

A 2D Co-op Souls-like

A LOST WORLD

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Marketing and Social Media

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Main Evidence #2

A WORLD IN RUIN

“A Lost World” takes place far into a dark future where little is known about the past. What is known is that powerful civilizations existed long before, these civilizations had technology that few can even imagine, Seemingly able to create cities in a matter of days.

How were these powerful civilizations destroyed and what remains of the legacy.

All we know is what remains is a lawless toxic environment run only by the powerful and overrun with grotesque monsters of all sizes.

However in this lawless land you can find hidden artifacts of the old times, powerful weapons or spells that break all laws you know of reality.

Control these ancient weapons to alter the space around you or alter your body to best fit the situations you find yourself in.

Contrary to the game's gameplay and mechanics, "A Lost World" features a very simplistic art style, cartoonish in a way, reducing the component requirements to run the game. This makes the game accessible to more players, including those with older or less powerful devices. The simplistic art style also adds a charming and whimsical element to the dark and mysterious world the players will be exploring.

In addition to the main storyline, "A Lost World" offers side quests and hidden secrets scattered throughout the game world, encouraging players to explore every nook and cranny. These side quests not only provide additional challenges and rewards but also contribute to the overall lore and depth of the world, making the gaming experience richer and more engaging.

Overall, "A Lost World" is a unique co-op experience that combines challenging gameplay, immersive storytelling, and dynamic mechanics to create a world that players will want to dive into and unravel its mysteries with a friend by their side.

WHY OUR GAME?



- 01 With the rising popularity of Souls-like games, we depart from the traditional single player experience to offer a coop experience.
- 02 We make use of a striking, yet simplistic art style that will be visually attractive to more people while making the game more accessible to those with weaker hardware.
- 03 Our game leverages the popular mechanics of games like 'Dead Souls' while also utilising the much beloved 'Couch Coop' experience.

