

# ***PUNCH DA BOSS***

## ***Game pitch document***

**STOP IT AND  
LET ME DOWN!**

**IN YA FACE  
BIATCH!**



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# Overview:

- This is a portrait mode vertical scrolling 2D game.
- The player control a bad employee, who is being trashed by his boss.
- The goal is to grab and throw the boss onto the air, and keep punching him so he won't fall back to the ground.

## Game mechanic:

- The first thing the player see is the main reason that lead to the game activity, and the onboarding instruction in the form of the main character's thinking.



\* Although the illustration is in landscape mode, the game will be on portrait mode. \*

- After the first tap, the main character will grab the boss up, and move from right to left, if he approach the edge of the screen, he'll reverse his direction, and keep walking, while holding the boss. This is when the player has the first decision. (still through the form of the main character's thought.)



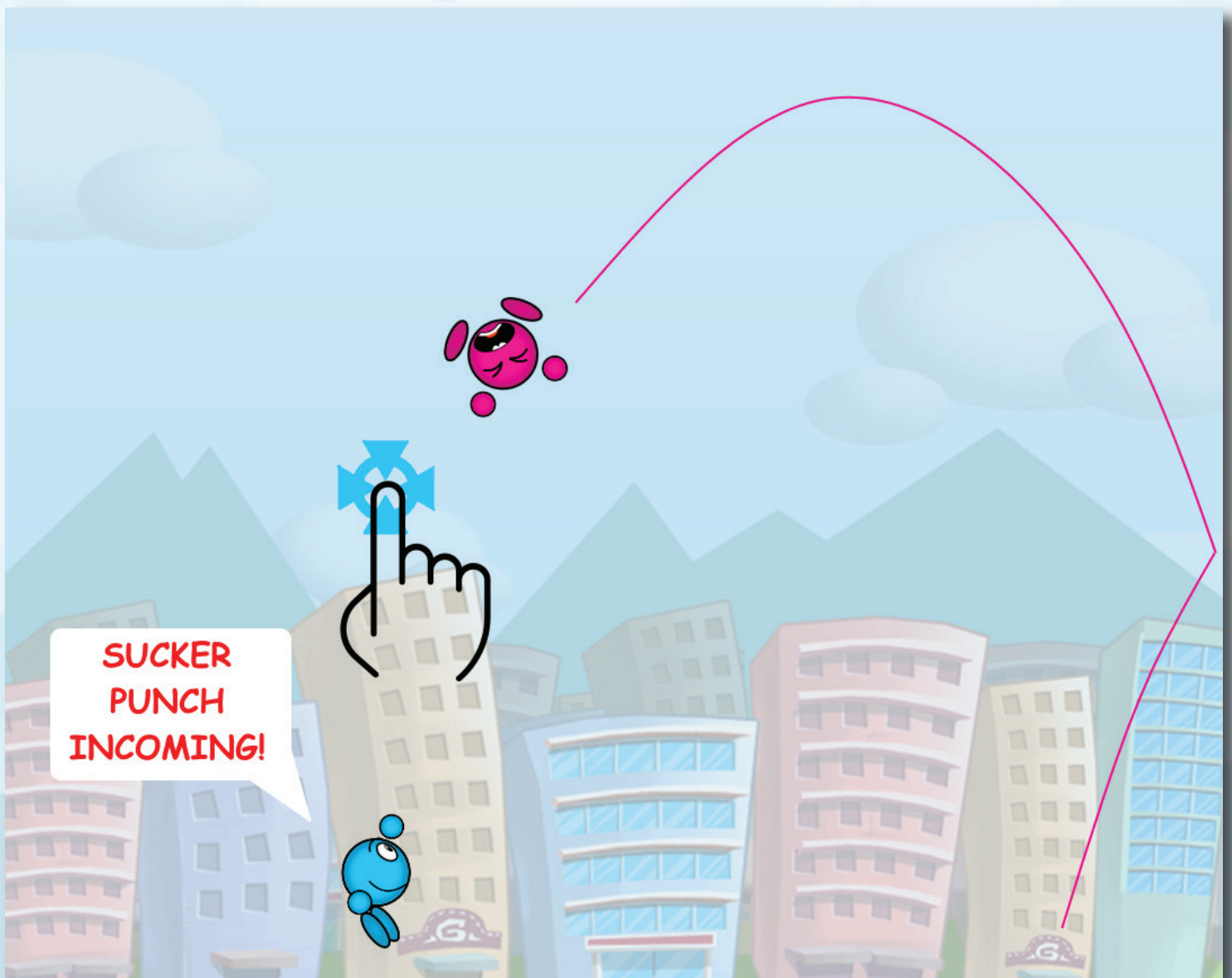
- On the next tap, the character will throw the boss in a 60 degree arc, and depend on where he is, and where he's facing, the outcomes of the game might be slightly different.

