



Yo! I want some funding!

Call for Projects Strategy Guide

About us

Zürich
Fabrikstrasse 54

2014
Founding Year

12 Core People
8 Switzerland, 4 Poland

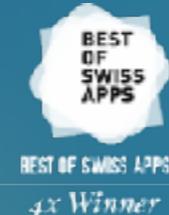
Games



8

Released
Games

Accolades



40+
Awards &
Nominations

Clients

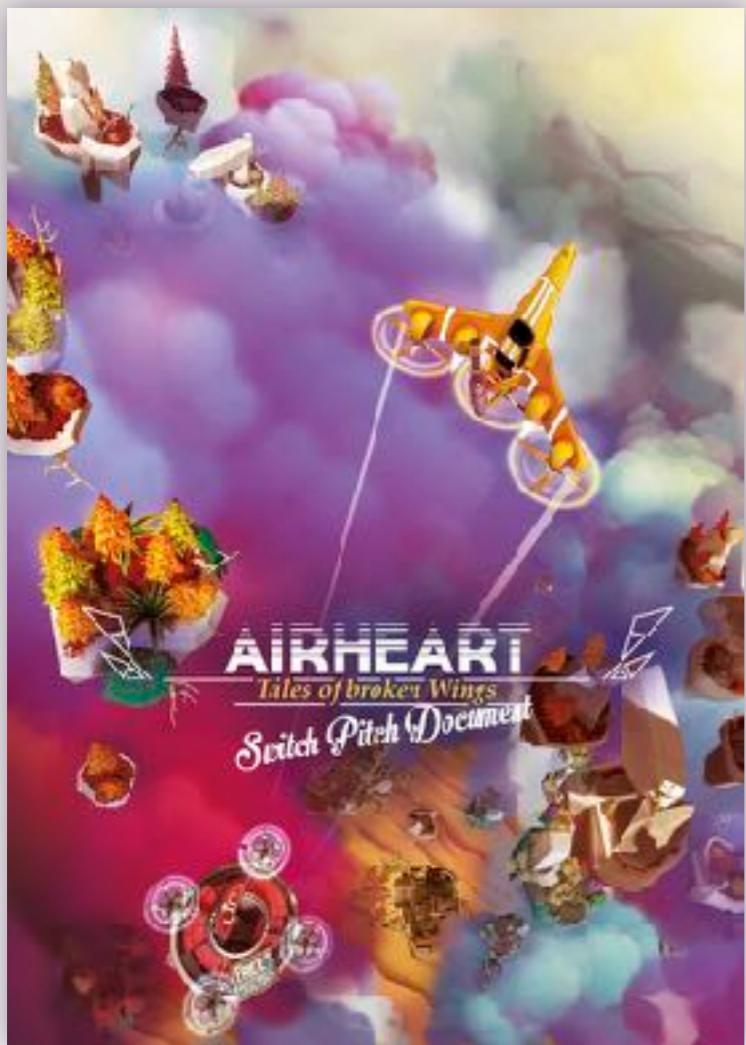


Stadt Zürich

10+
Major Swiss
Clients

Yo! I want some funding!

