



Oil Rig

Feeling industrious? Be the engine behind the world's thirstiest mining company. Start as a rookie with no oil field experience, a measly land inheritance, and a basic knowledge of geology. Develop your first oil well and grow a global enterprise fueled by your fearlessness and wit. Balance the needs of a hungry market and local inhabitants. Battle environmental blowback when your ambitions go off the rails—or navigate successfully to become the rich tycoon you always knew you could be!

In *Oil Rig* you tower above your network of oil rigs, the ocean waters just reaching your waist. Reach out and grab a rig with your hands and plunk it down in another location. Pull slices of earth from deep below to see how the layers of water, silt, and bedrock stack to find your ultimate prize: sweet, sweet crude.

RELEASE DATE

Q4 2020

LAUNCH PLAN

Once we have solidified screenshots and videos, we will develop a social media campaign and targeted release strategy, using qualitative testing to determine our best platforms for promotion. Our art style and concept direction seem to perform well on platforms like Facebook, Twitter, and Reddit, and we'll include those platforms in our release test.

CONTENT PLAN AFTER RELEASE

Q1 2021

Introduction of multiplayer mode. *Oil Rig* will become a persistent universe, allowing users to interact virtually with one another around the globe.



MAKING THE MOST OF QUEST

Oil Rig will harness Oculus Quest's untethered nature to allow the user free range of their empire. *Oil Rig* will flex to fill whatever space is available to the user, negating room size requirements and encouraging exploration.

Given a small play space, the player can take hold of the world and spin it beneath him to comfortably move through the ocean while remaining physically stationary. In a large space, he can traverse the ocean itself. By bending down the player can dive deep under the water to survey the ocean floor.

Nearly all interactions in *Oil Rig* are completed with your hands. Moving rigs around, picking up and placing oil tankers, and most importantly, grasping the very earth in your fingers and lifting out a slice to find the best oil veins.

OBJECTIVES

- Dig through layers of rock and soil to find oil pockets
- Extract oil and sell for profit or for the greater good
- Face real world challenges while developing an empire

LENGTH AND PRICE

We expect a full playthrough of *Oil Rig* to take between eight and twelve hours. However, each level changes depending on the players actions and available play space, so this title has high replayability.

We plan to charge \$19.99 for *Oil Rig* when it ships.

EXPERIENCE

Doe A Deer Studios has an extensive history in AR development. We've crafted AR experiences for numerous large companies, and have recently released a standalone app called MatchStick. Our team has collectively shipped over 20 titles for various publishers in the console, PC, and AR space.

INVESTMENT

Managing, Design + Production — 1.5 FTE for 4 mo.

1 Creative Lead / Game Designer / Producer
.5 UX/UI Designer

Art + Content Creation — 2.0 FTE for 4 mo.

1 3D/Environment Artist
1 Animator

Programming — 2.0 FTE for 4 mo.

1 Lead Engineer
1 Senior Gameplay Programmer

Music + Sound — 1.0 FTE for 9 wks

.5 Sound Designer
5 Composer

1 FTE = 174 man month hours
Approx. Team Size: 5.5 - 6.5 FTEs
Minimal Monthly Burn Rate: TBD

TIMELINE

Designed with a quick turnaround time, constrained human and technical resources (~4 months to proof of concept, ~8 months to alpha, ~12 months for beta, ~14 months in total for full release, + another 4-6 months of post launch support).

TEAM MAKEUP

Aenean Venenatis - Publisher

Donec Sit - Producer

Praesent Volutpat - Designer

Sed Cursus - Designer

Aliquam Mollis - Developer

Etiam Ac - Developer

Mauris Eu - Developer

Cras Venenatis - Developer

Morbi Non - Sound Designer

