

CONSTRUCTION



Caleb Griffin
Jon Fieldhouse
Conrad Smith
Craig Zeki

An Opportunity

2013

**\$61 billion market
value**

300 indie games

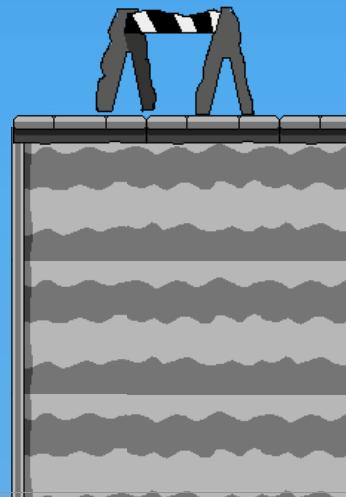
**5 million
concurrent
players**

2023

**\$245.1 billion
market value**

>1000 indie games

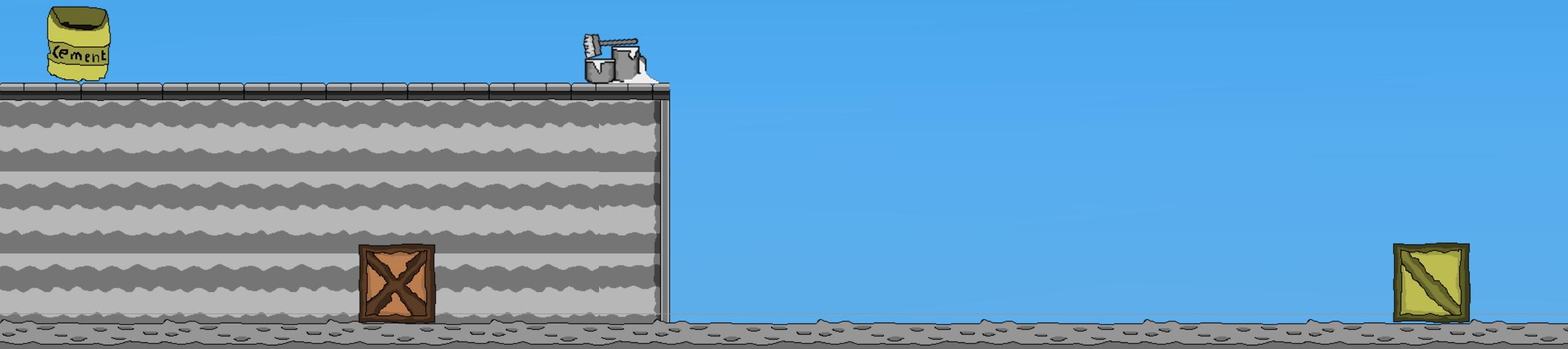
**>26 million
concurrent
players**



Our Value Proposition

Sub-Genres:
Competition

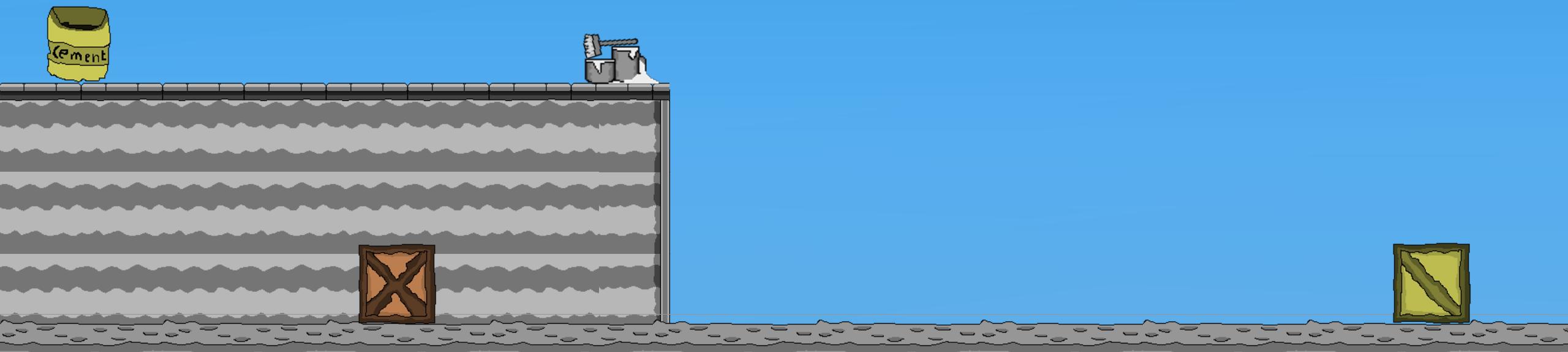
Cooperation



Our Value Proposition

Our Sub-Genre:

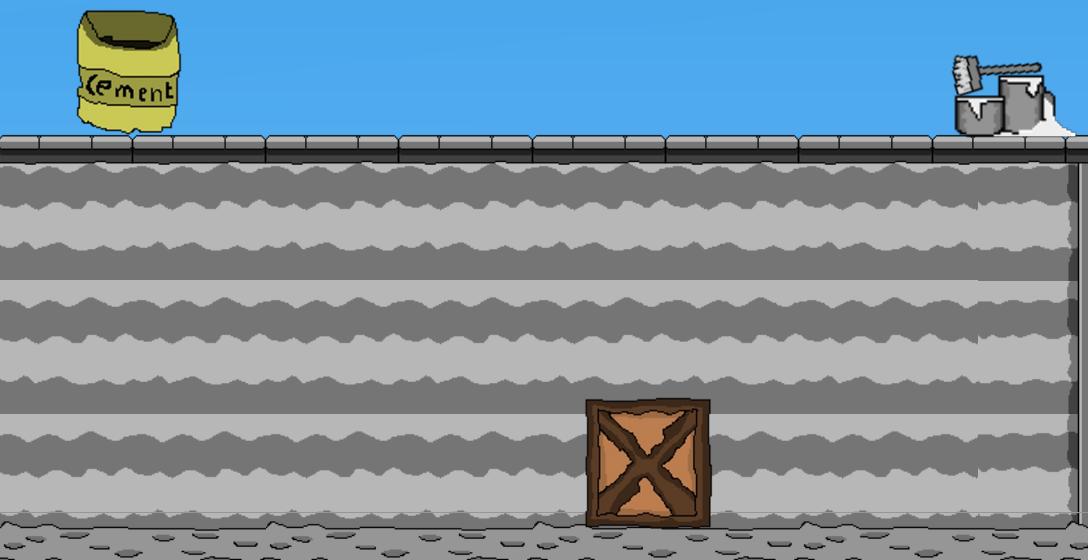
Coop-etition



Our Value Proposition

Our Sub-Genre:

Coop-etition



Our Gameplay Features:

Group Objective

Individual Tasks

**The Group Objective must
be completed**



Underlying Magic



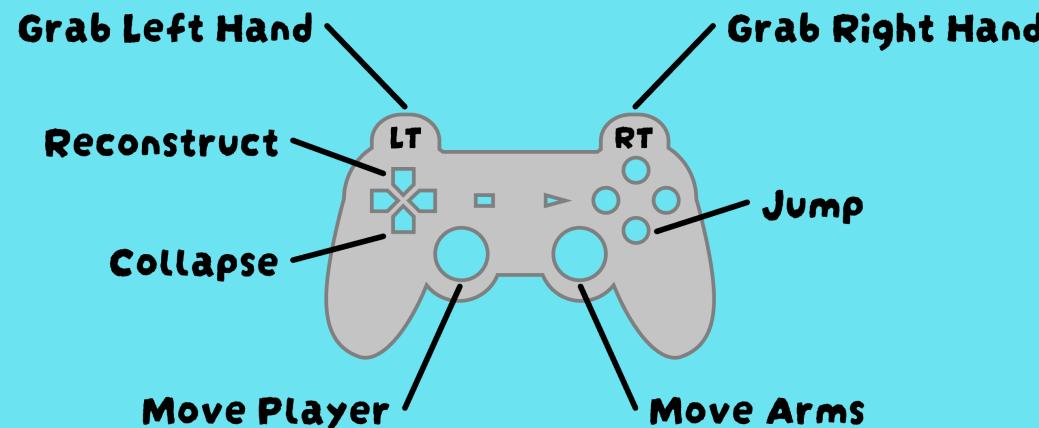
A & D - Move Left / Right
S - Collapse
W - Reconstruct



JUMP



Move Arms & Grab
Left Button - Left Hand
Right Button - Right Hand



Community Feedback

"Kept me entertained for a few hours."

"10/10, would dab on a construction site again."

trashcanking

"The game completely matches its name! It is truly total chaos."

Tanipup

Our Business Model

Market the game at a fixed price

No Ads to distract from the theme and experience

Engage with the players and build a community for the game

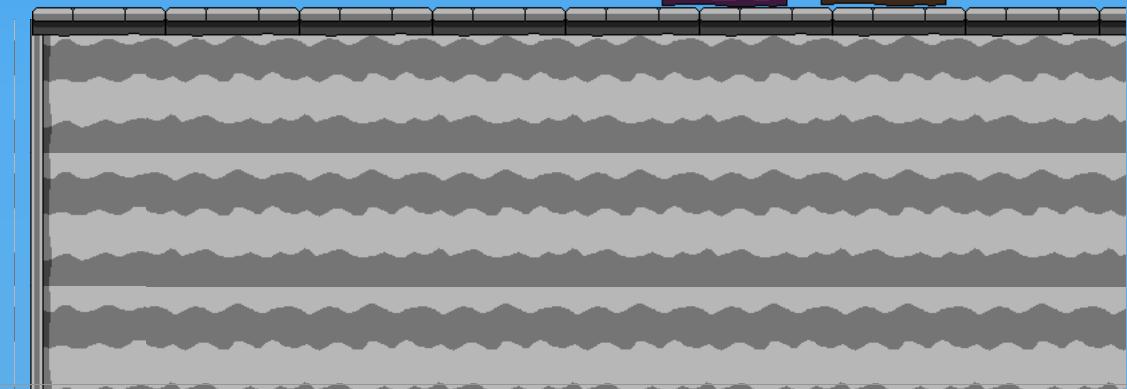
Roll out content/updates regularly to maintain interest



Competitively priced at £6

Explore alternative sources of revenue, like merchandise

Scalability of software architecture means we can create other
Chaos titles (Kitchen Chaos, Countryside Chaos, etc...)