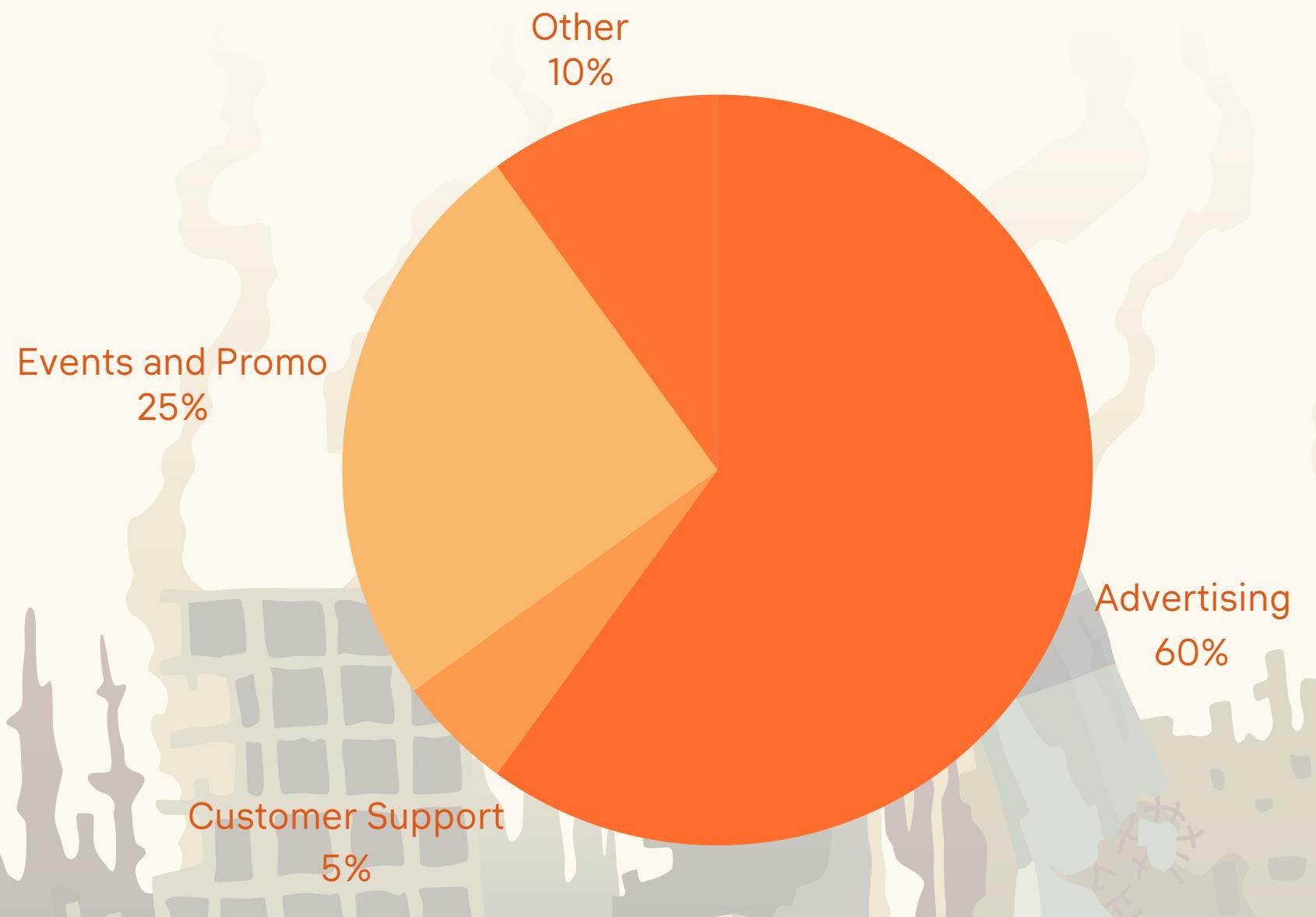
TECHNICAL DETAILS



- 01 Developed in Unity 2D for easy development and porting
- 02 Full release on PC, Playstation and XBox
- 03 Developed with portability to future consoles in mind
- 04 “A Lost World” will ship with local coop, with online coop added at a later date.

MARKETING TACTICS

Budget Allocation



- 60% allocated to advertising through trailers on channels like IGN, featuring the game on the front of the Steam store, and setting up booths at conventions.
- 5% designated for customer support, including hiring Discord moderators and active engagement from the team.
- 25% reserved for events and promotions, like challenges on Discord with prize rewards.
- 10% set aside for addressing any unforeseen issues that may arise during the game's lifespan.

FEATURES

NPC's

- “A Lost World” will contain a multitude of NPC’s, each varying in personality and ideals.
- Your relationship with any given NPC will change depending on what actions you take during the course of the story.
- Your relationship with an NPC will also determine what quests you can and cannot accept from them.

Weapons and Spells

- “A Lost World” features a multitude of different and unique weapons and spells, allowing the player to explore different avenues for gameplay.
- Many weapons will only be acquired after defeating specific enemies.
- Spells may only be unlocked by exploring the game world.

FEATURES

Ruins

- Explore many ancient ruins to test your mettle.
- The game world contains many unexplored ruins, housing dangerous monsters, but also housing great rewards.
- Exploring ruins are the only way to acquire spells.

Mutations

- Within “A Lost World”, players may find items that can physically augment their character’s physique.
- These items provide upgrades not obtainable through weapons or spells and are vastly stronger than both.
- These items however will decrease certain stats, like speed or health, as a side effect.



