



1. Game Introduction

This game is a light parody of the classic Endless Staircase genre, inspired by old feature phone games. Players control a retro character and climb an endless staircase that never repeats in the same way. The controls are intentionally simple, focusing on timing and rhythm rather than complex mechanics. Each step matters, and a single mistake can end the run. The goal is to deliver a familiar experience with a fresh and playful tone.

2. Gameplay Overview

The game is designed to be easy to understand but challenging to master. Players move and turn using simple inputs while the staircase continuously changes direction. As time passes, the pace gradually increases, pushing players to rely on intuition and quick reactions. There is no story-heavy narrative. Instead, the focus is on short, repeatable play sessions that encourage "one more try" moments. This simplicity makes the game suitable for casual players while still offering competitive depth through score and survival time.

3. Business Model

The game follows a free-to-play model supported by in-game advertisements. Ads are shown at natural break points, such as after a game over, to avoid disrupting gameplay flow. There are no aggressive monetization mechanics, allowing players to enjoy the core experience without pressure. This approach keeps the game accessible while ensuring sustainable operation and future updates.