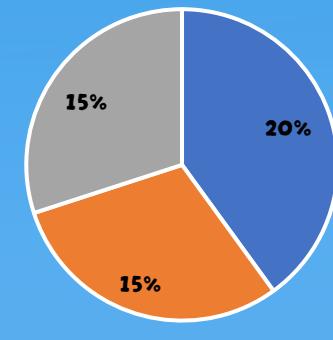


GO-TO-Market

Target key demographics identified within a few major advertising platforms



YouTube Audience Age Brackets



■ 18-24 ■ 24-35 ■ 35-44

GO-TO-Market

Target key demographics identified within a few major advertising platforms

Twitter's largest demographic is made up of 18-34 year olds

GO-TO-Market

Target key demographics identified within a few major advertising platforms

Instagram hosts the largest demographic of 24-35 year olds

Additionally, 67% of the user base are 18-24 years old

GO-TO-Market

Target key demographics identified within a few major advertising platforms

Promotional content carefully created to maximize engagement on each platform

Content will also highlight mechanics and features to entice

Players will be directed towards the itch.io page where they can download the game, right now!

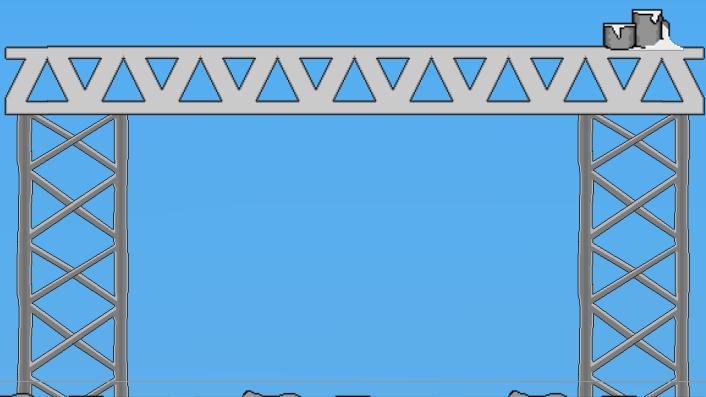
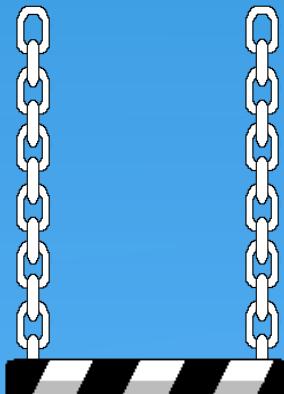
Collaborate with other creators who's audience might be interested



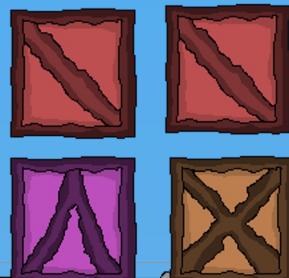
Competitive Analysis

Research shows other games of this ilk are typically more expensive

Prices range from £0-£59.99



Game	Price Range
Super Mario Party	49.99 - 49.99
Jackbox Party Pack 6	24.09 - 25.99
Overcooked	12.99 - 17.99
Overcooked 2	19.99 - 19.99
That's You!	15.99 - 15.99
Mario Kart 8 Deluxe	49.99 - 49.99
Knowledge is Power	15.99 - 15.99
Gang Beasts	14.99 - 15.99
Drawful 2	7.99 - 8.99
Rocket League	0 - 0
Tricky Towers	11.99 - 13.49
Super Smash Bros. Ultimate	59.99 - 59.99
Quiplash	7.99 - 8.99
Use Your Words	10.99 - 11.99
Fibbage XL	8.5 - 8.5
It's Quiz Time	15.99 - 15.99
Ultimate Chicken Horse	10.99 - 14.99
TowerFall Ascension	10.99 - 11.99
Castle Crashers	9.99 - 15.29
Party Golf	10.99 - 11.59
Keep Talking and Nobody Explodes	11.99 - 13.49
New Super Mario Bros. U Deluxe	49.99 - 49.99
Rock Band 4	32.99 - 33.49
Laser League	0 - 0
Moving Out	19.99 - 19.99
Among Us	0 - 4.19
Pummel Party	11.39 - 11.39



Competitive Analysis

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Prices range from £0-£59.99

From this analysis, we selected a handful games we thought fill a similar niche to base our price on

