

A stylized, abstract black graphic that resembles a face or a mask, composed of thick, flowing lines. It is positioned on the left side of the slide, partially overlapping the word "the".

the Arena

initial pitch presentation

by Billy Sprout



Origin

The State of Game Design

As the game development community grows larger and larger, the ‘creative pool’ from which they draw their ideas is draining.

Designers are struggling to create powerful and unique new experiences when so many experiences have already been made.

So, how do they make a profit?

They’ve resorted to a method known as “Game Flipping.”

They take classic games with a proven track record and “upgrade” them with more modern design techniques.

Companies like **King** and **Zynga** have made literally millions by flipping games.

Awesome, exciting games from our past are reliving their former glory.

But one of the best has been left behind.



Chess!

You remember the rules, right?

Players move a mix of 6 different units around an 8x8 board, trying to kill the enemy's King.

Extremely simple rules, but with a complexity that's kept it on mankind's coffee tables for centuries.

Why hasn't Chess been flipped?

A common step in game flipping has been to drain the original game of its complexity.

Simplicity is king in modern game design – the less people your game confuses, the more money you make.

Simplicity and Chess don't go well together.

Simplified Chess is Checkers.

Nobody likes Checkers! For more than a couple games, at least.

There's also a few game mechanics that translate poorly to the modern era of game design.

Let's talk about those mechanics!



What's wrong with Chess?!

Or, to be more specific, why isn't Chess profitable?

The core gameplay of Chess is enticing, but from a mechanic perspective it's seriously lacking.

1. There's no Variety!

Six different units, in the same layout every game, gets old pretty quickly.

Variety brings replayability, and replayability makes happier customers.

2. There's no Immersion.

Why do Knights like L's so much? How is the Queen so freaking strong?

Modern game companies have the infrastructure to provide amazing, rich backstories to their games. Chess is missing out.

3. It's EVERYWHERE.

As I mentioned before, chess is on the tables of millions of people around the world.

How can we sell them something they already own, or could make on their own in 5 minutes?

If we want to 'game-flip' Chess, we have to fix these problems!



Introducing:



the Arena

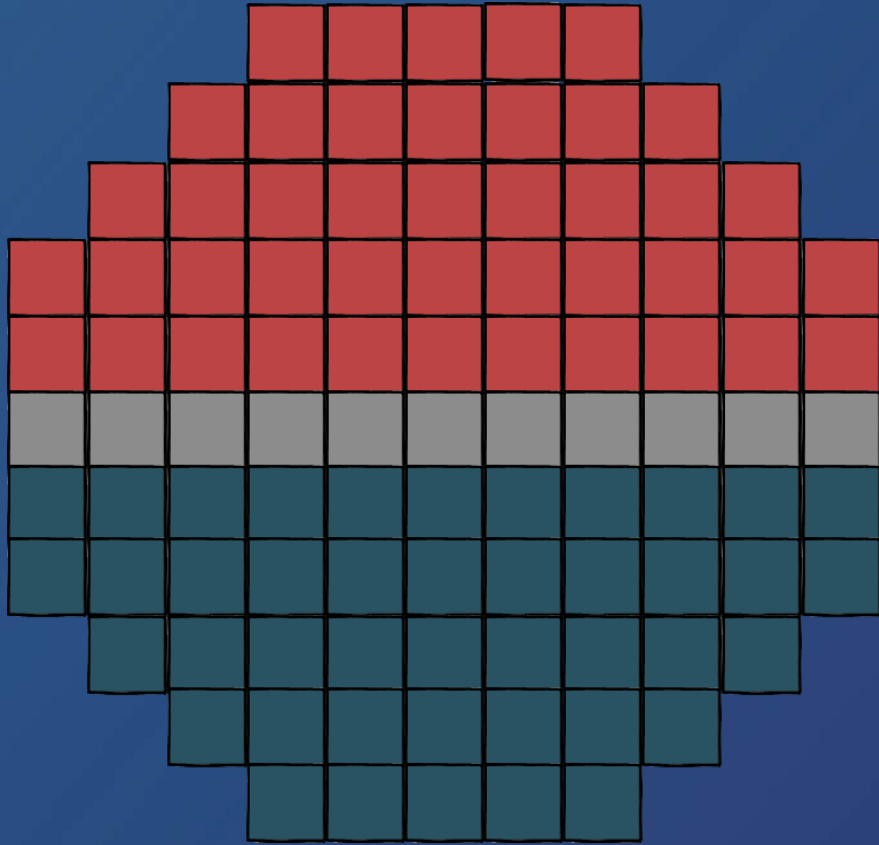
TURN-BASED TACTICAL CHAOS

Featuring:

- Variety!
- Immersion!
- Monetization!



ARENA has: Variety



MORE SPACE

11x11 Board with tapered edges. 97 spaces total!

MORE UNITS

18 units in the base game, with a 6-unit expansion already made.

Players can pick which units they use and arrange them freely on their side.

THOUSANDS OF WAYS TO PLAY!

Each set can have any 10 of the units – that's 44,000 combinations!

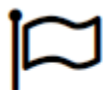
FANTASTIC CREATURES!

A vast array of humans, monstrosities and artifacts can clash in the Arena.



ARENA has:

Immersion



ATKRange: 6
MOVRRange: 4
Recovery: 2

Ability: Deal 18 damage to one target.
Armor: 8
HP: 40



The Marksman

A ranged marksman with a deadly bow. Very mobile, can take quite a beating, but deals moderate damage at a massive range.



ATKRange: 2
MOVRRange: 3
Recovery: 3

Ability: Grow a forest at target location.
Armor: 0
HP: 48



The Archdruid

A reclusive druid that wandered out of the forest to wage war on those who would cut them down. Enchants the ground in a cross-shape to grow movement-blocking trees on any empty spaces. Trees die from any source of damage.



ATKRange: 8
MOVRRange: --
Recovery: 6

Ability: Heal and armor an allied unit.
Armor: 0
HP: 20



Heartfire Talisman

The ruby at the center of this talisman burns with a draconic luster. Heals a unit for 30 and grants them 40% bonus armor for two turns.

FANTASTIC LORE

These “Unit Cards” only summarize the awesome stories that fill the Arena.

FOUR TRIBES

Humans, Mages, Monsters and Artifacts assault enemies or aid their allies.

ARTIFACTS – A COMPLETELY NEW CONCEPT

Artifacts are immobile “turret” units with extremely strong supportive talents.

They are immune to physical attacks, but you lose if all but your artifacts die.

THEMED UNIT SETUPS

Burn down your foes with shadow and fire magic in a wildly offensive set!

Cripple your enemies with foliage and poisons in a nature-themed stall set!



ARENA has:

Monetization

A WHOLE NEW EXPERIENCE

Arena brings a fresh, exciting twist to the turn-based genre.

HUGE REPLAYABILITY

Custom setups give Arena a depth that Chess couldn't hope to achieve.

INFINITE POTENTIAL

Expansions, custom boards and trophy units are only the beginning.

GOLDEN UNITS



The Blade Hulk

A small percentage of the units included in expansion packs are gilded with solid gold! Perfect for trophies, collectors or people with insanely good luck.

NEW MAP: ACTIVE VOLCANO!



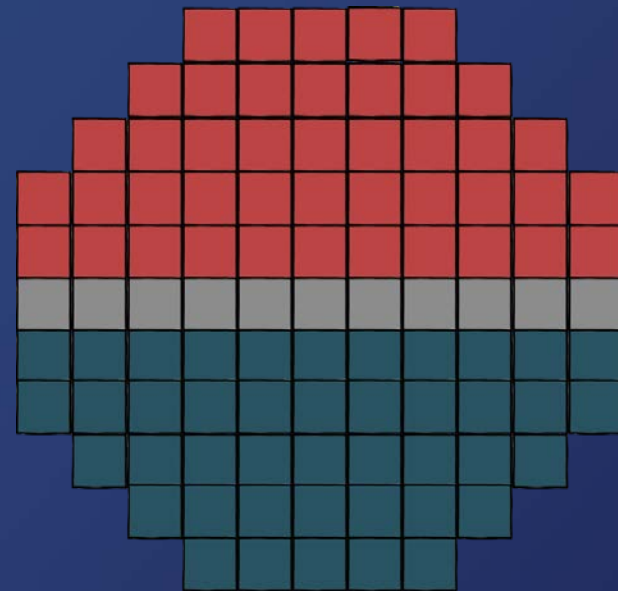
Some ill-advised Arena master started a battle on top of an active volcano. Kill your enemies before the board floods with LAVA!