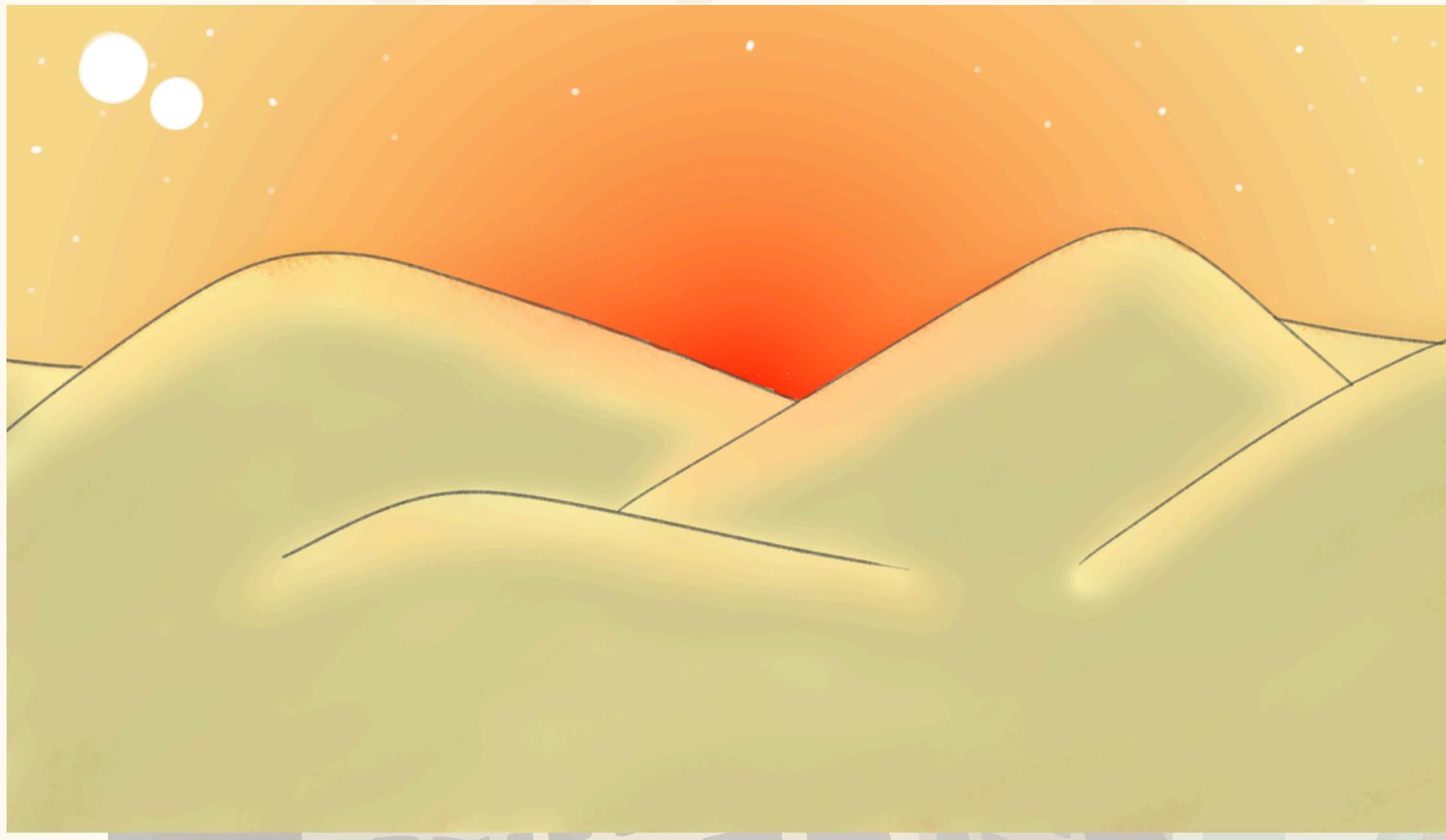
Enemies

The enemies the player(s) will encounter in the game will vary greatly, the player may encounter a small slime monster in the beginning of the story, that is relatively easy to defeat. The player may encounter insect monsters that are quite weak, but deal quite a handful of poison damage, or the player may encounter your typical human adversary.

Whatever the enemy you encounter, we want to make the design as visually striking as possible, using obscure and weird designs.

Some enemies may also evolve during gameplay, becoming either stronger or exhibiting slightly different abilities. This forces the player to act quickly to defeat enemies, while remaining careful, as enemies grow in difficulty to match the player's skill level.