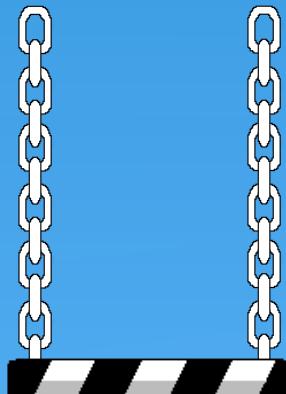
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Ultimate Chicken Horse	10.99 - 14.99
Party Golf	10.99 - 11.59
Among Us	0 - 4.19

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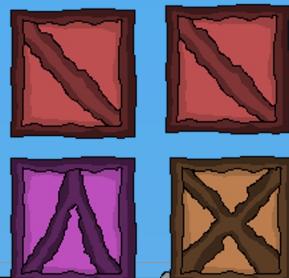
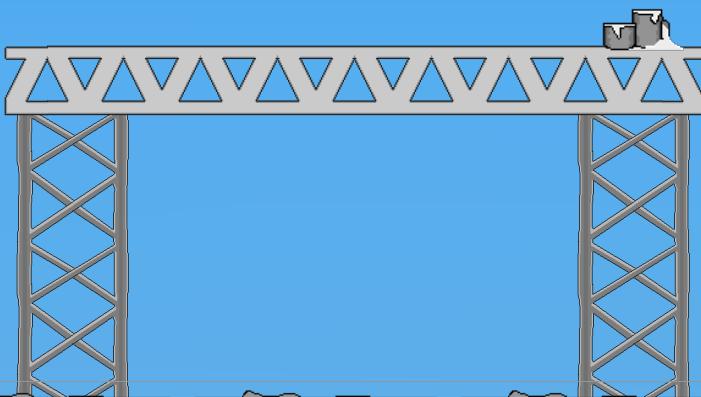


Here, prices range from £0-15.99

This game offers great value, multiplayer fun for everyone

The price can even increase slightly as more content is added to the game over time

With each expansion, the franchise will grow in value



Management Team



Lead Developer

Craig Zeki



Developer

Caleb Griffin



Chief of Social

Media & Marketing

Jon Fieldhouse



Head of Art

Conrad Smith

Financial Projections - Revenue

Target Audience Calculation

1,700,000,000

Financial Projections - Revenue

Target Audience Calculation

1,700,000,000

952,000,000

56%

Play Multiplayer



Financial Projections - Revenue

Target Audience Calculation

1,700,000,000

952,000,000

700,672,000

73.6%

**Play Casual
Multiplayer
Games**



**Based on a survey of "Most played types of games among gaming audiences in selected countries as of January 2021" (Statistica, 2021)