Jeremy Spillmann



INTERACTIVE MEDIA POST PRODUCTION GRANT

Winner



PRE-PRODUCTION

WINNER



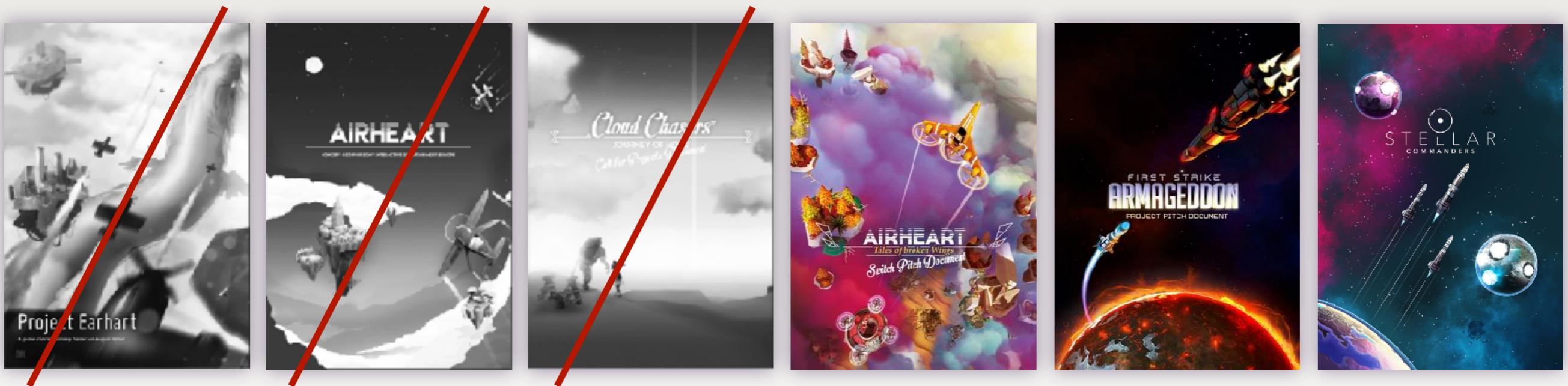
POST-PRODUCTION

WINNER

Yo! I want some funding!

Jeremy Spillmann

However, that's not the full picture



Production
2015

Production
2017

Post Production
2017

Post Production
2018

Pre Production
2019

Post Production
2019

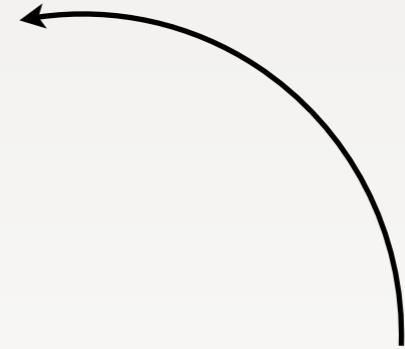


Call for Project Deliveries

- Trailer
- Prototype of the Game
- CVs of Participants
- Project Presentation
- Business Plan

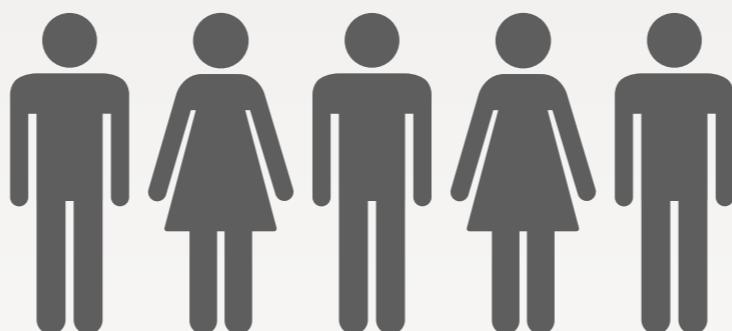
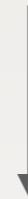
Call for Project Deliveries

