



HIDDEN CHEST
STUDIOS

PRESENTS





MIDWEST
90

R4PID-CITY

A STORY FOCUSED, RESTAURANT
SURVIVAL-TYCOON GAME

ABOUT THE GAME ★

Midwest 90: Rapid City is a single player, story focused, survival- tycoon PC game.

You build your all-American restaurant that serves Monster Meat Dishes and protect it from monster attacks.

You will also make business decisions that impact your customers - the people of Rapid City, who are struggling to survive a great depression and a mysterious invasion of monsters.

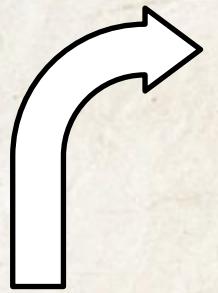
How far will you go to keep your business alive?

THEMES: FOOD !
90s AMERICANA !
MONSTERS !



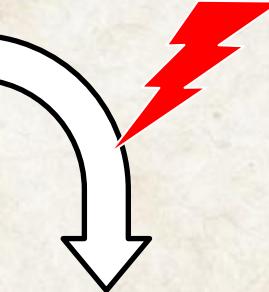
HOW YOU PLAY

RESTAURANT



COOK & SELL
MONSTER DISHES

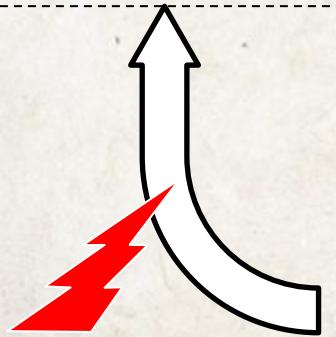
Survive Attacks
from MONSTERS



UNLOCK:
• RECIPES
• TRAPS

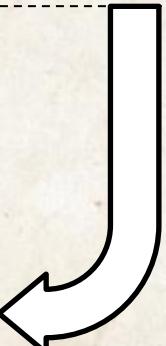


EXPAND &
PROTECT



Maintain the
TOWN'S
WELFARE

PURCHASE
INGREDIENTS
OR
MAKE INVESTMENTS



MARKET PLACE

THE STORY

The year is 2034, the USA is on the verge of collapse from The New Great Depression, and you are struggling to make ends meet.

One day your cousin from Rapid City unexpectedly arrives at your doorstep looking for a place to stay.

He recounts why he left his home in the impoverished Midwest -Dangerous monsters had appeared in the Black Hills, threatening the lives of the folks there.

Tragically their calls for help from the government had fallen on deaf ears.

But he shares with you a bizarre turn of events, the hungry locals in their struggle, have started hunting and eating these monsters.

At first this news alarms you. But a twisted idea emerges from the dark corners of your mind and takes hold of you.

The very next day you set off on the interstate 90, racing towards Rapid City with all your money to open the very first monster meat restaurant in the world.

TARGETED VISUALS (DAY) ★



TARGETED VISUALS (NIGHT) ★





UNIQUE SELLING POINTS





DEFEND THE RESTAURANT:

No other restaurant tycoon game includes tower defense gameplay to protect the business from **MONSTER ATTACKS**....and then serving the monster meat back to customers.

The old placid tycoon gameplay is amped up here by the tension of not knowing when an attack will occur and if you placed your hunting traps strategically to survive a monster raid at night.

And as a last line of defense, you can weaponize your customers by selling them monster dishes that gets them juiced up to take down their attackers.

USP J



USP 2

PLAYER CHOICES WITH MORAL MICRO & MACRO EFFECTS:

Tycoon games are all about business **CHOICES**, but without the moral implications. In Midwest 90, the player is given selfless or selfish choices.

For example - you can either serve safe & affordable dishes OR addictive & expensive dishes. Either choice will have a separate impact on your customers...eg - addicted customers help you make more money but will eventually mutate into monsters!

These decisions will have a macro effect on Rapid City's welfare – leading to its salvation or doom.



