT



MARKET TRENDS

- **Immersive Narratives:** Players increasingly seek games with deep, emotionally engaging stories. "Dark Descent" meets this demand with its rich narrative.
- **Innovative Gameplay:** There's a high interest in games offering new gameplay mechanics. "Dark Descent" introduces unique puzzle-solving within its action-adventure genre.
- **Indie Game Popularity:** Indie games with original stories and gameplay are trending. As an indie title, "Dark Descent" capitalizes on this with its distinct storyline and gameplay.
- **Genre Hybrid Appeal:** Games blending multiple genres are gaining traction, offering diverse experiences. "Dark Descent" combines adventure, action, and puzzles, appealing to a broad player base.





DISTRIBUTION PLATFORM



- **Selection of Steam as Primary Platform:** Chosen for its extensive global user base and robust community engagement features, Steam is our primary channel for reaching a wide and diverse audience.
 - **Leveraging Steam's Community and Features:** We plan to fully integrate "Dark Descent" with Steam's unique offerings such as community hubs, forums, achievements, and trading cards. These features are essential for fostering player engagement, retention, and creating a strong community around our game.
 - **Strategic Participation in Steam Sales and Promotions:** We aim to maximize our game's visibility and attract a broader player base by participating in Steam's major sales events. Additionally, we'll utilize Steam's promotional tools for featured placements, enhancing discovery and downloads.
- 

TARGET AUDIENCE

Age Group: Primarily young adults aged 14 to 35.

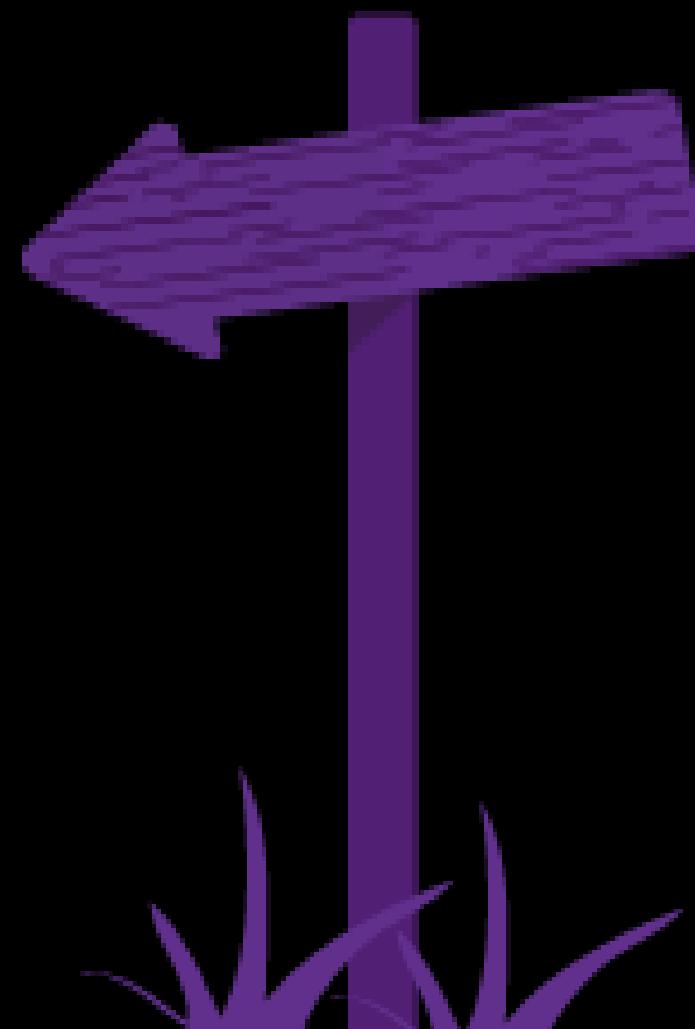
Interests: Focused on PC gamers who enjoy narrative-rich adventures and are fans of sci-fi themes.

Characteristics:

- Seek deep, engaging stories and fun characters.
- Prefer immersive single-player experiences.
- Enjoy strategic thinking and exploration elements in games.

Expectations:

- High-quality storytelling integrated with gameplay.
- Advanced graphics and sound for an immersive experience.
- Games that offer substantial content for long-term engagement.