Financial Projections - Revenue

Target Audience Calculation

1,700,000,000

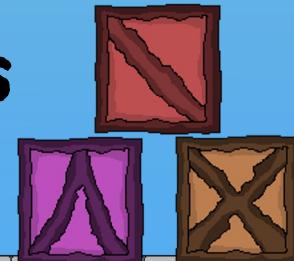
952,000,000

700,672,000

3,503,360

0.5%

**Interested in
Construction Chaos
(conservative)**



Financial Projections - Revenue

Target Audience Calculation

1,700,000,000

952,000,000

700,672,000

3,503,360

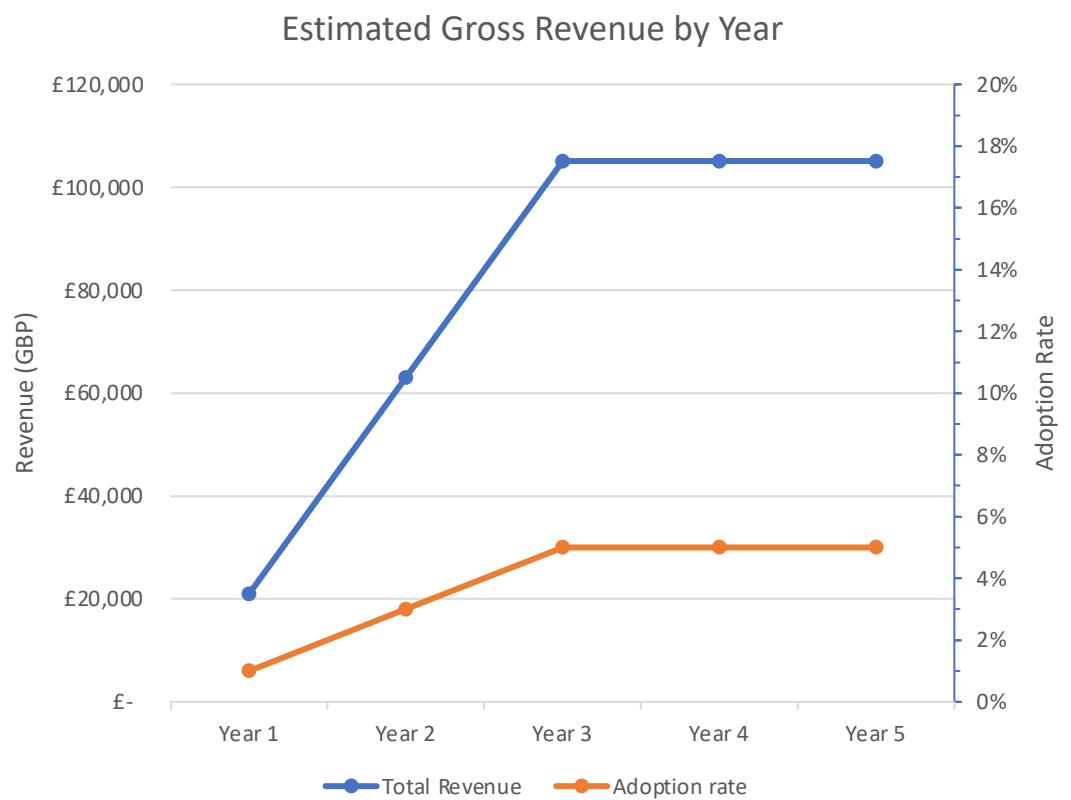
350,336

10%

**Estimated Target
Audience Captured**



Financial Projections - Revenue



Based on
£6 per unit



Financial Projections - Costs

Setup Costs: £6,100

Development PCs: £6,000

Asset purchases: £100

Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

Planning: 269 hours

Concept: 627 hours

Production: 896 hours

Testing: 627 hours

Total: 2420 hours

Financial Projections - Costs

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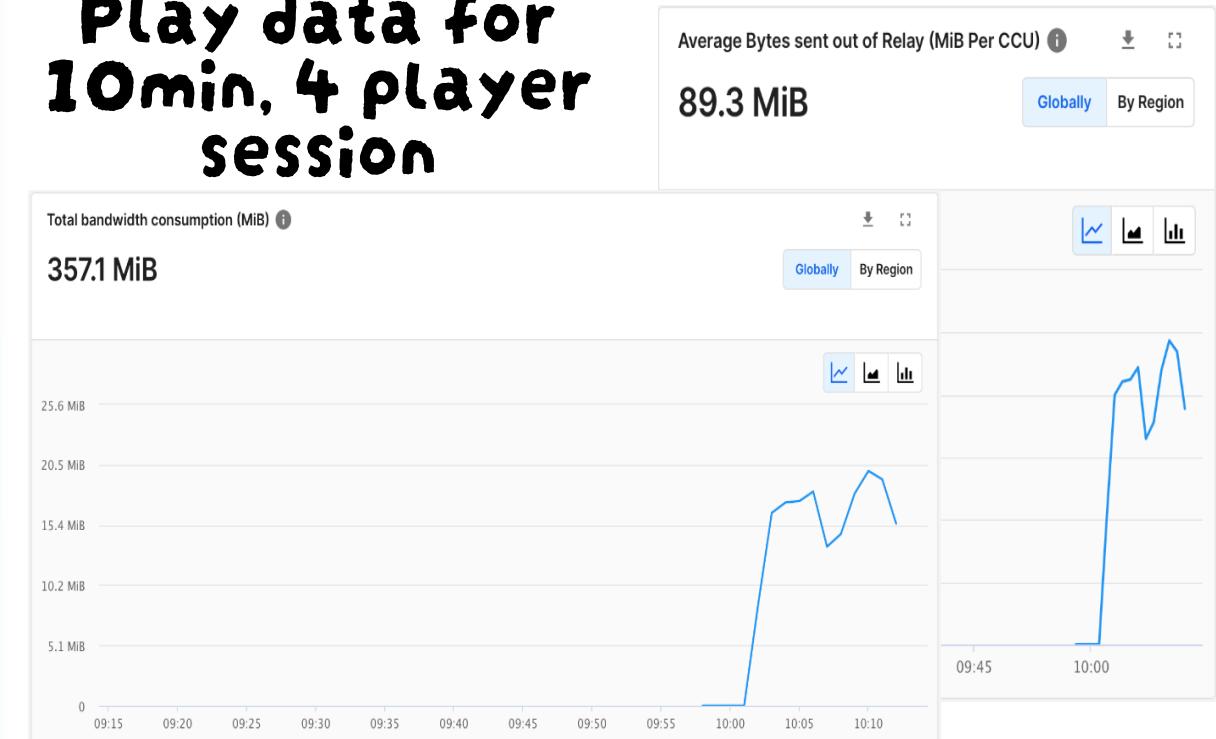
Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

Unity Relay Costs: £varied

**Play data for
10min, 4 player
session**



Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

Unity Relay Costs: £varied

**Extrapolated
yearly network
usage**

Year	Number of concurrent players	Total Cost (per year)
1	351	£ 952.67
2	1,402	£ 4,729.41
3	3,153	£ 11,022.81
4	4,905	£ 17,317.75
5	6,657	£ 23,612.69



Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

Unity Relay Costs: £varied

Itch.io Costs: £varied

Itch.io fee : 5%

Year	Units Sold	Itch.io Cost
1	3503	£ 1,050.90
2	10510	£ 3,153.00
3	17516	£ 5,254.80
4	17516	£ 5,254.80
5	17516	£ 5,254.80

Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

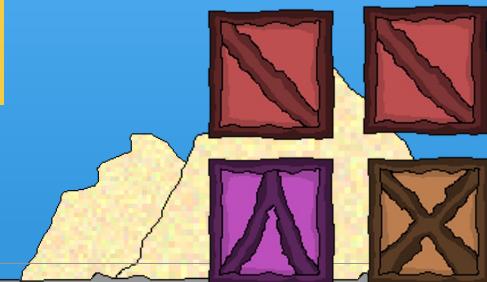
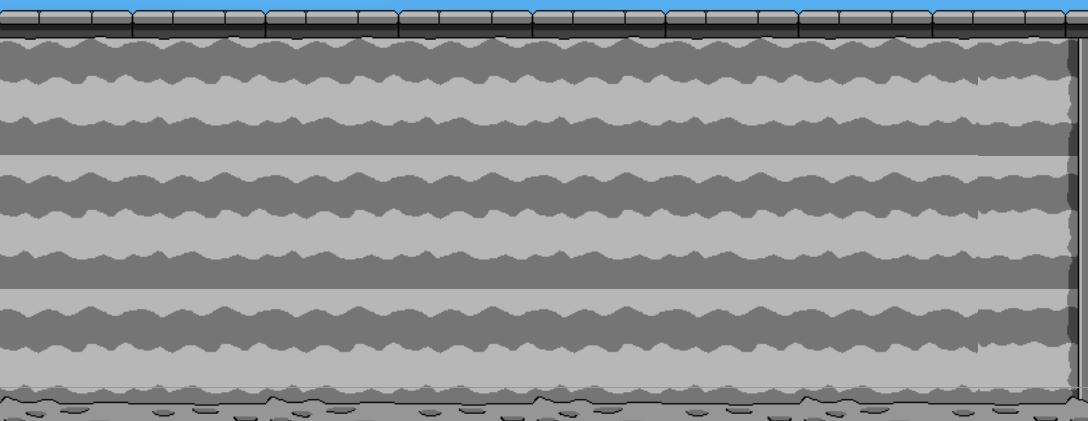
Unity Relay Costs: £varied

