

|| TEAM TITAN —————▶ “HAMBAM”

1. Key Details and Branding

- i** *Key Details*
 - A 2.5D puzzle platformer in which you play a pair of hamsters that must travel across their environment by grabbing different objects.
- Branding*
 - Experience the world on a micro level.
 - Advertise qualities of risk in a safe environment.

2. Objectives and Themes

- i** *Objectives:*
 - To collect as many sunflower seeds as possible
 - Don't fall to the bottom of the cage
- Themes*
 - Adorable
 - Exhilarating
 - Challenging

3. Design Parameters

- i**
 - 2.5D
 - Whitebox
 - Unreal
 - Audience: Pre-teen/Teenagers
 - Sidescrolling puzzle platformer

4. Core Pillars

- i**
 - The feeling of a childhood playground
 - The adrenaline of bungee-jumping
 - Reverse slinky with tumbling

5. Competition and Positioning

- i** *Competition*
 - Fling to the Finish
 - Cut the Rope
 - Leap Frog
- Positioning*
 - Pre-teen/Teenage audience
 - Switch/PC

6. Budget and Risk Assessment

- i** *Budget*
 - 5 producers
 - 20+ hours/week per producer
 - 8 hours in lab minimum per week
- Risk Assessment*
 - No engineers
 - No tech artists or artists

