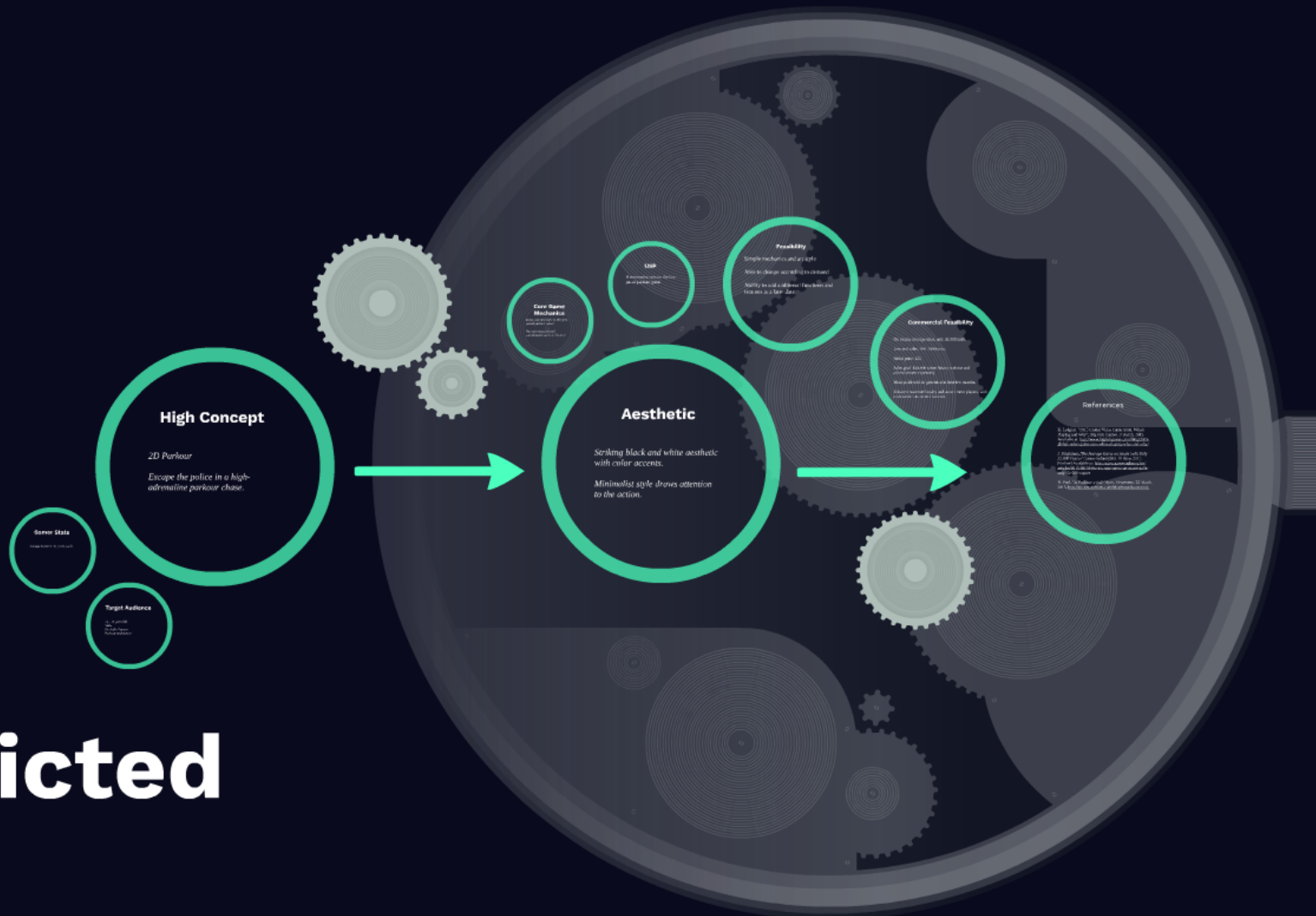


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High Concept

2D Parkour

Escape the police in a high-adrenaline parkour chase.

Stats

: 31 years, male.

Gamer Stats

Average Gamers: 31 years, male.

Target Audience

16 - 35 year olds

Male

PC Indie Gamers

Parkour enthusiasts

The background is a dark navy blue. It features several large, thick teal circles. Some of these circles are partially cut off by the edges of the frame. In the background, there are faint, light gray concentric circles and gear-like patterns, suggesting a mechanical or technical theme. The overall aesthetic is modern and minimalist.

Aesthetic

*Striking black and white aesthetic
with color accents.*

*Minimalist style draws attention
to the action.*



Core Game Mechanics

Jump, run and slide in this fast-paced parkour game!

Put your reaction and coordination skills to the test!

The background is a dark navy blue. It features several concentric circles in a lighter blue-grey color, some of which are partially cut off by the edges. In the bottom right corner, there is a dark grey gear shape. A large, thick, bright teal circle is centered on the slide, framing the text.

USP

A minimalist spin on the fast-paced parkour game.



Feasibility

Simple mechanics and art style

Able to change according to demand

Ability to add additional functions and features at a later date.

Commercial Feasibility

On Steam, average sales, only 32,000 units.

Low end sales, 100, 1000 units.

Initial price: £12

Sales goal: £40,000 (after Steam, website and advertisement expenses)

Most profit will be generated in first few months.

Enhance customer loyalty and attract more players, with additional content and features.

References

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