Itch.io Costs: £varied

Adv. Costs: £135 p/wk

Advertisement: £135

Per week – 25K Impressions



Financial Projections - Costs

Setup Costs: £6,100

Development Costs: £52,344

Unity Relay Costs: £varied

Itch.io Costs: £varied

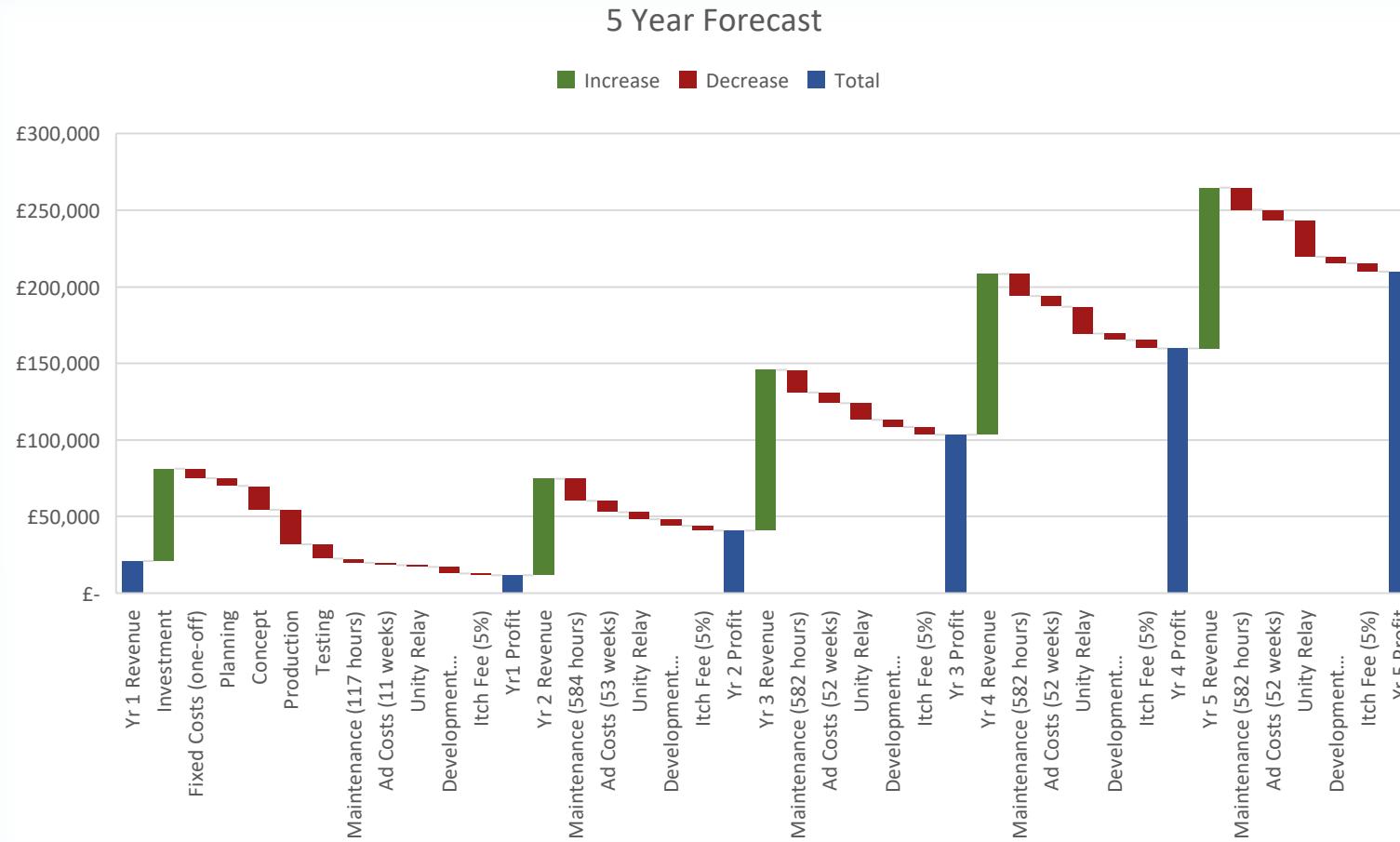
Adv. Costs: £135 p/wk

Maintenance: £14,550 p/yr

Ongoing Maintenance
582 hrs / yr - £14,550



Financial Projections - Investment



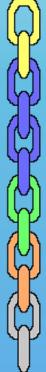
Financial Projections - Investment

Investor Share	40%		
Investor GBP	£ 60,000		
Year	Net Profit	Investor Profit Share	ROI
1	£ 11,661	£ 4,664	8%
2	£ 40,583	£ 16,233	27%
3	£ 103,332	£ 41,333	69%
4	£ 159,785	£ 63,914	107%
5	£ 209,944	£ 83,977	140%

Total Investor Profit Share

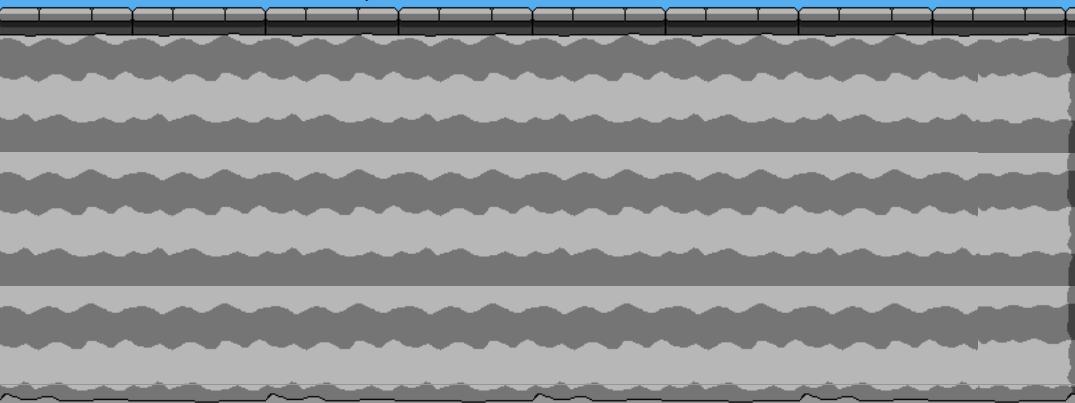
£210,122 – ROI 350%

(£152,122 after initial investment)