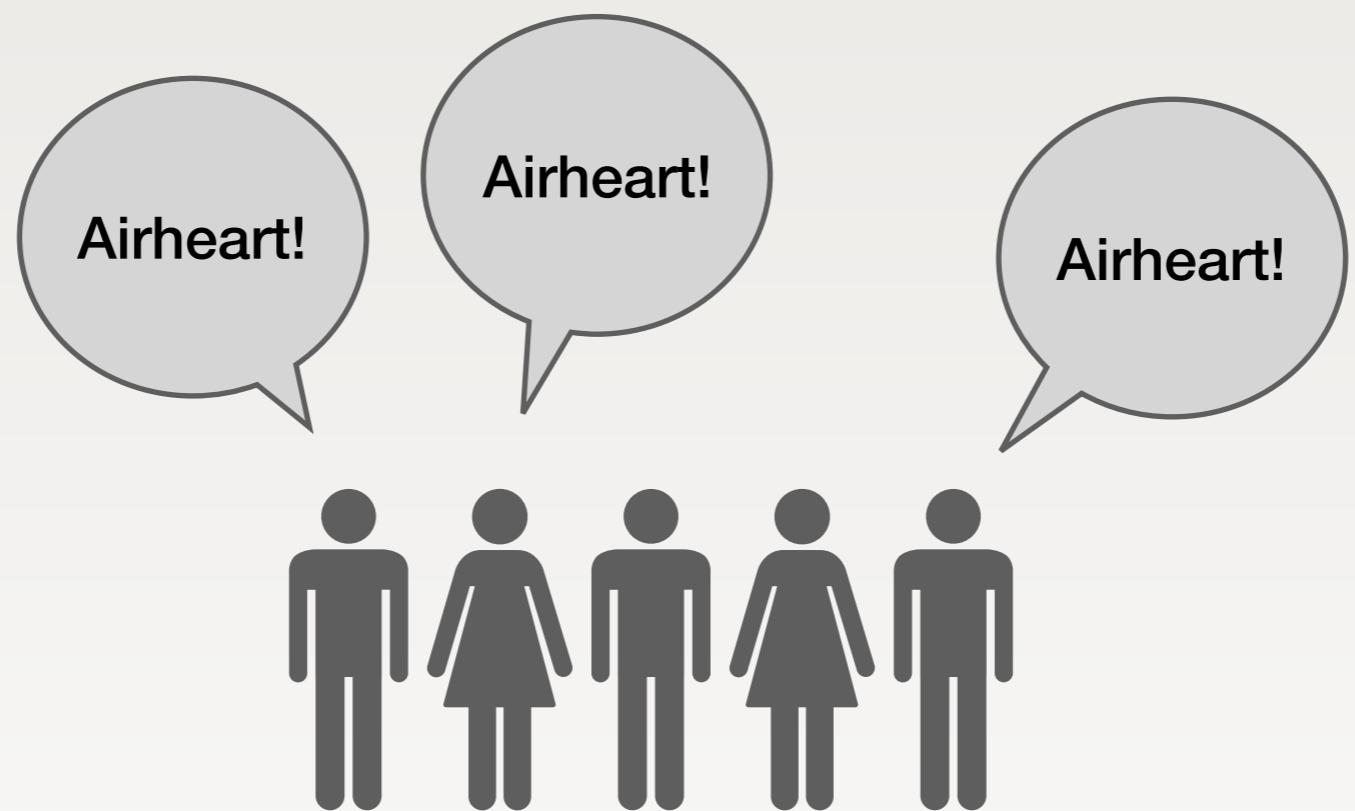
- Trailer
- Prototype of the Game
- CVs of Participants
- **Project Presentation**
- Business Plan



We are gonna focus on this

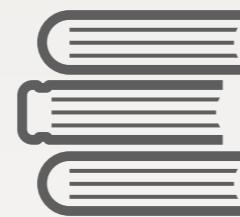
The Jury



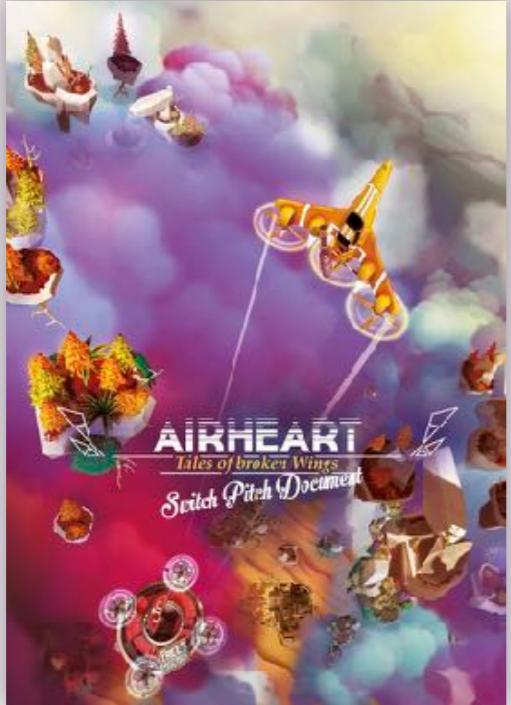


a Project Presentation is a Pitch!

a Project Presentation is a Pitch!



