

# THE PHANTOM OF THE SOAP OPERA

AN ADVENTURE GAME



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## THE INCREDIBLE ADVENTURES OF DOG MENDONÇA AND PIZZA BOY?



The Incredible Adventures of Dog Mendonça and Pizza Boy it's a critically acclaimed comic book by Filipe Melo and Juan Cavia recently published by *Dark Horse Comics*, the largest American independent comic book publisher.

Resembling a B class horror movie, the comic book has been praised for its twisted, bizarre and naive sense of humour that makes you feel like being hit by a bus made of marshmallow, getting away with mixing werewolves, nazis, the vatican, zombies, and other abominations with lots of hilarious references to timeless films.

Currently the 3rd volume is in the works and a 4 short chapter anthology plus the 1st volume are already published.

# THE GAME

## WHY AN ADVENTURE GAME?

There is certainly a lot of good reasons besides Double Fine Adventure (Yeah, we all know the story). The vision of Filipe Melo with DM&PB was to make a story based on his favourite games, not surprisingly, those games were the Monkey Island franchise.

A lot of the essence of the comic book resembles the classic elements of the genre (Annoying characters, witty banter, detailed backgrounds, bizarre or puzzling situations, etc), and besides that it's still one of the best genres available to tell stories (Specially comedy).



# THE GAME

## UNIQUE SELLING POINTS

### \* GREAT CHARACTERS

As with any great adventure game, our characters are rich enough to carry the weight of being an endless source of humour as much as an endless source of stories.

### \* THE PLEASURE OF DISCOVERY

Entering an intriguing world is one of the main pleasures of we get from playing games. Fewer types than adventure games satisfy this pleasure that well with all the elements the genre has to discover. (Story, scenes, characters, dialog.)

### \* PUZZLES!

We'll put your brain to work with great puzzles and handy hints if you get stuck.

### \* AMAZING ARTWORK & ATMOSPHERE

We propose a gorgeous game with superb artwork and animation. Although we are selling an "old school" game, we want to give it a fresh look and bring out elements that will make it pop from every other game.



# THE MARKET

## WHICH IS YOUR TARGET AUDIENCE?



**WILL LOVE AND TALK  
ABOUT OUR GAME:**

- \* *SCUMM users*
- \* *Abandonware die hards*
- \* *Horror/B movies fans*
- \* *Kickstarter enthusiasts*
- \* *Indie games community*
- \* *People we will possess*

**WILL BUY A COPY:**

- \* *Comic book junkies*
- \* *Adventure game lovers*
- \* *Quality purists*
- \* *High end casual gamers*
- \* *Gamers fond of Storytelling*
- \* *Compulsive sale buyers*
- \* *Tim Schafer*

## HOW DO YOU PLAN TO SELL IT?



*Besides proposing a game that embraces nostalgia we propose an aggressive and fresh approach for its promotion and sale.*

### \* MULTI-PLATFORM DISTRIBUTION

The game will be released simultaneously in the most well known and tested platforms for point and click adventure games. **Steam (both Mac/PC) and the Appstore (Mac/Ipad).** This distribution behemoths that need no introduction proved to be the most fertile ground for independent games to grow beyond reasonable expectations. **Also, we will launch the game on Play Station Network,** knowing that point and click adventure games have been released there with a fair amount of success. Playing the game with a Move controller can feel novel compared to PC and the HD graphics will look amazing on a + 40" screen.

**Being on many platforms at the same time increases exposure and trust on the quality of the game, not to mention the boost on sales.**

# THE MARKET

## HOW DO YOU PLAN TO SELL IT?

### \* **CROSS-PLATFORM SALE OPPORTUNITIES**

Having to compete in heavily crowded spaces as popular digital distribution platforms can make great products to be overlooked.

**But being based on a comic book, we can explore disruptive ways of maximizing our exposure and sales through positive contrast.**

**\* Selling the game as a bundle with the comic book through Steam codes.** No other games to compare prices with, customers with \$25-\$50 dollars in their pockets, not just \$10.

