

# Project Proposal

## *Vision Statement and Elevator Pitch*

### **Vision Statement:**

#### **What will the product do?**

It is a game, so the product will entertain an individual.

#### **Why are you creating this particular product?**

As fans of the genre we decided to build a game that incorporates mechanics and gimmicks that aren't in other games currently on the market.

#### **Who will benefit from this product?**

Anyone who enjoys shoot-em-up sidescrollers will benefit from having a fresh take and a fun time.

#### **How does the product compare against similar products already on the market?**

The game will have a health bar mechanic which encourages the player to balance risk versus reward as a benefit instead of just as a way to punish risky behavior. The player will have to avoid damage to health or replenish health if drained. The game also provides a cyberpunk themed story and atmosphere, which riffs off of real world events to provide a relatable but driving story and experience.

## Elevator Pitch:

Our project entitled, “The Legend of Kaneko Ono (カネコ オノ)” is built for players of side scrolling shooter games who want a fresh take on their beloved genre with new mechanics. This leads to changing the way that players understand the genre of side scrolling shooters in that it can be more interactive than just avoiding the enemies and scoring points. Unlike games such as R-Type, Gradius, or Darius, our product offers a fresh and modern experience by encouraging more risk-reward strategic thinking than typical side-scrolling shooters, and adds unique complexities via “hacking” mechanics that still complement traditional side-scrolling mechanics.