Roadmap to Success

Strong Foundations



Successful Release



Custom Art



Software Architecture and
Code Documentation



Custom Tools



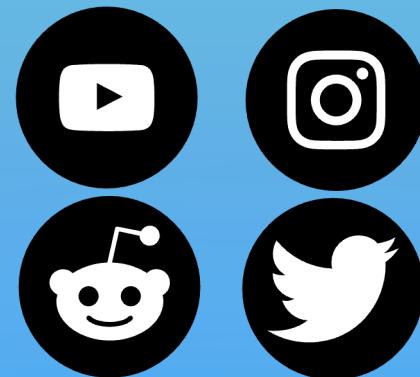
Dedicated Team



Roadmap to Success

**Growing Community
Strong Foundations**

**Growing
Social Media Presence**

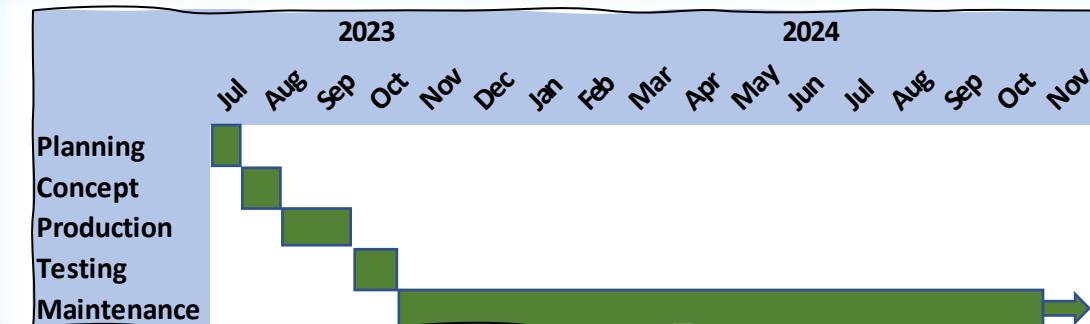


Views 113 Downloads 47

Roadmap to Success

Achievable Timeline

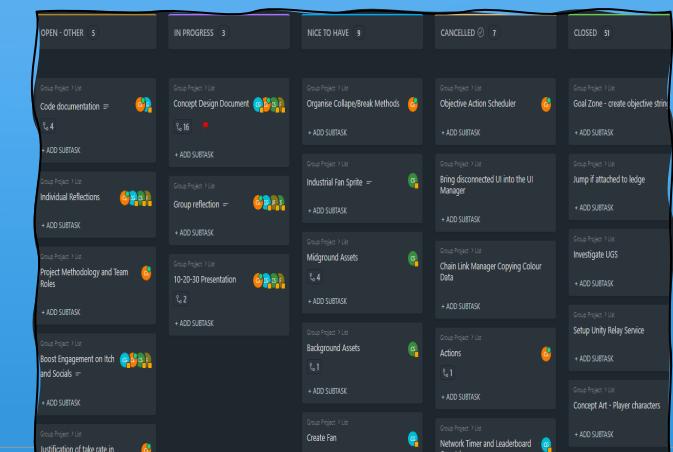
Achievable Timeline
Growing Community
Strong Foundations



Data Driven

Improvement	Effort (man hours)	Est. Cost (GBP)	Benefit (increased...)	Notes
Client side prediction to remove lag	1200	£ 25,955.56	Player engagement, interaction and replayability	Client side prediction would vastly improve the game experience for connected client players. This would increase engagement and length of interaction, and indirectly increase replayability.
Additional rounds (18 additional rounds)	180	£ 3,893.33	Player engagement, interaction and replayability	Effort for this is highly optimized due to already created level component design tools such as the Objective Manager, Platform Arranger, Chain Maker, etc. Having varied rounds per game will greatly increase player interest and replayability.
Music and Sound Effects	80	£ 1,730.37	Player engagement	This is enabled by client side prediction. Without this sound effects would not be synchronised with the player inputs.
Differentiator between group and individual objectives or their timers. E.g. do not have a group objective for the first 1 min of the game.	80	£ 1,730.37	Player replayability	Driven by player feedback - to allow individual objectives to be completed and drive competitive scores.
Player controls in-game tutorial	120	£ 2,595.56	Player interaction	Organic / Just-In-Time tutorial - When the player joins the lobby, the movement controls are shown to the player, then as they approach an object (crate or swing) the controls to pickup or swing are shown.

Agile Kanban



Roadmap to Success

Exciting Feature Plan
Achievable Timeline
Growing Community
Strong Foundations

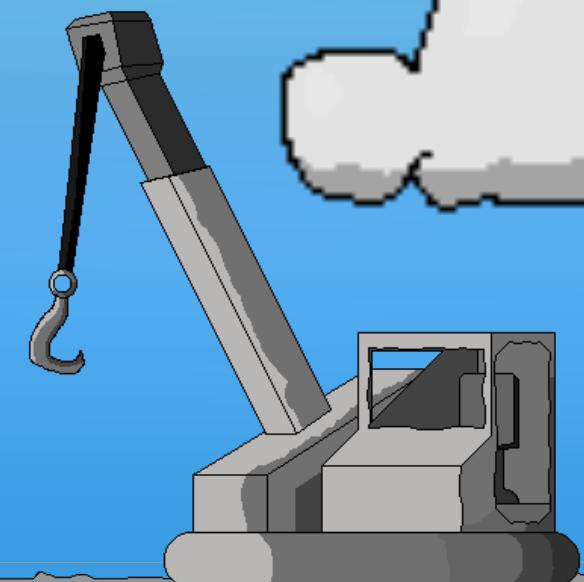
New Features!

Improvement	Benefit (increased...)	Notes
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Player controls in-game tutorial	Player interaction	Organic / Just-In-Time tutorial - When the player joins the lobby, the movement controls are shown to the player, then as they approach an object (crate or swing) the controls to pickup or swing are shown.
Player character break apart feature	Player engagement	The player's character will break apart when hitting into solid objects too quickly. The player will 'reassemble' upon keypress.

And many more...

Let's Go!

Any Questions?



References:

Statistica (2021). Favorite video game types worldwide 2021 / Statista.
[online] Statista. Available at:
<https://www.statista.com/statistics/371020/consumer-preferred-video-game-types/> [Accessed 6 Jun. 2023].