Game Mechanics

Now that I've talked up my new game, let's look at the gameplay more closely.

1. The Basics

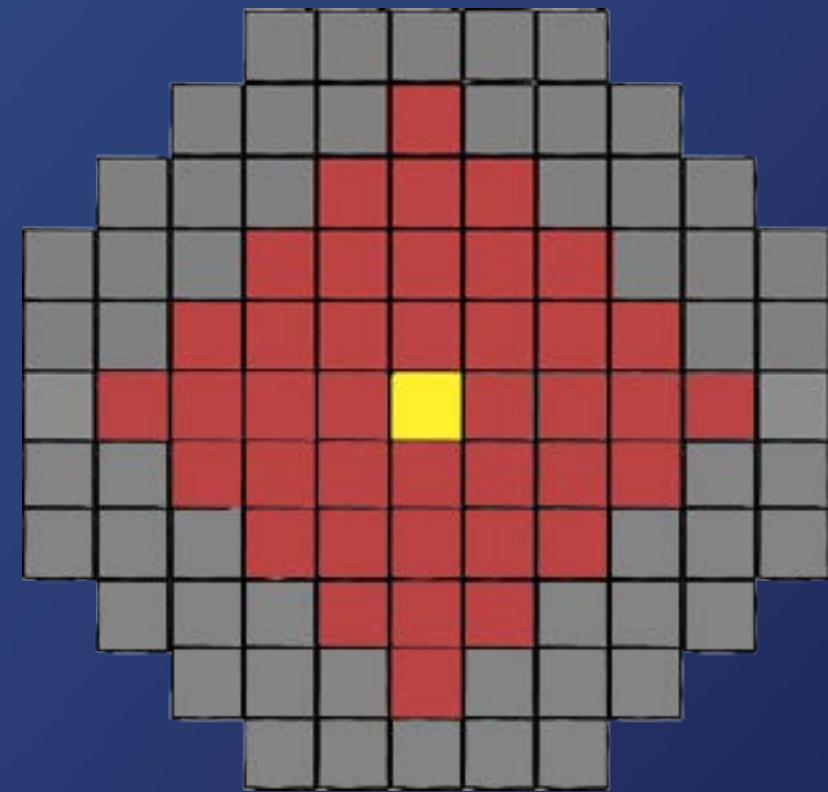
- Players build a team of 10 units, arrayed in a layout of their choice on their side of the board.
- Players flip a coin to determine who goes first, and may move and attack with one unit every turn.
- The first player to lose all of their units loses the game!



Game Mechanics

2. The Units

- Units have a vast array of attacks, mechanics and stats that are unique to that unit.
- UNIT STATS:
 - HP: How much damage a unit can sustain before dying.
 - Armor: innate damage reduction that softens the hits a unit takes.
 - Block Chance: units have a small chance to block an attack, negating its damage.
 - Successfully blocking an attack will vastly reduce a unit's block chance for several turns.
 - Movement & Attack Range: The distance, in tiles, that a unit can move or attack.
 - Recovery: Units must wait a few turns after they've moved or attacked.



A movement range of 4.

Game Mechanics

3. Status Afflictions

- Many units focus on applying buffs or de-buffs to other units.
 - FOCUSED
 - POISONED
 - PARALYZED
 - IRONBOUND
 - RNEBLOCKED



ATKRange: 2
MOVRRange: 3
Recovery: 3



The Enchantress

A powerful neuromancer with the ability to paralyze anyone within her reach. Stunned units remained stunned until they die or the enchantress loses focus.