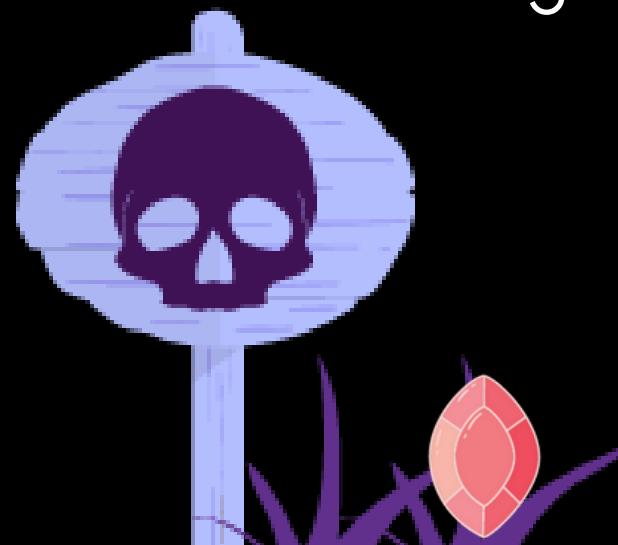
PRICING

Price Point \$13.90:

- After careful market analysis, we have set the price at \$13.90. This competitive pricing is designed to make "Dark Descent" accessible to a broad audience while reflecting the game's quality and depth.
- This price point positions "Dark Descent" attractively in the indie game market, ensuring it is affordable for a wide range of players without undervaluing the game experience.

Balancing Quality and Affordability:

- Our pricing reflects a balance between offering a high-quality gaming experience and ensuring affordability. This strategy aims to attract cost-conscious gamers who are looking for a rich gaming experience at a reasonable price.
- This approach also allows us to remain competitive in the crowded indie game market, where pricing can significantly influence purchasing decisions.



COMPETITION

"Dark Descent" enters a vibrant and competitive market, where it faces several key competitors. Notable among these are games that blend adventure and action with deep storytelling. We see titles like '[Subnautica](#)', with its exploration and survival in an alien underwater world, and '[The Talos Principle](#)', known for its intricate puzzles and philosophical narrative, as benchmarks in our genre. Additionally, games like '[Firewatch](#)', which offers a strong narrative-driven adventure, and '[Hollow Knight](#)', acclaimed for its challenging gameplay and atmospheric exploration, also represent the caliber of competition we aim to meet or exceed.

However, "Dark Descent" distinguishes itself through its unique blend of a compelling scientific narrative, a mysterious underworld setting, and a balance of strategic puzzles and action elements. While acknowledging the strength of our competitors, we believe that "Dark Descent" carves out its own niche, offering players an experience that is both familiar in its quality and novel in its approach.



MARKETING STRATEGY

- Cinematic Trailer: High-impact trailer showcasing the game's unique aspects
- Teaser Campaign: Enigmatic teasers with puzzles across digital platforms
- Live Launch Event: Interactive session with gameplay, developer interviews, and live Q&A
- Influencer Collaboration: Early access to influencers for live gameplay sharing
- Community Engagement: Partnerships with gaming forums and online communities
- Regular Updates: Frequent updates on game development and upcoming content
- User-Generated Content: Encourage players to share their game experiences using a specific hashtag

LEVEL
2

BUDGET

DEVELOPMENT COSTS: \$129,000

(80 Days)

- Game Design and Programming \$40,000
- Artwork and Graphics \$19,000
- Sound and Music Production \$10,000
- Testing and Quality Assurance \$10,000
- Staff Salaries and Overhead \$50,000

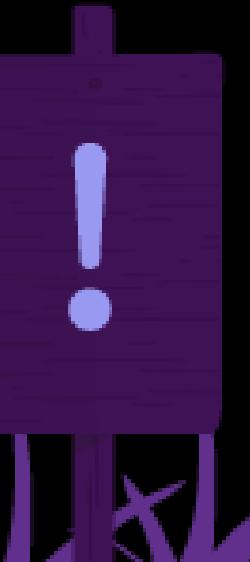
LAUNCH SUPPORT AND UPDATES: \$47,500

- Game Updates and New Content Development \$20,000
- Community Management and Customer Support \$12,500
- Additional Marketing Initiatives \$15,000

MARKETING AND PROMOTION: \$105,000

- Digital Advertising (Web Ads) \$15,000
- Influencer Partnerships \$20,000
- Production of Trailers and Media Content \$20,000
- Launch Event and Community Engagement \$50,000

Total Estimated Budget: \$281,500



S.W.O.T

STRENGTHS

- Immersive narrative
- Diverse levels
- Epic boss confrontation
- Emotional depth

WEAKNESSES

- Narrative complexity
- Potential mixed reception
- Challenge in maintaining mystery

OPPORTUNITIES

- Emotion-driven marketing Campaigns
- Story expansions
- Narrative partnerships

THREATS

- Critical reception
- Intense competition
- Evolving player expectations



CREATORS OF THE GAME

DEVELOPER



KEVIN



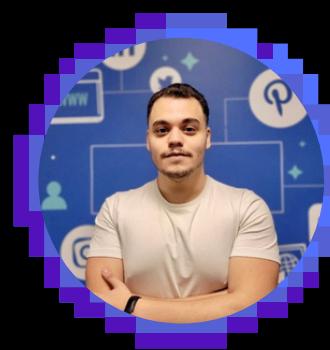
NOAH



CHLOÉ



CAMILLE



ELGHALI



DÉNICE

dark
descent