

2D Action Platformer.
Escape the police in a
high-adrenaline parkour
chase!

Fast respawns, keeps
player in the action.

Black, white and grey
aesthetic with hints of
colour.

Convicted:

An exciting, fast-paced Parkour game, inspired by Mirror's Edge!

Commercial Feasibility:

- Competitive market pricing: £12
- Average sales rate on Steam, just 32,000 units, pricing reflects this. [1]
- UK, although smaller than the USA, see users playing and paying the most. [1]
- Past 8 years has seen a steady increase in Parkour enthusiasts [2]

Marketing Strategy:

- Drive hard on Social Media before and during first few months of release.
- Spread the word through Twitter, Facebook, our own website.
- Advertise in gaming chat-rooms and magazines.
- Ensure customer loyalty, and attract new players, by adding new content and features.

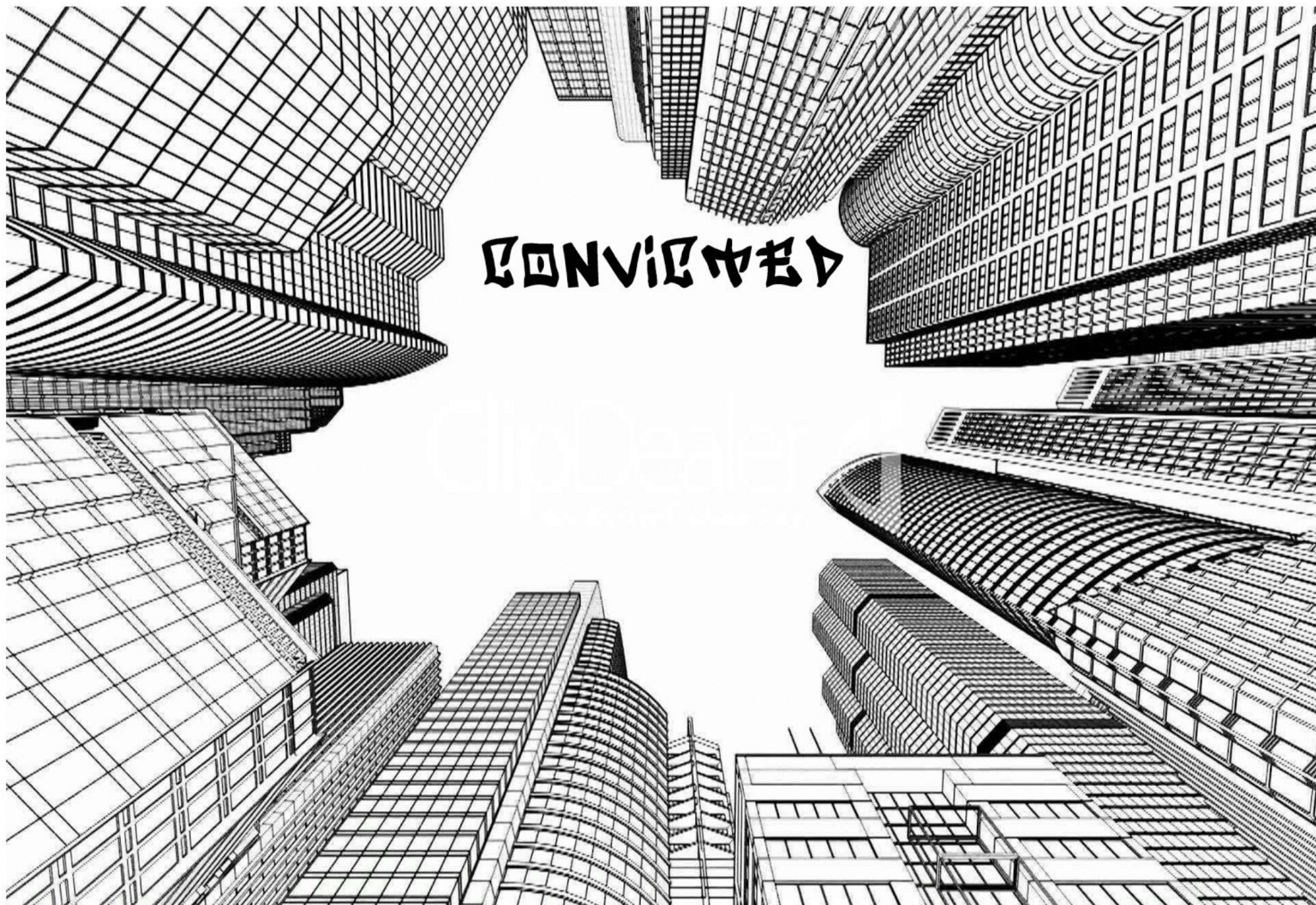
[1] Games Industry

<http://www.gamesindustry.biz/articles/2015-06-19-the-average-game-on-steam-sells-only-32-000-copies>

[2] Apex Movement. <http://apexmovement.com/blog/is-parkour-a-fad/>



Target Audience:
16 - 35 yrs, male.
PC Indie Gamers



CONVICTED