

Digital Hazard

Project Cobalt

OVERVIEW

Project Cobalt is a standout multiplayer squad-building experience. Inspired by the likes of *Helldivers 2*'s chaotic multiplayer combat, we add in rich replayability, a never-before-seen modular character experience, and comic art stylings from the likes of *Judge Dredd* to deliver a fun experience in a hungry, data-proven market.



Combat Reference – *Helldivers 2*



Visual Reference – *Judge Dredd: Toxic!*

- Isometric, brawler-esque gameplay
- Punchy electronic and metal soundtrack to compliment the fast-paced combat
- Art style ripped straight out of a comic book, packed with word splashes, big VFX, and streamable ‘wow’ moments
- Blast your way through individual story packs via the never-before-seen anchor system
- Fully modular live-service DLC model brings an ever-expanding cast to attract new and returning players for years to come

MEET THE TEAM

We are a veteran and award-winning team with decades of experience spanning some of the largest companies in games, tech, education, and entertainment.



Erick Barnes
CEO



Pendragon
Wachtel
Studio & Design



Rodolfo
Segleau
Product



Ben Carcich
Production



Riley Lewand
Art Direction / Tech



Andy Powell
Animation



Nick Zhou
Concept Art / UI



Marco Castiello
2D / Illustration



Raymond Pang
VFX



Jason Wiser
3D Environment /
Characters



Hunter Goodin
Engineering

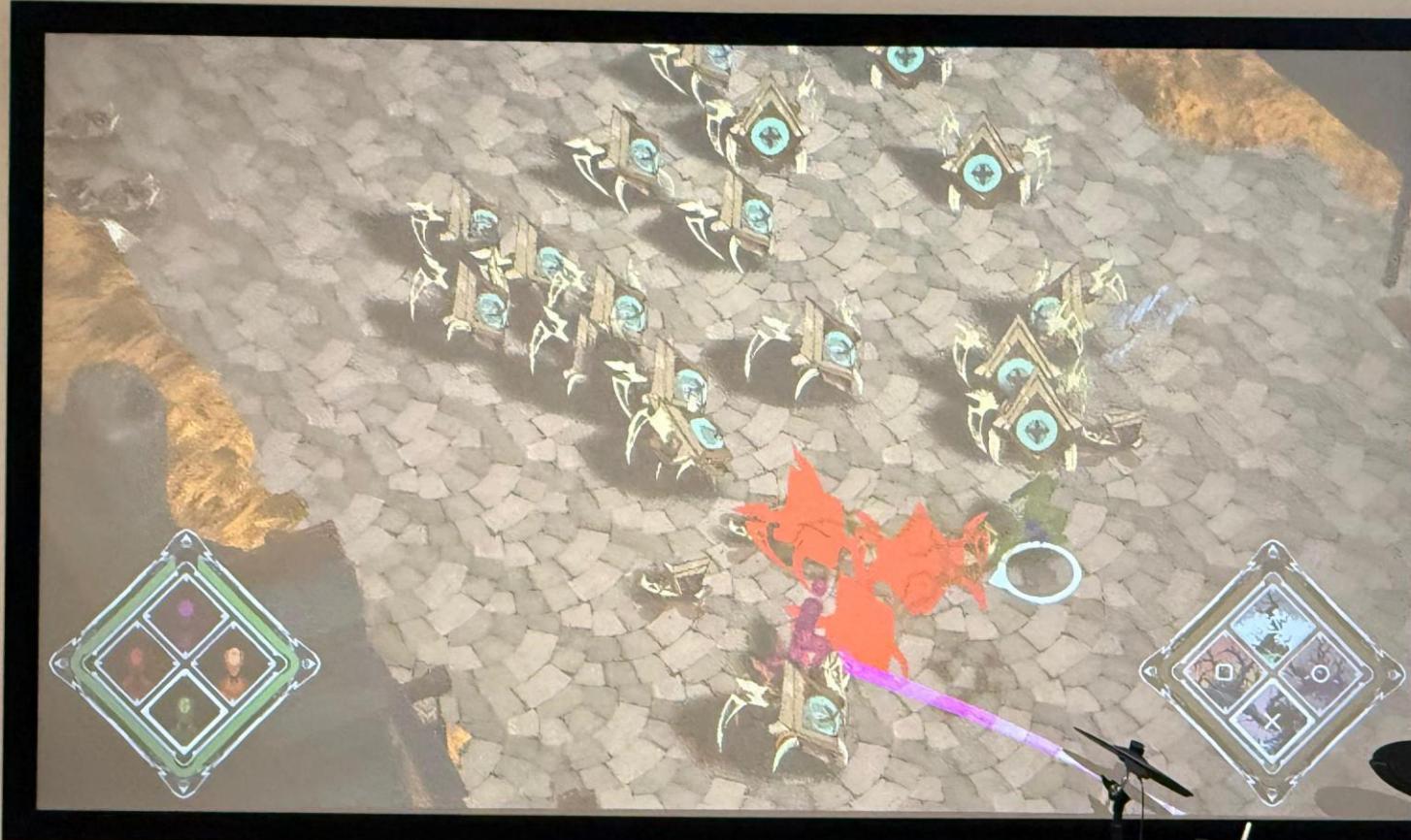


Matthew
Palermo
Level Design

WIP GAMEPLAY SCREENS FROM LIVE PLAYTEST



WIP GAMEPLAY SCREENS FROM LIVE PLAYTEST



USP

Our three key unique selling points are designed to bridge stylistic crossover and fun gameplay, utilizing familiar and never-before-seen features alike.

Multiplayer Squad-Builder

Flashy, Punchy Gameplay

The Anchor System



MULTIPLAYER SQUAD-BUILDER

"It's all about playing with friends, working together through harmony.... And complete and utter chaos"

Project Cobalt delivers squad-building to the player, with each character bringing a unique player fantasy to the squad. Players experiment, upgrade, and slay hordes as they experiment to build the perfect squad.

Multiplayer – Our squad-focused multiplayer systems allow for **extreme player agency** and choice. Squads will negotiate upgrades, compete for high scores, and complete difficult challenges together in Online Play and Couch Co-Op.

Upgrades – Semi-permanent upgrades are drip-fed to players as they progress through each run. These upgrades **provide a layer of choice** – the casual player can pick the rarest option, but the strategic player must consider the effects to the whole squad.