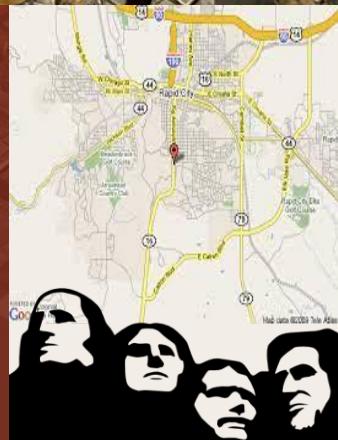
USP 3

UNIQUE SETTING AND ARTSTYLE:

Set in **RAPID CITY**, South Dakota - a small, real-life city in the USA. The gateway to the iconic Mount Rushmore and the historic Black Hills.

What makes it special is this is a **PRE-APOCALYPSE** scenario. This is a future fictional USA that is on the verge of collapse during a **New Great Depression**.

The setting influences our artstyle - which aims to capture the gritty appeal of classic America centric games from the late 90s like **FALLOUT 1 & 2**, but with modern sensibilities.



REPLAYABILITY

4

ENDINGS

An average of
12 hours
of gameplay with
multiple endings
depending on the
player's choices
and actions,
unlike other
restaurant games.



USP 4

DEEP NARRATIVE:

Experience an engaging Americana story unlike any other in a tycoon game. The narrative is intertwined with Rapid City's actual history and told through your interaction with unique memorable characters.

Their personalities have been carefully fleshed out to influence the player. Bond with them, and through them uncover the **MYSTERY** behind the monsters that plague the town.

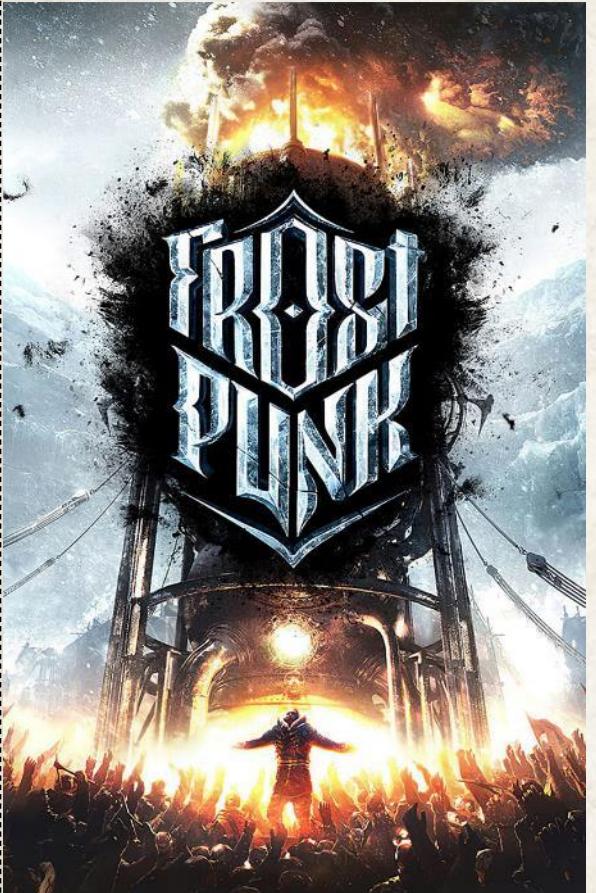
ENGAGING CHALLENGES ★

- ★ Keep your staff and customers **ALIVE** from monster attacks or lose.
- ★ Stay popular by keeping your prices affordable or **SPIKING** your food to keep customers hooked.
- ★ Keep your staff motivated by paying them fair salaries or contractually **ENSLAVE** them.
- ★ Forge **DEALS** with good or bad characters for your own selfish interests or your customers.
- ★ Do all this while trying to make enough money to avoid going **BANKRUPT** and prevent the community from collapsing.