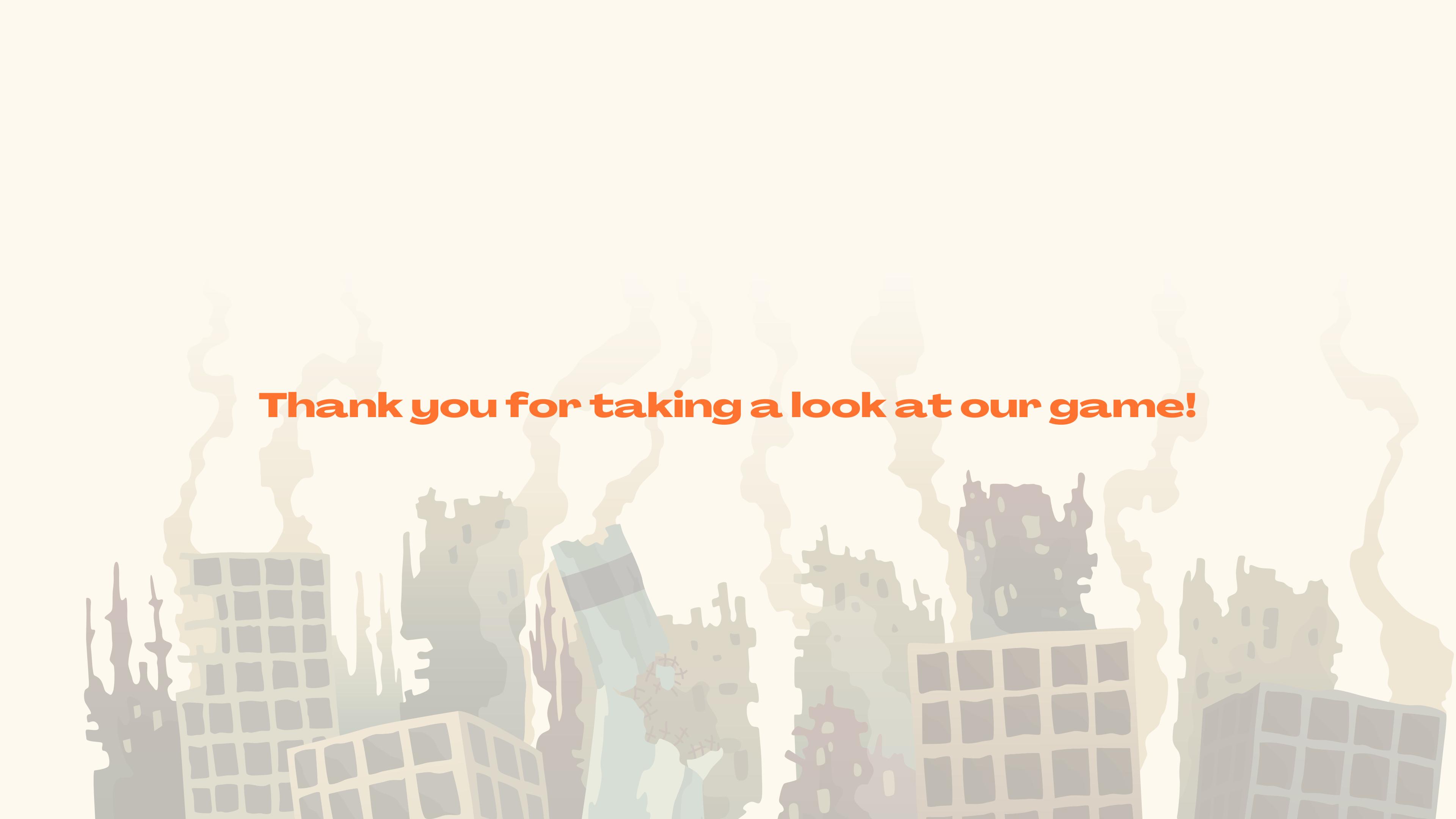
Additional Resources



Usable Fonts:

BLANKA
BISDAK
Dingos Stamp
DISTILLERY STRONG





Thank you for taking a look at our game!

References:

- des111gn. (date unknown). "Destroyed City. Street of the city, destroyed by natural dis". Canvas
- Tharin Krerkpunchai. (Date unkown). "DNA Mutation Icon". Canvas