Variety – Adopting RPG-typical squad mechanics creates an environment where each character is interesting to play and memorable.



FLASHY, PUNCHY GAMEPLAY

"Overwhelming power fantasy meets swaths of monsters. Not even PB&J can compete with that combination..."

Project Cobalt is as fun to watch as it is to play. Whether it's streaming, a live event, or something commercial, players will be captivated by the larger-than-life combat and huge VFX.

Combat entails an overwhelming number of enemies, and the characters under your control are overpowered, elite heroes that mow right through them.

Flashy - The power fantasy is on full display with our heroes' wild VFX, massive ultimate moves, and the powerful 'Anchor' Ultimate.

Punchy - There is no time to step back, **push hard, push fast**, or be overwhelmed.

Gameplay - As a squad, you must work together; when all is on the line, channel your combined power to unleash the overwhelming force of your Anchor Character's full potential.



THE ANCHOR SYSTEM

"Nothing tells a better story than pretty pictures and monster-crushing action"

The Anchor System sets the stage for every run...

- Each run is tailored to the Anchor and squad. Environments, enemies, and bosses are unique to your choices
- Each Anchor story pack is totally standalone, allowing full plug-and-play with different squads
- Your squad can tap into a game changing power with "Lend Your Might". This mechanic unleashes a super-charged Anchor's Ultimate ability, a ridiculously upgraded version of that character's standard Ultimate Move, paired with widespread combat effects and over-the-top VFX

What does this do?

- Fully modular stories are streamlined, allowing the player to digest intimate stories in a fast and easy format
- Promotes replay by encouraging the player to experience the full roster. Anchor characters are not part of the active squad, instead acting as a catalyst for the narrative and world for each run

What's the market for this?

- Modulated experiences can be packaged as DLC using any license, opening the door for 3rd party collaboration
- This feature, and ultimately this strategy allows for these characters to be realized in a fun, combat-focused experience without interfering with their core IP setting due to the modular nature of the anchor system
- We are targeting a broad player market with data-driven decision making for packs and passes

COMIC ART STYLINGS

Comics are at the core of our design. Because of this, all characters and enemies in *Project Cobalt* are hand-animated in-house for a stylistic comic touch that will allow the game to stand out visually and narratively against all other games in the genre.