INSPIRATIONS

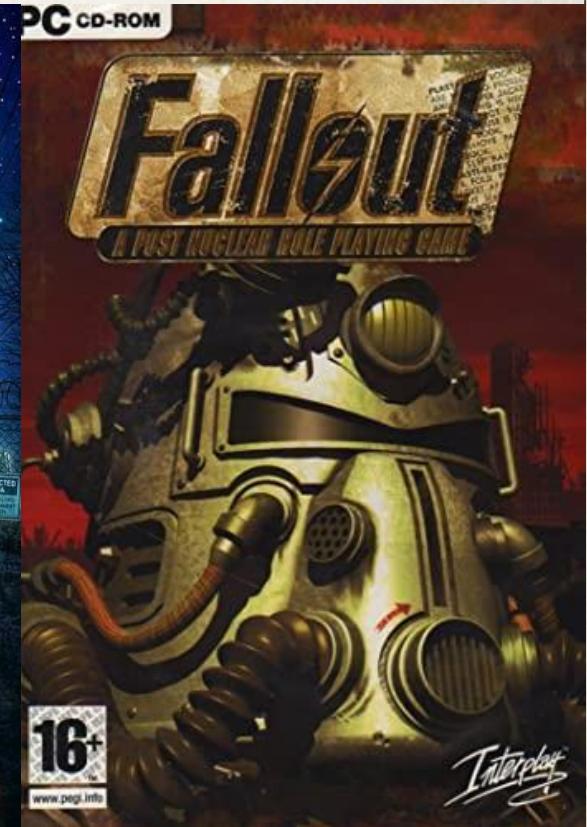
KEY



Game:	FROSTPUNK
Genre:	City Builder + Survival
Release:	Apr 24, 2018
Owners 36 months ago:	1, 400,000 units
Total owners now:	2,974,000 units
Full Price:	\$29.99
Sales last 12 months:	\$9,476,840
Total Sales:	\$89,190,260

GAMEPLAY AND TONE

OTHERS



NARRATIVE & SETTING

VISUALS & WORLD BUILDING



MARKET VALIDATION + MEDIA COVERAGE + PROGRESS



STRONG MARKET VALIDATION ★

An **ALPHA 1** version of Midwest 90 was featured on G.Round.co from Nov 25, 2021 - Dec 22, 2021.

Despite being built on a shoestring budget, the game received strong positive reviews from players around the world.

Based on the feedback, we know we have the foundations for an incredible game. Combined with the already strong interest from the community, we believe we're on the brink of something truly special.

To continue engaging with our community, we have released the ALPHA 1 version on itch.io as a free download and launched a Steam Page so players can start wish-listing the game.

The image shows three separate review posts from the G.Round.co platform. Each post includes a user profile picture, the reviewer's name, a 'Review' button, a 'Picked' button, a 'G.P Issued' button, and a timestamp. The reviews are as follows:

- Perfectus** (Nov 28, 2021): "Holy Moly, this game is FUN! This game reminds me of 'Restaurant City' from Facebook years ago when I was still in primary school. This game is so fun and satisfying to play as it doesn't only cook dishes but also include great storyline which makes the game more interesting and enjoyable. Restaurant tycoon type of game never gets old and bored for me."
- MeggieMegs** (Nov 29, 2021): "I really loved playing this game. I might be biased since I love restaurant tycoon games. But the monster aspect and the monster meat dishes made it better."
- Zorder** (Nov 25, 2021): "First of all, I have to admit that I've never really been a fan of management/tycoon games, but the emphasis on storytelling and the unique setting has definitely gotten me interested in Midwest 90. The game takes existing concepts, but it just applies a unique spin on them in a way that feels fresh. It's exactly the kind of thing that I look forward to the most when looking for a new indie game, the fact that it plays and feels unlike anything else that I've played before but, at the same time, it still feels somewhat familiar."

A screenshot of the itch.io website showing the game's page for "Midwest 90: Rapid City". The page features a large image of two men in a restaurant kitchen, a download link for Windows, and an overview section with a star rating.

