Convicted

High Concept

2D Parkour

Escape the police in a high-adrenaline parkour chase.

Aesthetic

Striking black and white aesthetic with color accents.

Minimalist style draws attention to the action.

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Gamer Stats

Average Gamers: 31 years, male.

Parkour Gaming:

Target Audience

16 - 35 year olds
Male
PC Indie Gamers
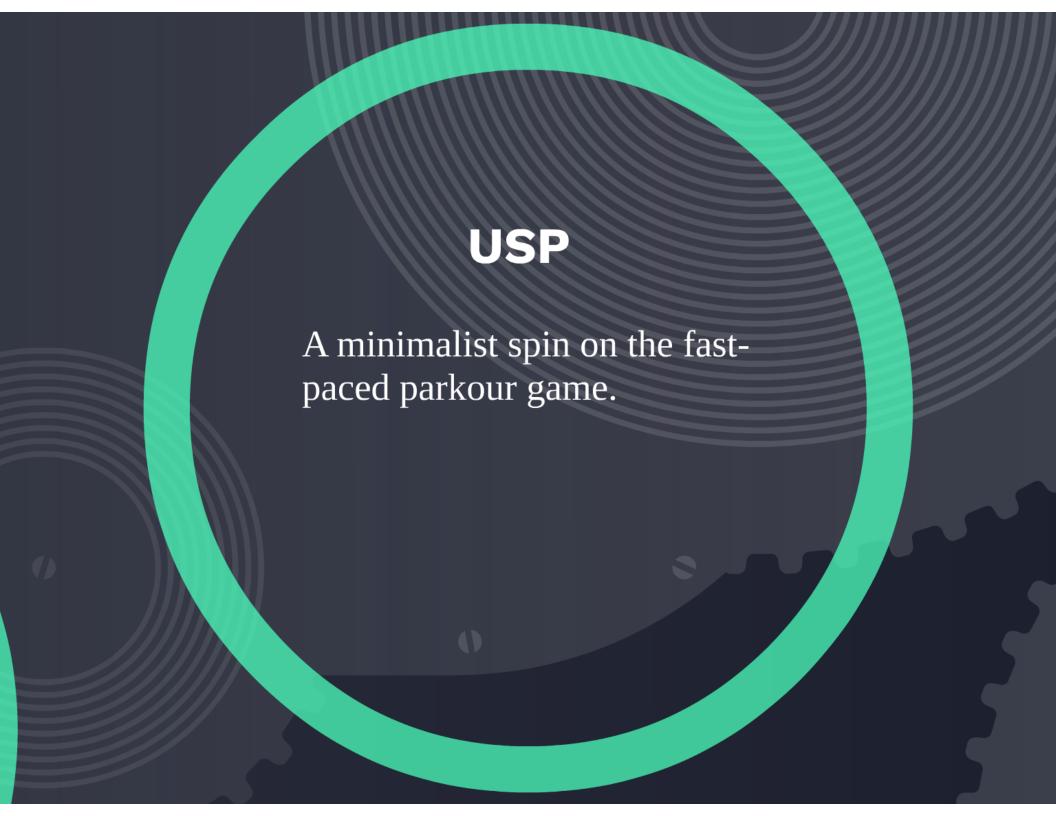*Parkour enthusiasts*

Aesthetic

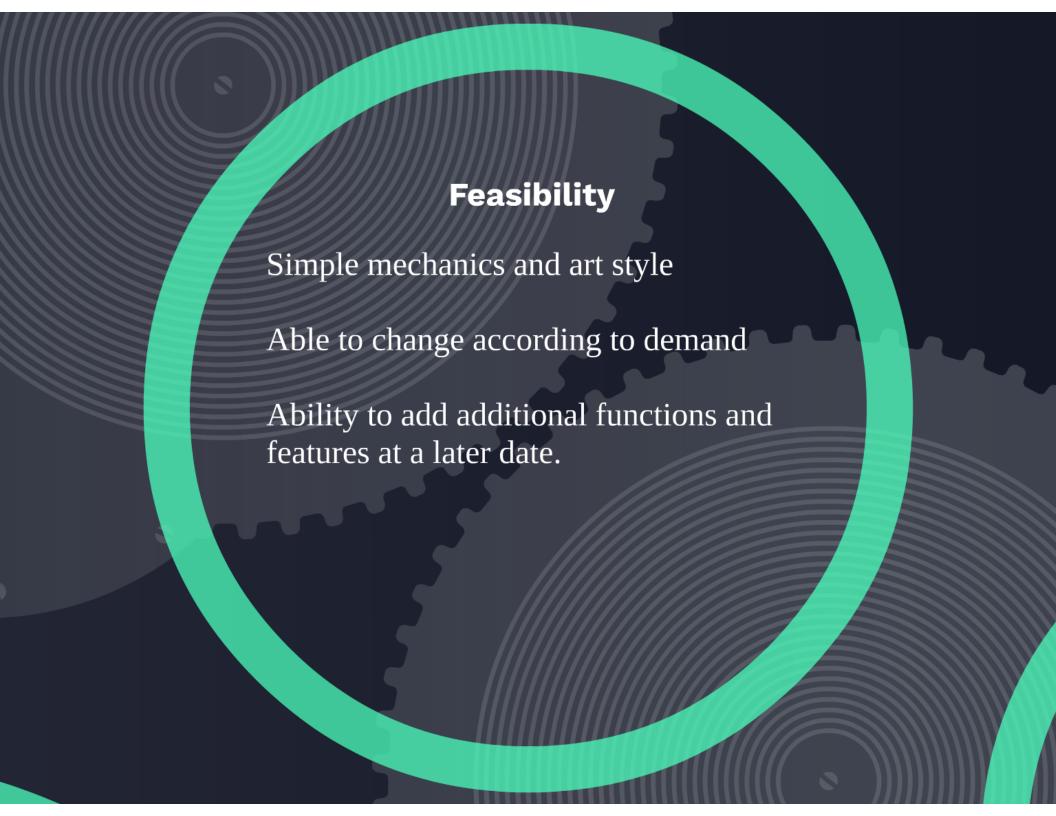*Striking black and white aesthetic with color accents.*

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!

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 for a game is only 32,000 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.

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