

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.

Average Game Player is 35 years old.  
Target Indie PC gamer market, Steam purchase.  
59% male 41% female gender of game players  
<http://essentialfacts.theesa.com/Essential-Facts-2016.pdf>

Inspired by Mirror's Edge.

Competitive market pricing: £9.99 - £15?

"In fact, the average sales rate for a game on Steam is only 32,000 units."

"The UK, on the other hand, despite being somewhat small actually sees users playing and paying the most."

"While games tend to generate most of their profits in the first months, several games stand out here because developers cared enough to support their games with new content (free or paid) and gamers responded. Additional support doesn't just generate sales because of sheer goodwill, it is also a great way to increase visibility both on Steam and in gaming media," Galyonkin said.

- Drive hard with marketing before and during first few months of release. After, ensure loyalty and more players by adding new content

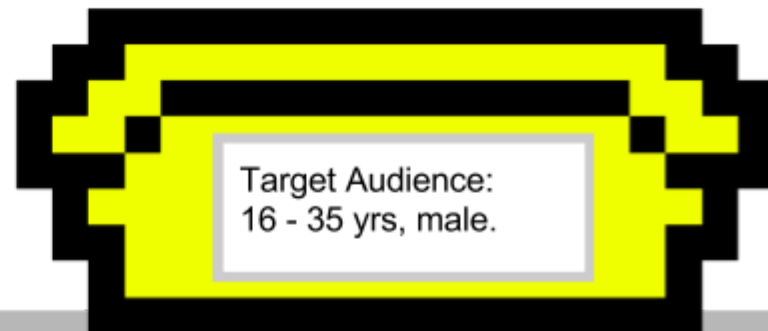
<http://www.gamesindustry.biz/articles/2015-06-19-the-average-game-on-steam-sells-only-32-000-copies>

Sample goals from

[http://www.gamasutra.com/view/feature/2695/the\\_basic\\_marketing\\_plan\\_for\\_indie\\_.php?print=1](http://www.gamasutra.com/view/feature/2695/the_basic_marketing_plan_for_indie_.php?print=1) the goals for [Edoiki](#) are:

- Direct Sales goal: \$50.000 (after eCommerce provider expenses)
- Other Sales goal: \$50.000 (after publisher/distributor expenses)
- Total Sales: \$100.000

Marketing: through twitter, facebook, own website, gaming magazines, gaming chatrooms



Target Audience:  
16 - 35 yrs, male.