A screenshot of the Steam store page for "Midwest 90: Rapid City". The page displays the game's cover art, a preview video, and various game statistics like release date and developer information.

POSITIVE MEDIA COVERAGE ★

PRE ALPHA

US MEDIA

KOTA TV TERRITORY NEWS

Midwest meets Malaysia in Rapid City-inspired video game

By Dominik W. E. Dauenhauer
Published May 1, 2021 at 2:47 AM GMT+8
Share

RAPID CITY, S.D. (OTA) - South Dakota is no stranger to being on camera. It has been the setting for classic films and contemporary Oscar-winners, like "How the West Was Won" and "Nomadland".

KEOLAND NEWS

'Midwest 90': Malaysian developers set new video game in South Dakota city

by Jacob Newton
Posted: May 24, 2021 / 05:49 PM CDT / Updated: May 24, 2021 / 06:37 PM CDT

Midwest 90: Rapid City Sneak Peak

SEA MEDIA

IGN Southeast Asia

SEA INDI GAME

How a Malaysian Studio Decided to Make a Video Game Set in The American Midwest

A talk with the creator of Midwest 90: Rapid City!

by Dale Bashir
Posted May 20, 2021, 4:47 p.m.

Inspiration can strike us no matter where we are, and even tales of faraway places are enough to get our imaginations going. One Malaysian studio has taken an unconventional approach with their upcoming game, which makes it that much more exciting.

Midwest 90: Rapid City by Malaysia's Hidden Chest Studio is a unique post-apocalyptic restaurant tycoon game that takes place halfway across the world in a small town in South Dakota, USA.

Malaysian video game developers take US by surprise



FMT NEWS

ALPHA RELEASE

IGN Southeast Asia

SEA INDI GAME

Malaysian Game 'Midwest 90: Rapid City' Alpha Build Shows Potential For More

A step in the right post-apocalyptic direction!

by Dale Bashir
Posted Dec. 10, 2021, 2:51 p.m.

Midwest 90: Rapid City has been one of the most promising game concepts coming from Malaysia. Inspired by the American diner culture and the Midwest in general, this is truly a restaurant tycoon game unlike any other.

Watch on YouTube

"Content may be a little shallow now and the game may not look up to par beyond its 2D assets, but there's definitely a diamond in the rough with this eclectic game."