Additional Reference Images From Ghost in the Shell Concept Art Booklet, Hi-Fi Rush, Persona 5 Royal, Teen Titans, and FLCL respectively

GAME DEVELOPMENT ROADMAP

Now	Next	Future
<p>In September, developed several key systems with mostly part-time team contributions to test our combat loop and validate it for future use:</p> <p>Build 5</p> <ul style="list-style-type: none"> • Enemy Swarm AI v1.0 – increase the pace of combat to align with previous feedback • Player Combat Abilities v1.1 – full revamp with new kits for player abilities • Game UI v1.1 – updated UI for clarity during combat sequences and first implementation of main menu • Multiplayer Networking (Local) v1.0 – first pass to test multiplayer experience over local machine and setup learning opportunities for character / player interaction <p>Other updates include:</p> <ul style="list-style-type: none"> • Haptic controller feedback implementation • VFX, SFX, & Musical Score placeholder implementation to measure gameplay impact • New Environmental Assets to support world building and narrative design 	<p>Over the coming months, focus will be on refining key features and content in preparation for the public facing demo. This milestone era aims to validate market fit and deepen primary target audience insights to align value proposition ahead of release.</p> <p>Public Demo</p> <ul style="list-style-type: none"> • Pluggable Node-Based Level (PNBL) System – extensible level design and randomization for replayability • Sumi Anchor Capsule – Story, Environment, Enemies, Bosses, FX, Ultimate Ability, Musical Score • Initial Player Character Cast – 4 fully animated characters for players to build squads from • Online Multiplayer Support • Meta-Progression System v1.0 – introduction of Mutators and other meta-progression systems <p>Marketing milestones</p> <ul style="list-style-type: none"> • Leverage grassroots marketing strategies for: <ul style="list-style-type: none"> ◦ Public marketing tour ◦ Digital event coverage 	<p>Beyond public demo and iterations from demo feedback, Public Release will have 7- 8 full character capsules. Studio efforts will include post-launch planning and milestone planning for DLC live service “lite” GTM.</p> <p>Full Release</p> <ul style="list-style-type: none"> • Full Anchor System – all playable characters are selectable as Story mode • Full Playable Character Cast – 7 - 8 fully developed character capsules • Competitive Play Modes – speedrun and leaderboard play modes <p>DLC Release</p> <ul style="list-style-type: none"> • Full Player Character Capsule • Story Character Expansion Capsule • Seasonal Challenge Events <p>Marketing Milestones:</p> <ul style="list-style-type: none"> • Activate Digital Marketing to capture mindshare • Marketing tour and post-launch coverage to target additional regions (ChinaJoy, Gamescom Latam)

LONG-TAIL LIFECYCLE

- Digital Hazard aims to license characters, locations, and bosses from a wide range of video game, film and comic franchises to include as future DLC packs in our long-tail plan
- Project Cobalt* creates a platform for external IPs to be realized in a highly versatile setting. Instead of bringing other characters into our world, we bring characters' entire worlds into a new experience.
- Each of these IPs brings an opportunity to market to new and returning players, keeping concurrent player counts steady throughout the lifecycle as we release DLC every 3 months on average
- Licensing fees can be limited solely to the revenue from each individual DLC pack, allowing new customers attracted by the DLC's marketing campaign to generate untouched base-game revenue with each release

IP Franchises for Licensing

Highly desirable IPs we may license as DLC Character Packs



FRANCHISE	OWNER	FRANCHISE	OWNER
Mortal Kombat	Warner Bros.	DOOM	Id Software
Metal Gear	Konami	The Walking Dead	Disney
Final Fight	Capcom	Judge Dredd	IDW*
Killer Instinct	Microsoft	American Gladiators	IMG*
Soul Calibur	Bandai Namco	Power Rangers	Hasbro*
Street Fighter	Capcom	Hellboy	DH Comics*
Castlevania	Konami	Jurassic Park	Universal
Contra	Konami	The Matrix	Warner Bros.
Mega Man	Capcom	Akira	Toho
Resident Evil	Capcom	Cowboy Bebop	Crunchyroll
Metroid	Nintendo	Terminator	Warner Bros.
Chrono Trigger	Square Enix	Blue Devil	DC Comics*
Dragon Quest	Square Enix	RoboCop	MGM
Devil May Cry	Capcom	Rocky	Warner Bros.
Duke Nukem	Embracer Group		



THANK YOU