**\* Selling the game as a bundle with a digital copy of the comic book or viceversa.** Competitive advantage to avoid sale prices and getting our audience invested in the story.



# THE MARKET

## HOW DO YOU PLAN TO SELL IT?

### \* **TRANSMEDIA APPROACH**

The power of a franchise is another upside for any new game. Besides the early stage of the market awareness (Just recently printed by a major publisher), we have a story worth jumping in that will keep the fans browsing through bookshelves and the web for more. The team behind Dog Mendonça is all about storytelling and every detail in making this IP real fun it's been taken care of.

### \* **ONGOING ADVENTURES MAKE BIG SALES**

As Tell Tale Games has shown adventure gamers are fond for episodic adventures, so we know releasing a new case in between books with completely new stories will take advantage of that but also work as a part of our transmedia strategy.

## HOW DO YOU PLAN TO SELL IT?

*Suggested Prices  
(Normal and sale)*



*As a bundle with the comic book  
(\$20 - \$15)*



*Through Play Station Network  
(\$10 - \$5)*



*Through Steam/Mac App Store  
(\$10 - \$5)*



*Through the App Store  
(\$7 - \$3)*

# THE MARKET

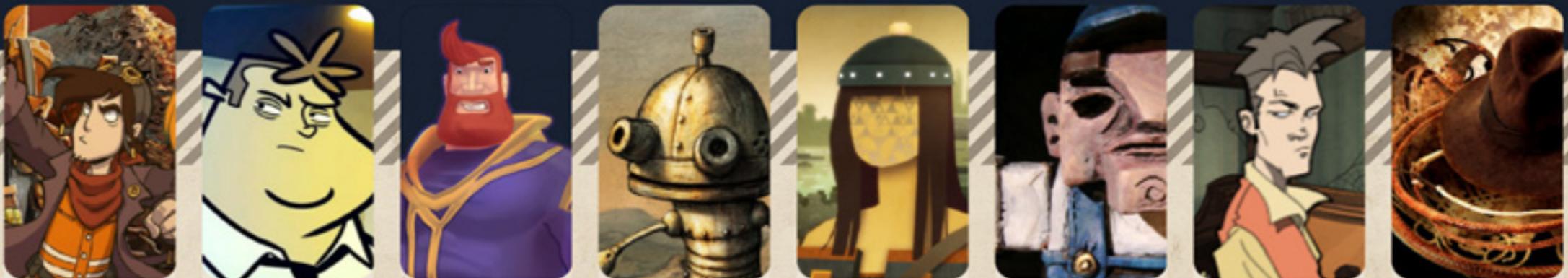
## HOW DOES THE MARKET LOOK LIKE?

We all know now that adventure games are facing serious trend towards revival, but besides not being a massive market now, the numbers from successful games released in the last 5 years can bring some light in understanding what players will expect from our game within that growing niche.

First of all, **the choice of the games compared in the chart is not random at all. Almost all of them come either from independent studios, or are based in new characters and stories** (or that happened at the time of their release). It would be really simple to say that adventure games sell because of Tell Tale's Monkey Island or the Walking Dead. Our idea is to show that the target market craves for the genre and is more than open to buy quality games coming from anyone, not just revamped popular franchises.

Besides being really difficult to trace the numbers or the actual sales we all know these games were way above our current sales forecast estimation, have raised a huge amount of interest for their upcoming launch, or are carefully crafted and sold at a reasonable price.

