Pitch Topics

# Consider Audience:

Publisher- trying to convince them our product is worth publishing  
Professional approach.

# How would we make money?

* Ever heard of the sex industry?
* Selling the game on digital storefronts such as steam.
* Possibility of making song packs however possible conflict with music editor, unless music editor is strictly curated.
* Possible selling of the editor feature independently of the game itself
* If not an open feature possible selling of skin/theme packs for notes – special effects/ menus.

# Explain the game loop – is it solid/long lasting

* You press a bunch of key over and over until you die irl.
* Select songs and select difficulties, perform song and either receive a score with feedback including perfect notes, near notes and misses or fail the song on losing health and retry.
* Long lasting nature comes from attempting to clear/perfect songs and improve scores.

# Where is the fun in our game (Appeal)?

* You press buttons a bunch
* Appeal to rhythm game veterans and players who aim for high scores as well as perfectionists due to high challenge of songs and an in-depth, consistent scoring system. (score always out of 1million, hitting 1million = perfect).
* Wide range of music genres and the ability to add own songs via editor as well as various difficulties enables the game to appeal to a more casual rhythm game audience.
* Fun comes from gradual improvement, increasing in scores, satisfaction from improving and overcoming difficult songs.

# Appropriate Scope – do we have the team/resources – Production Plan – what are our milestones - MOSCOW

Present our Moscow or at least some sections of it.

Milestones:

# Target Audience

Rhythm game fans.

Larger more casual audience due to low entry cost.

# Market Research – Similar games (steamDB etc)

Audio Surf 2 – 270,000 copies - £11

Crypt of the necrodancer – 950,000 - £10.99

Osu – free users (11 million,

Voez on switch 50,000 // Voez on mobile 900,000 users daily

https://www.destructoid.com/flyhigh-works-reports-high-sales-for-indie-switch-titles-kamiko-and-voez-480086.phtml