Present an **idea** and a **story** in a **short time**
to tell the games **potential** with **passion!**



INTERACTIVE MEDIA POST PRODUCTION GRANT

Winner



PRE-PRODUCTION

WINNER



POST-PRODUCTION

WINNER



BIG INDIE PITCH GAMESCOM

Winner



GDC PITCH

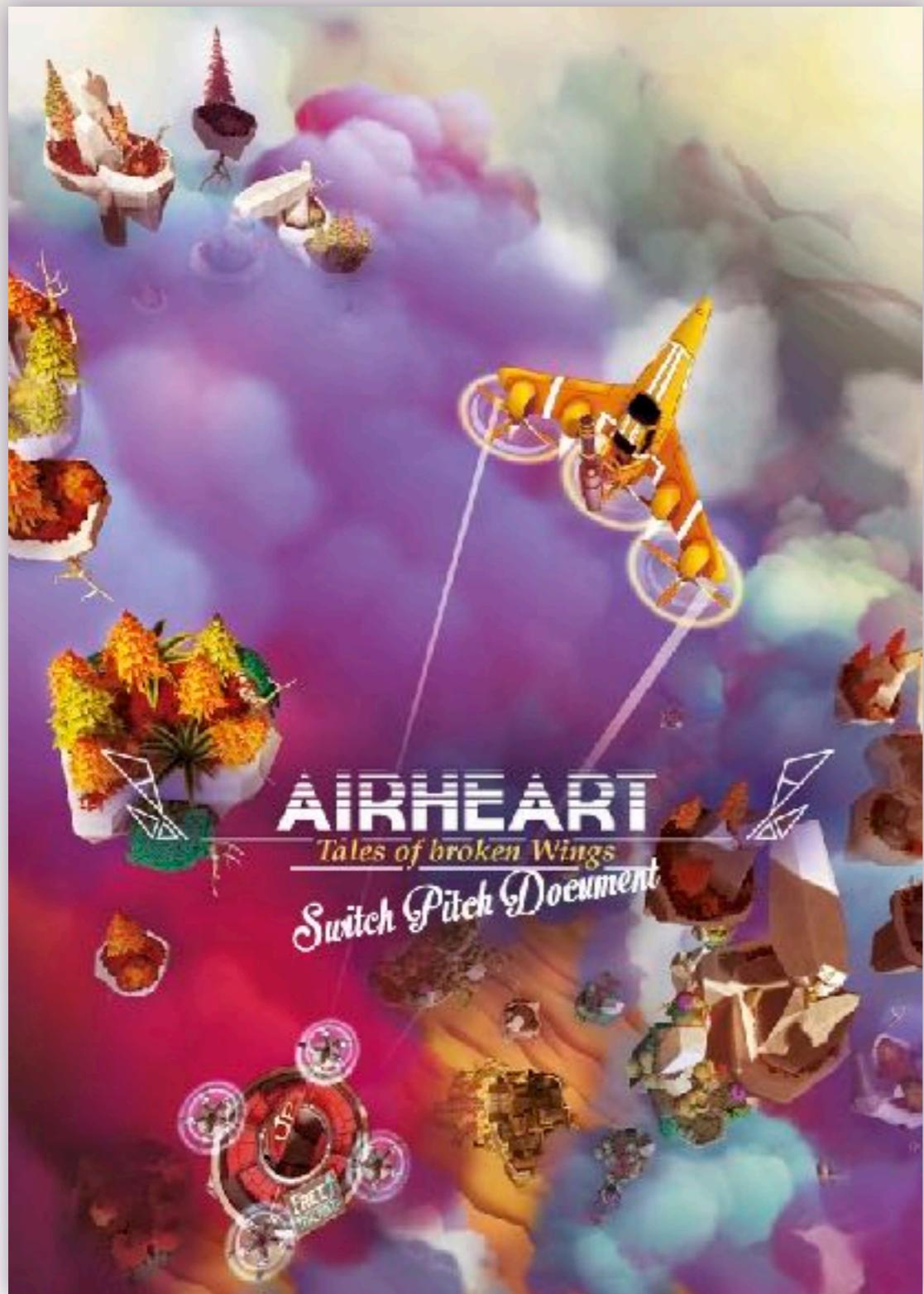
WINNER

Apple Arcade

APPLE ARCADE

LAUNCH TITLE

We might have won, because we got better at pitching these projects



The Keyvisual

This is where your story begins

Always have **ONE** good visual

- Represent your game mechanic
- Get the viewers interest
- Spark their imagination!

If you can't make one yourself,
get one made.

Don't worry: The Keyvisual can change



The One Pager

What is Airheart?

Airheart is the tale of a young pilot and mechanic called Amelia. She is living one city called Caenaria, floating in the sky, a rather harsh place, with a stark class system. The wealthy and rich live in the bright, clean air, looking out the upper districts while the less wealthy work in factories or mining the iron bases for the growing use of fuel oil as fuel.