# THE MARKET



	<i>Deponia</i>	<i>Hector</i>	<i>Kaptain Brawe</i>	<i>Machinarium</i>	<i>Superbrothers</i>	<i>The Dream Machine</i>	<i>Dog Mendonça</i>	AVERAGE ADVENTURE
PC PRICE	\$20.00	\$7.00	\$10.00	\$10.00	\$8.00	\$5.00	\$10.00	\$10.00
IPAD PRICE		\$7.00	\$7.00	\$5.00	\$5.00		\$7.00	\$6.20
GAMEPLAY TIME	10	2	8	6	3	2	8	5.57
\$/CONTENT RATE ON PC	\$2.00	\$3.50	\$1.25	\$1.67	\$2.67	\$2.50	\$1.25	\$2.12
VOICE ACTING	YES	YES	NO	NO	NO	NO	NO	NO
NEW STUDIO	YES	NO	YES	YES	NO	YES	YES	YES
NOVEL CONCEPT	NO	NO	NO	YES	YES	YES	NO	NO
ONGOING PUBLISHED STORY	NO	NO	NO	NO	NO	NO	YES	NO
TRANSMEDIA APPROACH	NO	NO	NO	NO	NO	NO	YES	NO

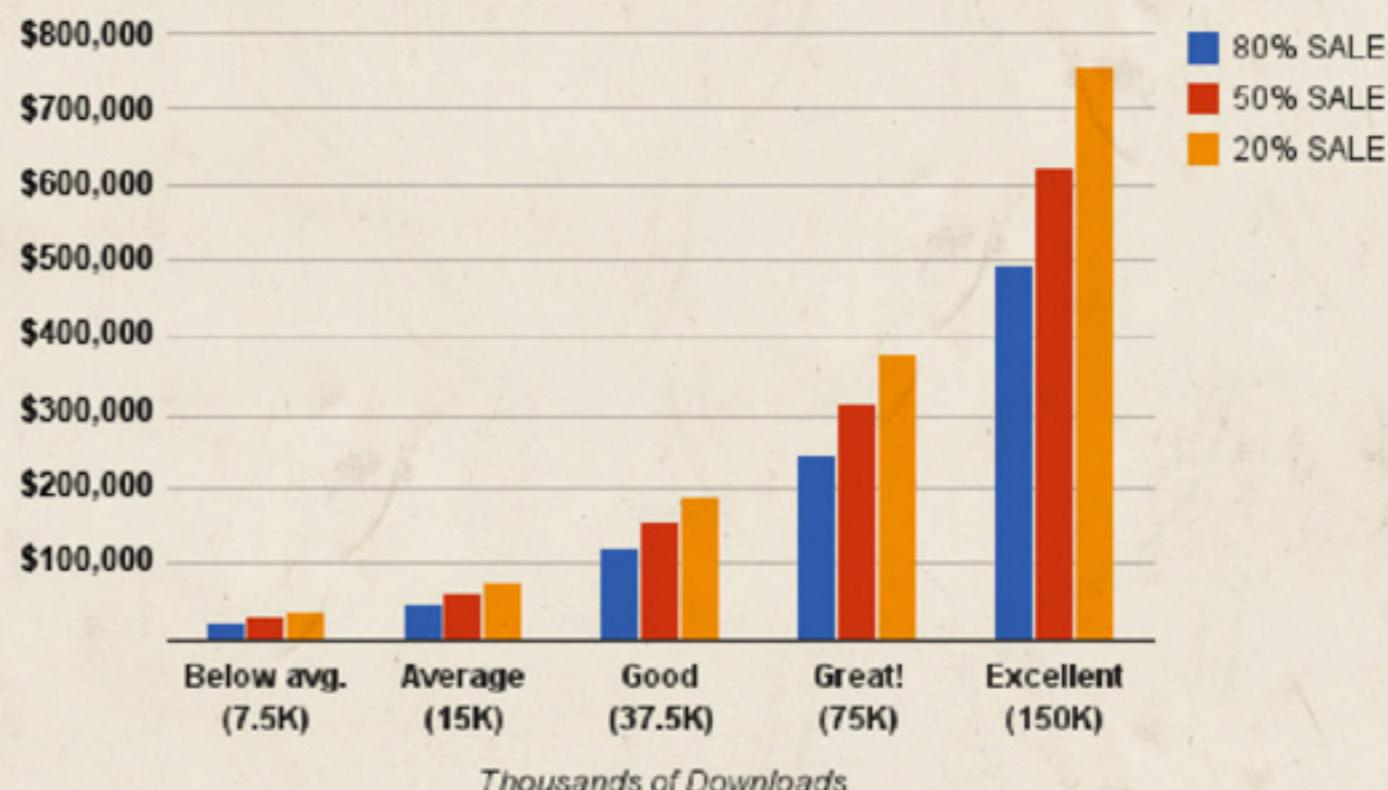
# THE INVESTMENT

## HOW MUCH MONEY CAN I MAKE?

From 16% to 250% ROI within 1 year of sales with reasonable to optimistic expectations.