ATKRange: 5-6
MOVRRange: 2
Recovery: 3

Ability: Deal 20 damage to one enemy.
Armor: 0
HP: 60



Windwrath Elemental

A living storm. Uses fierce gales to hurl debris at its enemies. Cannot hit targets closer than 5 tiles.

THE UNITS

What most of you have probably been waiting for! Here's a few noteworthy units of each race.

1. The Humans

A simple race, with plenty of offense, defense and utility.

- The Warrior
A standard beefy melee unit. Moves and recovers very quickly.
- The Priest
A fragile support unit that can significantly heal all of his allies.
- The Enchantress
A powerful utility unit that paralyzes anything within reach.



THE UNITS

2. The Shamans

Shamans wield forbidden sorcery and nature magic to cripple their enemies.

- The Shadowcleft Hag
A Glass-Cannon mage that torches her enemies with shadow magic.
- The Frostbinder
A mobile utility unit that can paralyze a single target within a long range.
- The Archdruid
A strange, cumbersome unit that can spawn movement-blocking trees on the board.



THE UNITS

3. The Artifacts

Artifacts are a completely unique class of units; relics left behind by an ancient race.

They cannot move, but they are immune to physical attacks unless paralyzed.

Only shamans and artifacts can take them down, but if you only have artifacts left on the board, you lose!

- **Skylash Totem**
Calls down a blast of lightning on anything within range, on a long cooldown.
- **Heartfire Talisman**
Heals an allied unit to full health and grants them bonus armor for a few turns. Single-use.
- **Arclight Beacon**
Empowers units that are near it, increasing their range and decreasing their recovery rate.
- **Viridian Lifestone**
Nurtures a bed of vines that expands every turn, empowering allied units that stand on them.
*Needs a new name – any ideas?

Artifacts bring a “tower-defense” playstyle to the Arena!



THE UNITS

4. Expansion Pack: Monsters!

As mankind spreads its cities into the forests and out into the swamplands, the monsters that hide there are forced out into the open. Vicious elementals, wrathful forest spirits and lumbering monstrosities each wreak their own special brand of havoc in the Arena.

- **The Great Dragon**
This apex predator of the harsh wetlands counts as two units, and hits like three.
- **The Blade Hulk**
A hideous amalgamation of razor-sharp chitin and leathery hide, the blade hulk stuns anything he attacks for one turn.
- **The Ivywisp**
Ivywisps inflict their enemies with crippling poison that deals damage every turn and reduces their movement.





Business Details

Arena's Target Demographic

Anyone who enjoys fantasy and strategy will enjoy the Arena. If they're good at chess, they'll love us even more!

What's in the Box!?

Each box will contain a copy of the original board, 4-each of every unit in the Human, Shaman and Artifact tribe, dry-erase tracking boards with 10 slots to track health, recovery and other statistics, and a Game Guidebook full of resources, lore and sample strategies.

Future Monetization Potential

We don't have to be satisfied when someone buys the main Arena box.

Expansion packs will be published that contain 3 units from the Monster, Artifact and Shaman races.

These units have a 1/100 chance to be GOLDEN units, which will create incentive for collectors to buy more.

Along with expansion packs, we can publish completely new boards, custom tile art, and expanded lorebooks.

Average Game Length

Arena matches last approximately 30 minutes, but this varies significantly based on the strategies that are chosen.



Closing Summary

Arena brings the recent game-flipping trend to the classic game of Chess, refreshing its mechanics and filling it with a whole new roster of immersive, fantastic creatures.

A solid core game will be accompanied by a potentially infinite number of expansion packs and new boards, along with “Unit Packs” that bring the magic of the Booster Pack to the Arena.

The core game could even be sold at a loss, because the expansion packs will make up the difference!

Arena is brimming with potential – let’s share that potential with the world!



the Arena

TURN-BASED TACTICAL CHAOS

Thanks for Listening!

Want to see the rest of my units?

Check out the Kickstarter project!

It's still a work in progress, so feel free to leave feedback 😊

bit.ly/arenaKS
(case-sensitive)