Airheart's story is always set in the horizon. The legendary sky whale, which is said to reside miles above the city in the stratosphere is supposed to bring anyone who comes its heart back down to live and release for humanity provided by the government. But, the rats of the whale's dining atmosphere. The competition is fierce. While ratmen are just trying to get by, many fish in the lower regions are able to fight back and there are savage pirates about that will gladly hunt those that try to decimate the population of skyfish are need to stay.

Airheart is the third independent produced game from Blinding Studio. It is a colorful twin stick shooter with a puzzle like element to its heart. The game is a living ecosystem. Flying fish, kites, kites, Kites, planes and drones, each level of the game, called skydays, is built on top of the previous one, creating an ever growing and expanding world on the way to the stratosphere. The amount of fish living in these seas is limited and as fishing only continues, it becomes more difficult. The game has as the population of fish still alive in each zone as the player leaves. Over time, reckless hunting of fish will result in profitable species dying out in lower regions, which are being substituted with new species, driving the fishermen and the player ever further into the unfathomed deeps.

Airheart features a specific art style, a nice gameplay, some traditional 2D twin stick elements with a unique dive mechanic, a complex ecosystem of creatures inspired by the mechanics of overfishing and an interesting take on traditional crafting systems with a crafting mechanic inspired by tiering and "Massesmind". And for Blinding Studio it makes some more important and ambitious project, raising the bar for the studio by entering the console market.

Ask now, to Amelie's wild, truncated life.



Tell the story of the world and the game.

Tell your meta themes and what drives you to make this project.

Tell Game Mechanics, but don't go into detail too much. Leave stuff to the imagination.

Be precise what the game is and what it isn't! Know your USP!

The Current State/Roadmap

Status of the game & current release plan

"Stardust - Tales of Broken Wings" was originally intended as a project to build up a fanbase on Steam Early Access. We did not manage to meet our Early Access predictions, reaching only 20% of our desired launch target sales.

However, a few months after launch, when we were re-evaluating the future of project, we were surprised to see the game garnering more interest when it came to a console port:

- Many indie studios and larger studios like Square Enix, Konami, and publishers like Square Enix Collective, Sceasoft, and Limited Run Games.
- At least 100+ accepted into Microsoft's curated Xbox Devs program. Less than 100 titles are in this lineup at the same time and yet, special treatment by Microsoft upon launch.
- We got accepted into Microsoft's Developer program and received our dev kits even when they were scarce in early 2017 and many devs struggled to get one.

All of this happened with full transparency of the early Access launch and its sales numbers. Due to that reception, we decided to invest an additional 25% budget to finally deliver the game as a quality indie console game release.

Despite some initial difficulty, significant marketing budgets, we signed with limited Run games in the end, because the overall contract involved risk, IP rights, scheduling issues and financial return for the studio made it our best pick.

We will now produce a 400k units physical release for PS4/PlayStation upon launch. These releases are highly sought after in the collectors scene and usually sell out in 48 hours. We are otherwise due to deliver the PS4 Gold master by end of April, making the PS4 our most important target platform.

As a member of INXGN, we also have a contractual obligation to have the game listed on INXGN's website on their competition. Due to the increased visibility that comes of being an ID title brings it to a "now or never" situation for us on XBox, also closing this the next day after the PS4.

We have been working on the finished scope of the game since December 2017 and are now feature complete. The game is currently in its final round of certification for consoles. We have entered certification for PS4 and are awaiting confirmation of When First Thing Done has been reviewed and passed certification by end of April. Our goal is a full launch of the game in late May 2018 for PS4, Xbox One and PC/Mac.

This puts the Switch currently as the only console for which is not being developed for, which brings us to the request of funding.



When did you start?
What is the game now?
How much is completed?

Show a good concept of where
the game will progress and when
You want to reach which milestones

This can include failures, don't worry

The Ask

What is the purpose of this grant?

We would like to ask for a grant to be able to make a Nintendo Switch port of the game. We have been in contact with Nintendo since last year and we feel like the Switch would be a perfect home for Airheart. Its graphical style, scope and mood fit the Nintendo handheld hybrid perfectly.