The investors will be the first party to recoup taking 100% of the profits until the investment is fully paid, then obtaining a 30% of the profits from all game sales/DLC's/IAP on pari passu standards.

### SALES FORECAST - FIRST YEAR

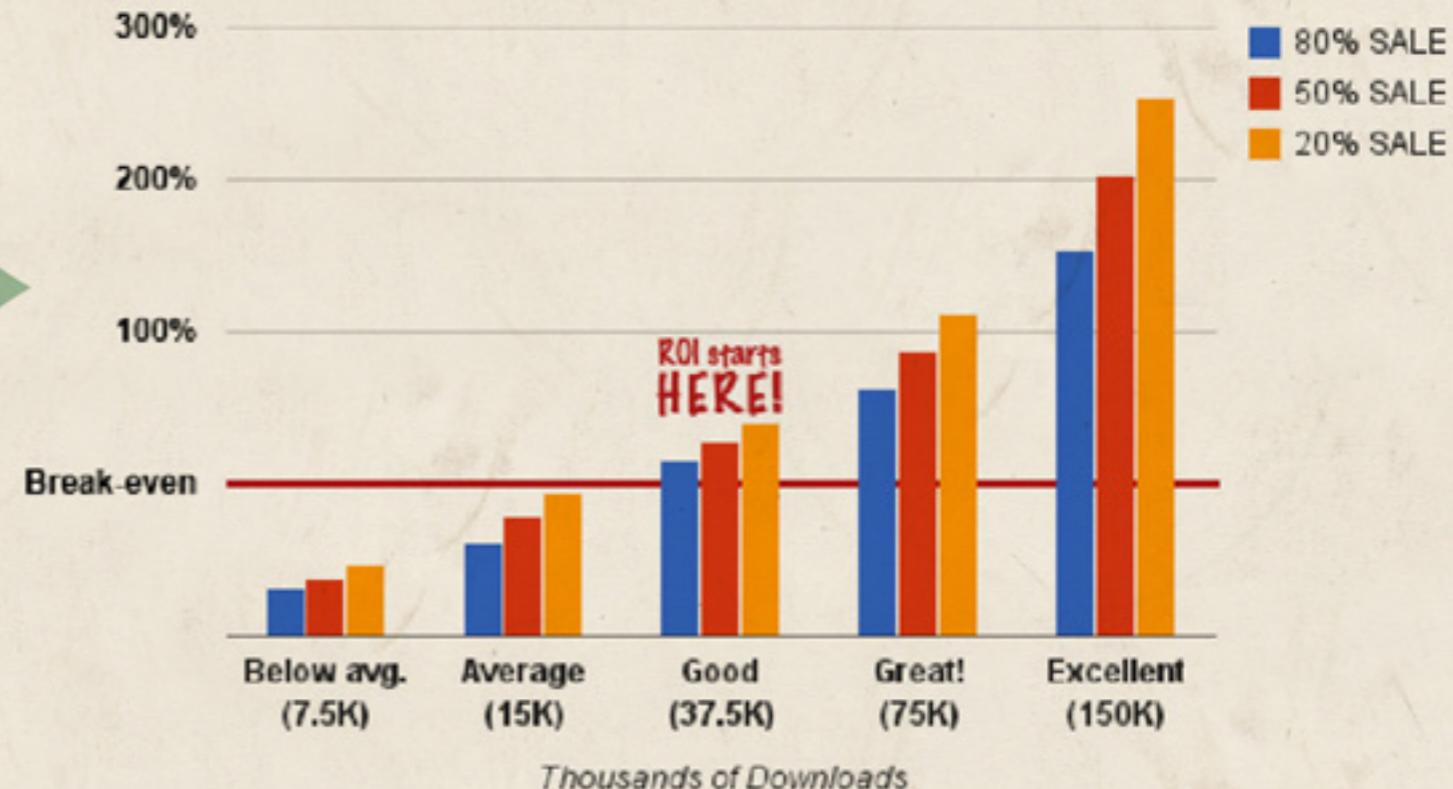


# THE INVESTMENT

## HOW MUCH MONEY CAN I MAKE?

The sales forecast is calculated on rather conservative numbers, specially taking in account we are not considering the sales we could potentially generate having an agreement with Dark Horse to sell the comic book and the game together, or marketing strategies with the different publishers such as releasing the game on a sale or being featured.

### ROI FORECAST - FIRST YEAR



# THE INVESTMENT

## SWOT ANALYSIS



### \* STRENGTHS

- Technology and Licenses to port to the game to almost any console. (High Score: Thousands of sales secured)
- Award winning transmedia studio behind the game. (Level up: Business opportunities)
- Working with the original authors and artists, the fans expectations are safe.
- A Dark Horse published comic book. (Side Quest Completed: Get a Big Name involved)
- Meaty game with +8 hours of gameplay at an excellent price.
- Old School games never get old. (Achievement Unlocked: Nostalgia)

# THE INVESTMENT

## SWOT ANALYSIS

### \* WEAKNESSES

- Our first major game. (We are young and we have a lot to learn, but our commitment with this project is enough to go beyond the call of duty making it)
- Voice Acting/Translation not covered in the budget. (Kind of a problem for some juicy markets)
- A new franchise. (We won't get the traction some other adventure games have like Tell Tale's games. But we'll make it up with an excellent quality/playtime/price ratio)

### \* OPPORTUNITIES

- Selling the game as a bundle with the comic book.
- Having John Landis and George Romero as non playable characters in the game.
- Adventure games are trending again and opening to a more casual market.
- Character driven story. As with almost any television show, focusing on great characters instead of on a story arch makes the possible episodes almost endless.