IGN South East Asia

PROGRESS ★

WHERE WE'RE AT

**CORE
MECHANICS**

80%

**AUDIO &
MUSIC**

75%

NARRATIVE

25%

ART

20%

WHAT'S NEXT

BUILDING THE FANBASE

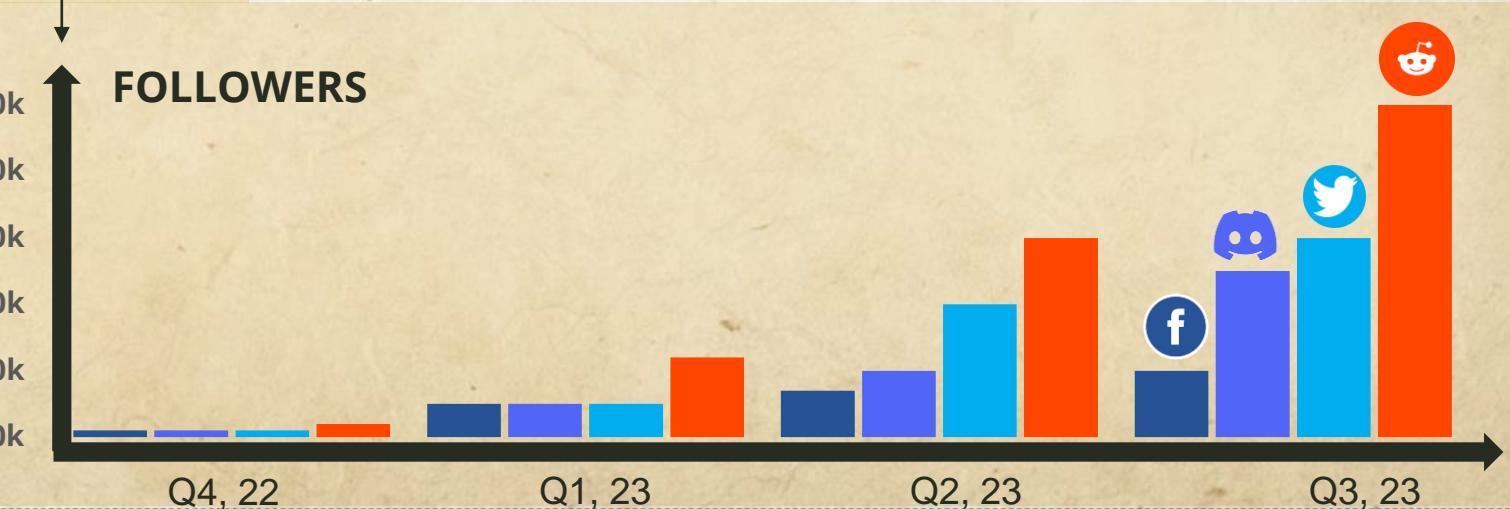
UPDATING VISUALS

INCREASING CONTENT

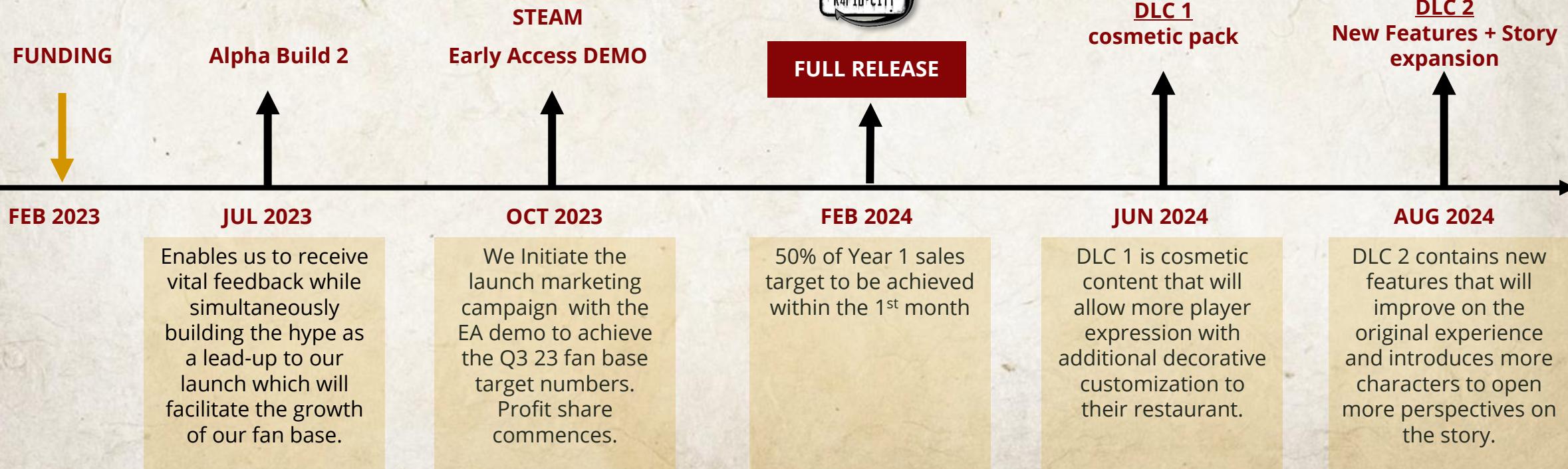
FULL
RELEASE

We will be remaking all the current assets to achieve a consistent artstyle across the board. Slide 14 and 15 is representative of the final artstyle.