- The boss will be thrown up, and eventually fall down vertically. Horizontaly, if he collide with the screen edge, he'll bounce off it.



- The player goal is to keep the boss on the air for as long as possible. The camera will go up as the boss fly higher, but not down. The player will lose if the boss fall off under the bottom of the screen.

- All the player has to do is to tap on the screen, and the main character will rush up from the bottom of the screen, and perform a sucker punch at the tapping position (after a slight travel time). The impact will send the boss flying higher.



- The player cannot spam this though, there will be a brief cooldown after each punch, so a miss will easily be game over.

- During his majestic flight, the boss may collide with a range of objects in the air like birds (huge ones), helicopters, weather balloons, glider, satellite, UFO... The collisions will happen randomly, and is beyond the player's control. They will yield bonus points, change the boss trajectory, and give a slight boost upward.



- If the boss fall off the bottom of the screen, the camera will scroll to the ground quickly, and the player see the boss running away. (even if the boss is in space, we'll see him on the ground as soon as he fall off the bottom)



## ***Selling point:***

- *Simple to play, just one tap required every now and then.*
- *Game mechanic is rather unique, and involve an interesting context.  
(there will certainly be some people want to punch their boss in da face)*
- *Categorized as stupid fun, which will surely bring some laughters.*
- *Session time is short suitable for quick entertainment during a break at work, but try-hard players ,ay try to play for as long as possible to see what will happen above the clouds.*

## ***Retention:***

- *Some people will want to return to have some quick fun.*
- *Some will play to gain ingame currency, to purchase new martial-art move which will increase impact on the boss, but often increase cooldown also.  
(There is a martial-art move called “Rocket launcher”, which you basically just shoot a rocket at the boss from the ground to send him flying.)*
- *Some will try to find out, what will happen the higher the boss fly, because the background keep changing as the camera goes up. Random objects encountered also changes.*
- *Some people will just want to achieve higher score.*



## Monetization:

- Intersitial ads will be suitable due to the short session time.
- Incentivised video will be available too. Watching an ads before playing will give the player a random bonus, for example, a fire-punch that make the boss burn on every hit, or a duct-tape to turn the “Arrrrgg...” sound into “Mmmmm...”
- You can also watch a video ads to turn the boss into Donald Trump, Joshep Stalin, Hitler, or any other randomly selected infamous person in history.