# THE INVESTMENT

## SWOT ANALYSIS

### \* THREATS AND RISKS

- Dark Horse stops publishing the comic book. A let down for sure, but at the same time we don't plan to rely just on the traction generated by the comic book because it's been published recently. Yes, it would be bad, but the game can still sell considerably well besides what happens to the comic book.
- Too much competition. A worrying thought, knowing that the genre is living a big comeback, but an excellent quality/playtime/price ratio plus being able to port to almost any digital distribution platform and the chance of having a novel retail sales strategy will position the game in a higher ground to fight competition.
- New generation of consoles. We all know hardware gets old and players ask for more year to year. But besides the logic that a change in the hardware used can trouble us keeping the pace with porting the game to all the new consoles, the fun part of making an old school game is that no one asks those to keep up with the pace of shinier graphics, or tech novelty. They choose old school games because they want them to keep the way they are.

# THE INVESTMENT

## WHY THIS TEAM?

- There is a big chemistry among the team and so far we have proved to work professionally and fast.

We think that saying so is not a short statement knowing how difficult is to combine talents and make them work in unity.

- We are not only a team, but 3 different companies with different strengths working in the same office. That means not only a wide range experience in our fields (Technology, Artwork, Storytelling), but also complementing our work by iterating in real time.



# THE INVESTMENT

Chapter  
**03**

## WHY THIS TEAM?



•As our first big game, we expect nothing but the best for it and that means this project will be our main concern throughout production.

•We love and believe in the genre we are working on, we are not making the next “big” iphone title. This is nothing more than a sincere and carefully crafted game, and our target audience and critics will notice it.

**THANKS FOR READING AND WE HOPE TO SEE YOU JOINING US IN THIS ADVENTURE!**

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