We will be focusing on building a more rewarding experience by creating more dishes, characters and stories, monsters, traps and decorations.



M90: RAPID CITY DEVELOPMENT TIMELINE





MEET THE TEAM



THE TEAM



Hidden Chest Studios is an Indie game developer of brave new hybrid management games.

There is a strong demand among gamers for fresh ideas but a lack of courage to break the game design molds among the key players in the industry.

We plan to lead the way for a new generation of gamers with fresh ideas but tempered in contemporary and old school design sensibilities.

FOUNDERS



Kesh Ganesparan
Game Director



Alexander Tan
Project manager



Tan Yi Ming
Lead Programmer

ADVISORS



Shern
Narrative Design



Niv
Strategy Consultant



Kevin Woon
Food Consultant

ACHIEVEMENTS



Prototype Grant Winner,
Sept 2019



The Digital Content Creators Challenge is a competition-based program designed by the Malaysian Digital Economy Corporation (MDEC) to assist content creators to develop world standard digital content. There are over 100 submissions each year.



Small Indie Grant Winner,
Sept 2020



The SEA Game Awards (since 2017) aim is to recognise and celebrate creativity, artistry and technical genius of the finest game developers from the Southeast Asian and International video game industry has to offer. Hosted by Level Up KL - Southeast Asia's premier industry event for game developers.



Best Indie Pitch,
Oct 2021



Runner Up – GTR Top 10,
Nov 2021



GTR is an interactive accelerator program dedicated to supporting small studios. Annually they select 20 studios from all over the world to compete in the Global Top Round Top 10 during the GTR Conference. The Top 10 will receive funding and be inducted into the GTR acceleration program.



Development Grant
Winner, Oct 2022



Digital Content Grant (DCG) is an initiative started in 2016 by (MDEC) to support Malaysian creative content companies. There are over 300 submissions each year.



TARGET MARKET + SALES PLAN



TARGET MARKET



RPG gamer, Jacob

Age: **14 – 18**
Occupation: **High School Student**
Location: **London, England**
Favorite Game: **Fallout 2**
Favorite Show: **Love And Monsters**
Social Platform: **Reddit, Twitter**
Interests: **Drawing monsters, Magic The Gathering Cards, Cryptozoology.**



Tower Defense gamer, Ichika

Age: **19 – 24**
Occupation: **University Student**
Location: **Kyoto, Japan**
Favorite Game: **They Are Billions**
Favorite Show: **Stranger Things**
Social Platform: **Instagram, Reddit**
Interests: **Food Photography, Reading horror, Wing-Chun.**



Management Sim gamer, Ross

Age: **25-45**
Occupation: **F&B Manager**
Location: **Texas, United States**
Favorite Game: **FROSTPUNK**
Favorite Show: **Mad Max**
Social Platform: **Facebook, Twitter**
Interests: **Hunting, 90s Rock, Restoring Pickups.**

SALES TARGETS ★

M90 will be priced at :\$14.99* At Full Release

Sales (2024 -2026)	Revenue	Targets	Comment
Year 1	\$ 4,200,000	280,000 units sold	M90 has similar thematics to FROSTPUNK. We have conservatively forecasted to achieve 20% FROSTPUNK's Year 1 Performance.
Year 2	\$ 2,100,000	50% of Year 1 units sold	We will release additional downloadable content (DLCs) to sustain interest in M90.
Year 3	\$ 525,000	25% of Year 2 units sold	We have applied a similar conservative view (75% discount to FROSTPUNK's) on units sold despite the launch of the aforementioned DLCs.
Total	\$ 6,825,000		

Sold At The Following Online Stores:



All data regarding Frostpunk is from Steamspy and available at request.