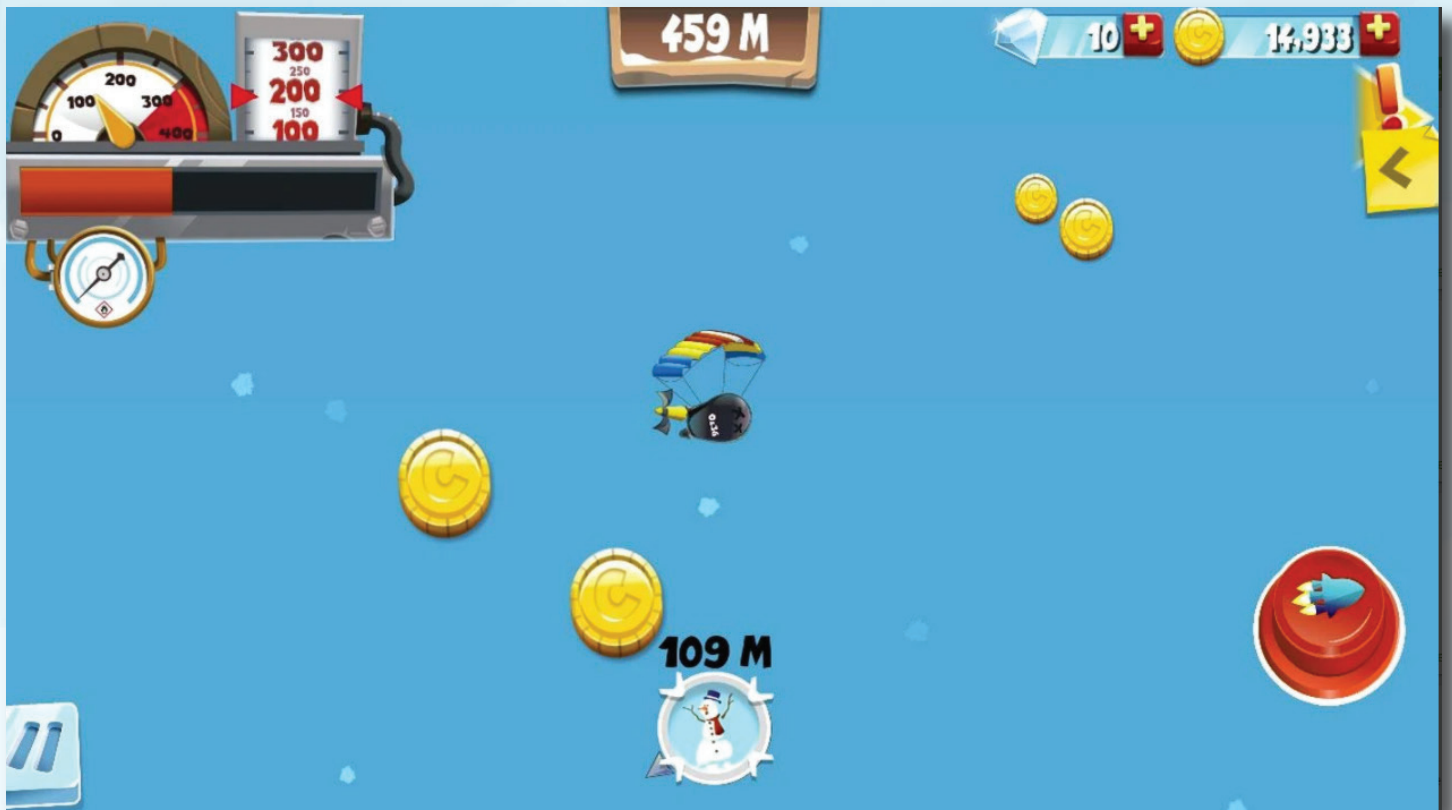
## Similar successful games:

- **Super toss the turtle:** Also a “stupid fun” game which is extremely successful. Players have to shoot a turtle as far as possible, and gain currency to upgrade their arsenals, in order to shoot the turtle further.



150k rates, 4.8 stars, 1M downloads.

- **Learn 2 fly:** Not as successful as Super toss the turtle, but has the same concept of stupid fun. In this game, you have to fly as far as possible, using glider or airplane or similar tool. (as a Penguin in Antartica)



14k rates, 4.4 stars, 500k downloads.

## Other info:

- The art style should be like Super toss the turtle, 2D, cartoonish, stupid. (Personaly, stupid fun never fails to amaze me.)
- If the game is a hit, we should make a sequel, in which the player can be a character in history, who punch another totally unrelated one. (For example, you can control Al Capone to punch Kim Jong Un instead. You have to use ingame currency to unlock the characters through gacha of course.)



***Do you think Punch Da Boss  
will succeed?***

**THANK  
YOU!**