We're PS2 and PS4 being the contractual obligation, considering the Switch offers a huge unexploited opportunity for us, especially if we can convince Nintendo of Europe to give us some launch visibility. We want to do that by offering Nintendo something exclusive for the Switch.

We are asking for a 20'000,- CHF grant to develop the port of Airheart for Switch while also crafting a brand new 2D/3D hybrid Co-Op mode for Switch. This mode uses your screen split functionality that lets players "share the Joy-Link" to play together. This mode would be exclusive to the Nintendo Switch and convince Nintendo of Europe (NOE) to give the game some visibility upon launch.

The Zeppelin Co-Op mode

We want to craft a new mode for Airheart, which is currently named "Gummiball Zeppelin Mode". This mode is an aerial experience where 2-4 players are in charge of controlling & heatsteering Zeppelins.

Gummiball Zeppelin are huge Zeppelins from the Gummiball corporation selling marmalade in the world of Airheart. During normal gameplay, the player can trade with these Zeppelins for random weapons. In addition, they're responsible for taking care of the air force themselves.

The Zeppelin maneuvers like a very slow, armoured version of an airplane in Airheart. However, the player needs to choose on the fly which stadium the Zeppelin needs to be maneuvered. There are six points that can be controlled by the players:

- Bridge: Steer the Zeppelin left and right
- Right Battle Station: Aim and use the right weapon of the Zeppelin
- Left Battle Station: Aim and use the left weapon of the Zeppelin
- Engine Bay: Need the engine or release steam to adjust the flying speed
- Top Harpoon: Dismantle enemies or quad upgrade objects with a 300-degree harpoon
- Shield Ray: Deploy your shield to protect the Zeppelin from damage

Players can freely switch between all stations during gameplay, but they can occupy a station already manned. And of course, there is always an urgency to do something else than rotation.

This mode is for solo players as well as players who like to play with their friends. Games will spawn in waves and hordes, to create a more dramatic atmosphere and more arcade-like experience. By splitting the responsibilities like this, the gameplay feels optimized for the controller single joy-con controllers this way.

This party-like game mode, which easily integrates with existing players, should help to easily accommodate more players in Airheart and give a good incentive for Nintendo to help us with the launch.

**What grant are you looking for?
Why is it needed?
What will you do with it?**

Have a clear vision of what the grant will achieve for you.

- Proof of Concept?
- Features?
- Promotion/Marketing?
- Expansion?

Development Plan and Sales expectations

Switch ports are big news since last November, since all Switch ports measure up to their expectations. High profile indie titles are reporting copy numbers in the six figures, like *Undertale* with "Windle, Boy, Day, or Trap" selling over 100'000 units in September last year, or *Tetris Effect* ever reporting, cuttling their original launch on Xbox 360 with "Super Meat Boy" in December last year. This is a massive win in the game world, with *Undertale* alone with that solidly reporting 200'000 units on the Xbox 360 back then.

By looking below, the success, we are estimating the *Airheart* to sell a minimum number of 40'000 units on launch, with a realistic estimate of 12'000 units, based on the current experience from other developers. This amounts to a revenue of 72'000\$ - 216'000\$ for the general 10\$ market price in the shop.

On the same note, since more and more games are releasing on the Nintendo Switch eShop every month. Competition is on the rise, which makes not focusing on Switch a tough decision. And we would have to consider *Nintendo*'s original game survivability on the eShop, which is key in selling those units, which is why the extra effort of the Co-Op mode is needed.

Additionally, our partners at Limited Run will start producing limited Switch releases as well, which will start to sell within the next months. They expressed interest of doing a physical *Airheart* Switch release, for an arriving for the Fall sales date. Actively working on a Switch port is relevant as it is a big positive factor for the negotiations. Their release alone would gross another 120'000\$, if it was in the same magnitude as our limited PS4 release, and a synergy with LTD for a launch would definitely help *Airheart*'s profile against competitors massively for a launch.

With this, this year we'd like to speed up the development, to enter the market faster and thus creates a massive opportunity for us.

We have both a Switch Dev Kit and a Test Kit. We've run first tests on the controls and we got the game launching and running within 2 days of work. However, we will still need to work on several areas:

- Fixing enemy AI, level loading & jet盛容の問題を修正するためのロード
- Save system, localisation, input interface & achievement system adaption
- Adapting the game to past Nintendo TRC

We are estimating a workload of two months with 3 people to get the game into the right performance, coding the new one, preparing a flight test and adding the necessary marketing assets for a launch. With the quiet we can have the runway to prioritise the development and get *Airheart* for Switch ready in the indie launch window of early fall (end of August - early October) this year.

