BEYOND THE KEEP

*Popcap's Plants Vs Zombies

Turn 1

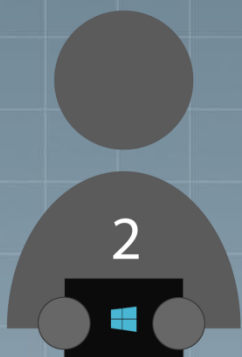## Player 1

Turn 2

Player 2
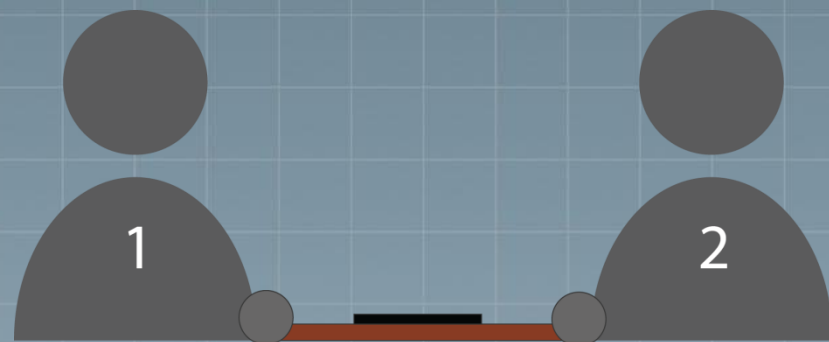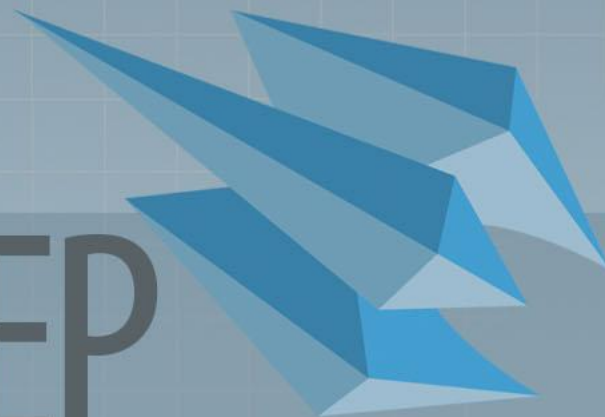
1