WHAT WE NEED

- **\$ 500, 000** for development.
- Marketing Support
- Localization support
- QA Support

TEAM EXPANSION (WITH FUNDING)

Art Director	1
Designer	1
Animator	1
UI/UX Artist	1
3D Modelers	4
2D Artists	2
Programmers	3
Community Manager	1

Development Cost Breakdown (12 months, with expanded team)

	Costs	\$USD
1	Lead Team	\$108,000
2	Gameplay Design	\$24,000
3	Concept Art	\$48,000
4	Asset Development	\$130,000
5	Programming	\$72,000
6	Narrative Design	\$12,000
7	Voice Acting	\$30,000
8	Audio Design	\$15,000
9	Community Dev+ Social Media	\$24,000
10	Software	\$12,000
11	Other (eg: legal,hardware, utility,accounts, etc)	\$25,000
	Total	\$500,000

Founders have an estimated sweat equity (from 2019 – 2021) of **\$50,000**

SUMMARY

- **Midwest 90:** Rapid City is a **single player, story focused, survival- tycoon PC game.**
- A **fresh and captivating spin** on the management game genre that can potentially spawn a new wave of thematically similar games
- **High compelling and differentiated USPs:**
 - Defend the restaurant
 - Player choices with moral micro and macro effects
 - Unique setting and artstyle
 - Deep narrative
- **Strong market validation** from Alpha 1 Launch
- Experienced team with **over 10 years in game development**



★ **THANK YOU** ★



kesh@hiddenchest.studio



+6016 968 2208

Discord Link(<https://discord.gg/3gmKhTT5V5>) Facebook(<https://www.facebook.com/midwest90.rapidcity>)

APPENDIX

FOUNDERS★



HIDDEN CHEST
STUDIOS

EXPERIENCE★



Tan Yi Ming

Having experienced the joys of gaming in his childhood, Yi Ming pursued higher education in game development and has gained keen skills in programming games.

In Hidden Chest Studios, he leads the technical side of the team.

Having heard and even experienced some shortcoming of the industry, Yi Ming has a vision for Hidden Chest Studios to be a proponent of change.

His vision? Games shouldn't only be fun to play, but also fun to make.



Alexander Tan

Experienced with managing projects such as TorchLight III and Bayonetta 3, Alex has seen the ins and outs of the game industry in Malaysia.

Alex at heart is a passionate game developer but has seen the indie game development scene in Malaysia struggle in various ways and wishes change it with Hidden Chest

Alex's vision is to not only create games that people will love but to also be a leading game developer with the best ethical employment practices.



Kesh Ganesparan

Kesh brings his years of experience working on projects to the crew.

Before starting his journey as a studio founder, Kesh worked across multiple industries from electrical production engineering, to corporate public relations and to being part of the project management team for Malaysia's largest infrastructure project – the Klang Valley Mass Rapid Transit.

He is a passionate gamer since the 90s and an avid student of game mechanics and immersion.

Kesh's creative vision is behind the studio's unique flagship IP - Midwest 90: Rapid City.



ADVISORS

We are in the fortunate position of being guided by talented and experienced individuals who recognize our passion and potential.

For now, their contributions are pro bono.



Shern
Narrative Design

C. W. Shern has written across diverse spaces, especially in action, thriller, and science fiction. The projects he has been commissioned for include an award-winning mobile game, and a UNICEF text-based interactive story.

He is also a videogame designer, and has a murder mystery fantasy novel in the works.



Niv
Growth Consultant

With over 13 years of experience in investment management and capital raising, Niv is used to executing across the full range of activities in business strategy development processes.

He is working alongside us to identify all the growth potential in this business and help them propel Hidden Chest Studio forward.