The Switch is an incredible opportunity for us, and we have to tackle it now. This grant can help us with that.



The Opportunity

This is where you need to show off Your professionalism!

Be realistic in the competitive analysis!

Have a clear idea what a major hit is in your spectrum, what a optimistic sales figure is and what a realistic sales figure is!

The industry is a hit business, everyone knows that. Don't try to fool anyone without great indicators

The Budget

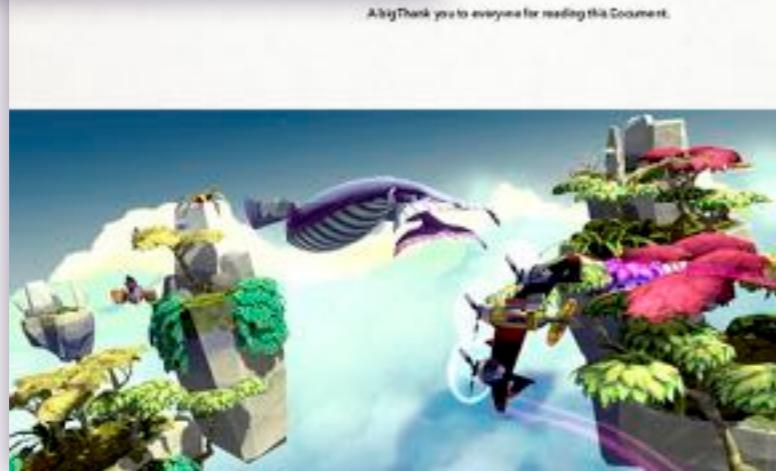
| Budget | |
|--|-----------------|
| Planned Development & Release | |
| Full Budget of Airheart - Switch Port: | |
| Development Cost: | |
| Fees/Wages author and producer: | |
| Project Lead, Creative Director & 2D Artist | 1'000,- |
| Producrit & Producer | 1'200,- |
| Total Lead Wages | 2'200,- |
| Other Fees/Wages (artistic team, technical team, administration & communication) | |
| Internal Development team: | 16'800,- |
| Internal Marketing Team | 2'400,- |
| Internal Project Administration | 2'200,- |
| Complete In House Development | 21'400,- |
| Wages without leads: | 21'400,- |
| External Music & SPs: | 1'000,- |
| External Marketing & Writing: | 2'400,- |
| Total external development costs | 3'400,- |
| Overhead expenses (specific): | |
| Software Licenses: | 1'400,- |
| Office Infrastructure: | 2'400,- |
| Total Overhead Expenses | 3'800,- |
| Total In House Development cost of Airheart - Switch Port | 26'900,- |
| Marketing & Promotion Cost: | |
| Marketing, promotion (specific): | |
| Website | 500,- |
| Meeting & Presentation to Nintendo | 1'000,- |
| Switch Trailer | 1'500,- |
| Age Ratings (if physical edition is wanted) | 450,- |
| Promotional Material | 800,- |
| Convention Travel Budget (Gamescom, EGX) | 2'500,- |
| Press Release (Associated Communication) | 1'200,- |
| Total Marketing & Promotion | 10'150,- |
| Total Cost: | |
| Development | 26'900,- |
| Marketing & Promotion | 10'150,- |
| TOTAL PROJECT BUDGET OF AIRHEART SWITCH PORT | 37'050,- |

... its a budget (boring). Learn to do it.

But don't forget:

- Infrastructure
- Licenses
- External Dev (Music, SFx, Text)
- External Services (Localisation)
- Hosting, Websites
- IP Trademarking
- Marketing!!!**

Consider spending at least 30% of your budget on marketing!