2

1

2

Planning Phase
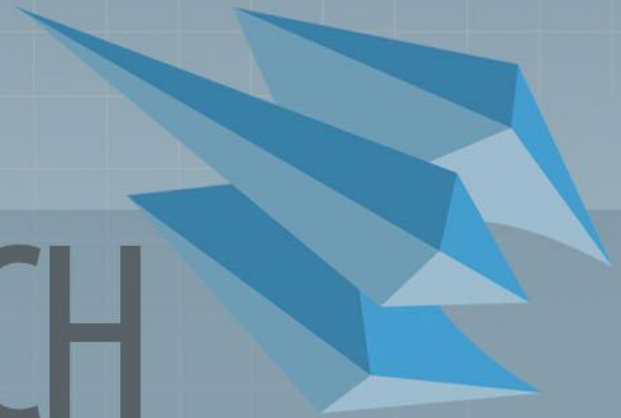
Battle Phase

BEYOND THE KEEP

INSPIRATION

- A proven & popular genre on mobile
  - Plants vs. Zombies
    - 300,000+ sales in first week on iOS, 500,000+ lifetime on Android
  - GeoDefence
  - Field Runners
  - Kingdom Rush
- Target Demographic:
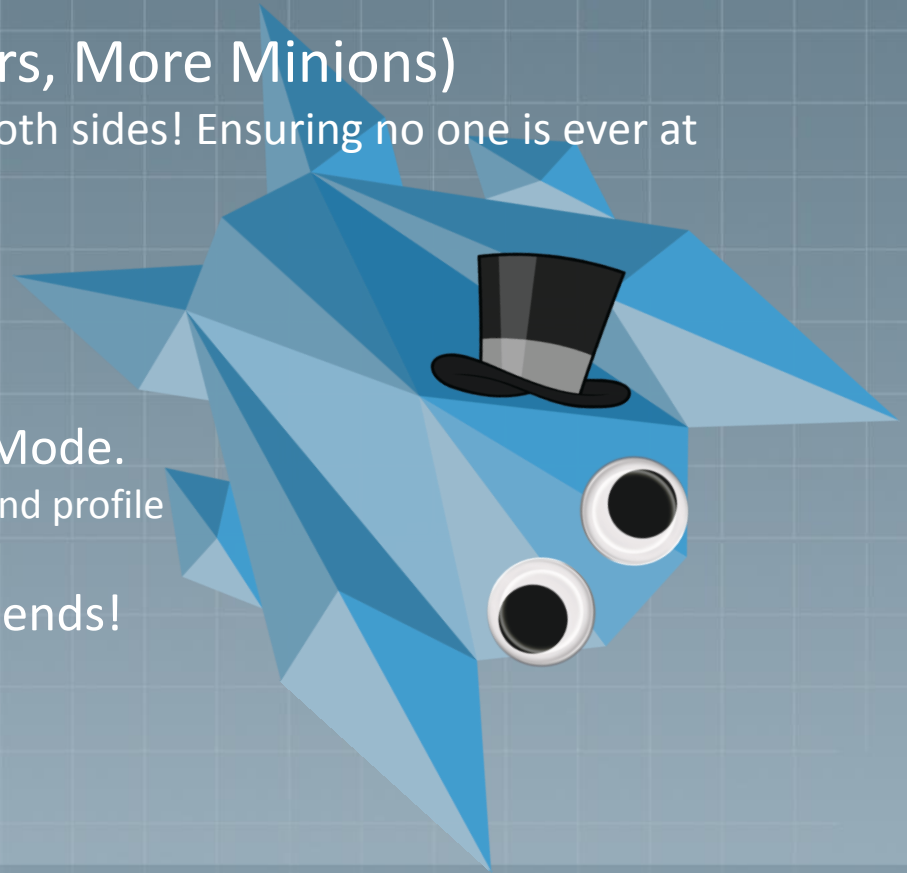 - 8+
  - Fans of local multiplayer!

MARKET RESEARCH

TECHNOLOGY

Monetization Model

- Aesthetic Customization
- Add on Packs (More Towers, More Minions)
  - Add on packs are shared by both sides! Ensuring no one is ever at a disadvantage.
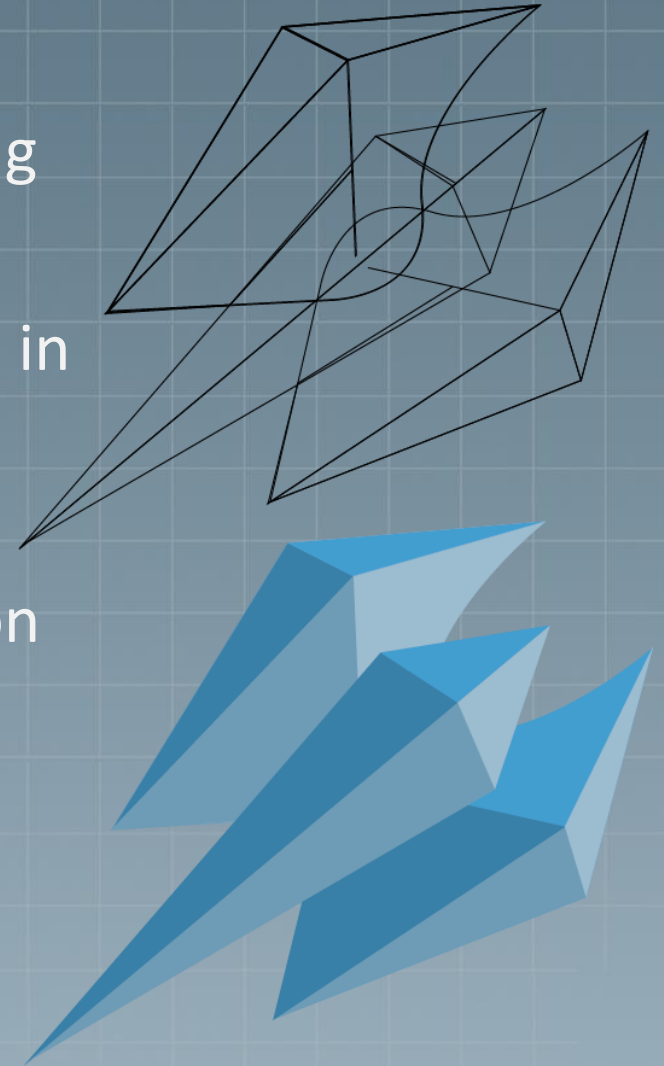
Social Integration

- Stat Tracking and Tournament Mode.
  - Uses Facebook or Twitter name and profile picture for identification.
- Share Screenshots with your friends!

F2P & SOCIAL

- Prototype
  - Proof of concept built in Processing
- Alpha:
  - Feature complete version of game in Unity
- Beta:
  - Balancing, Testing, and Polishing on mobile platform
- Gold:
  - COMPLETE!

MILESTONES

Thanks for Listening!

CONCLUSION