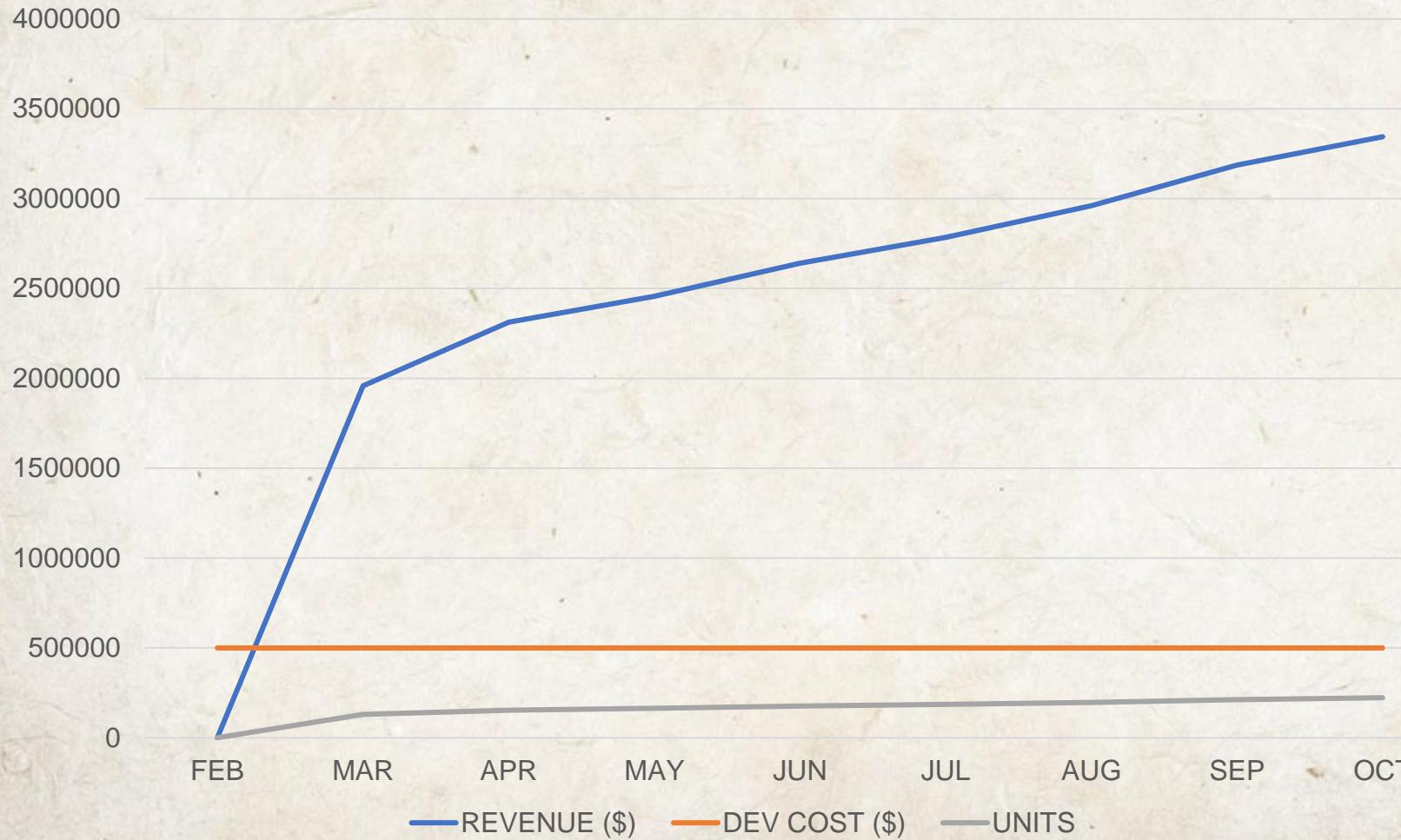
Kevin Woon
Food Consultant

Owner of the popular American Midwest restaurant in Malaysia-Betty's Midwest Kitchen, and the inspiration behind Midwest 90.

Kevin brings over a decade of experience being a restaurateur to the team's flagship project by providing consultation on creating an authentic experience of running a restaurant.

He also conceptualized the monster dishes and advises on the food art.

SALES PROJECTIONS



Data is based on 20% of FROSTPUNKs performance.

Data is taken from steamspy and is FROSTPUNKs units sold on the 24th of every month since its launch.

Data also assumes that the marketing budget is as effective as FROSTPUNKs.