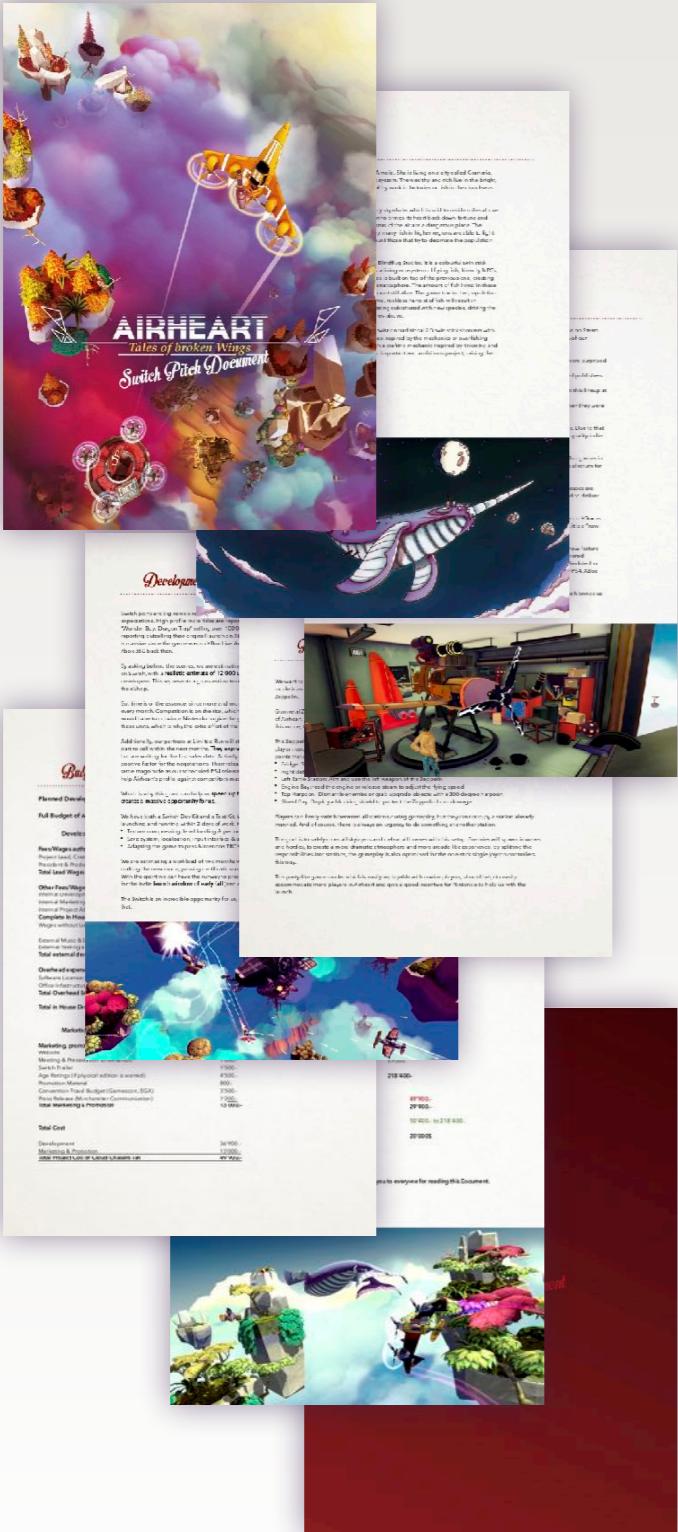
The End

Make a nice goodbye
Thank people for their time

And don't forget:
Never burn bridges on rejections!



Structure & Storytelling



The Keyvisual

The One Pager

The Roadmap

The Ask

The Opportunity

The Budget

The End

FAQs!

“But, I don’t want to do a highly commercial project!”

Thats fine, a good pitch structure also applies to art projects

“How big are my chances realistically”

Certainly bigger in Pre-Production and in Post-Production

“How do I get a matching grant?”

Private Investors, other grants, crowdfunding, or potentially even own capital!

General rule: Never rely only on Pro Helvetia anyway!

“How do I know what the jury wants?”

You will **never** know what “the jury” wants. They are also individuals.

Tips!

- Collect the CVs of your co-workers early.
- Do your budget early. Else you will be sorry at the end
- Be aware, that the jury process will take time. Have a plan B.
- Pitch Opportunity, not Problems. It's the golden rule.
- Get someone to "vouch" for you (Awards, Exhibitions, Fans).
- Be passionate, but knowledgeable and realistic
- it's not necessarily that your project is bad, maybe some others were just better
- Don't give up if you are rejected!

Questions?



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