

# RUN!

WILL YOU BE ABLE  
TO ESCAPE?



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- 71% of video game players play casual games. 53% play action games while 48% play shooter games. (ESA, 2020)

## ■ THE PROBLEM ■

- The 'survival horror niche' is dying (people are switching over to action, strategy, adventure)
- Not a single survival horror game by number of players or total profit in top 10
- Difficult to monetize in a F2P world
- Highly platform specific genre: mobile doesn't cut it

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## · THE GAME ·

- The story that sells itself: realistic horror
- In-game riddles and puzzles create more engagement and deepen the narrative
- Highly immersive experience
- Extremely scalable: more levels and rooms that can be added to increment difficulty.

▪ **NOW... LET'S TRY IT OUT** ▪



# ▪ TECHNICAL SIDE ▪

Additional  
Rooms



New  
Riddles



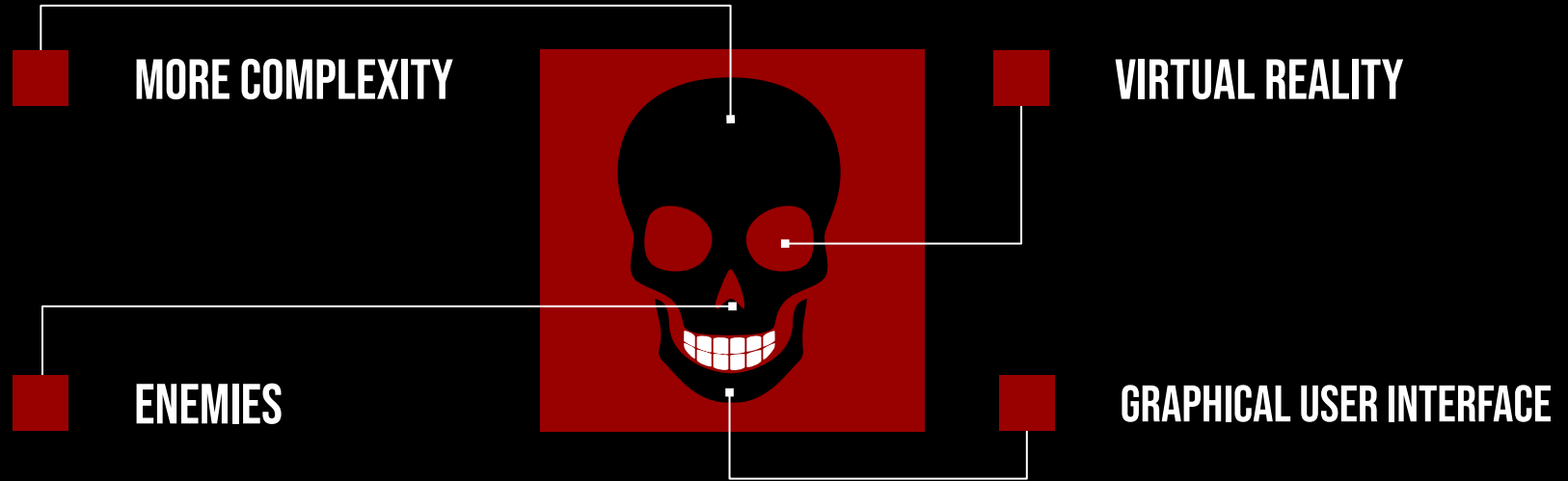
Images and  
Music



Timer



# · FUTURE IMPROVEMENTS ·





# THANKS!

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