Cedar Hollow

Mystery-driven, beekeeping RPG game with:

- Interactive player character moments
- Climate change/innovation focus
- Mini-games based on real-world experiences with nature and climate choices
- Protagonist story promoting gender/racial equality
- Captivating twist-and-turn narrative
- Partnership- and inclusion-based mini-quests essential for progression

Our Mission:
To entertain while educating the world about climate responsibility, sustainable growth, and caring for your community.

Inspirations/Common Works

Sold: 37 Million
Profit: ~$1 Billion

Views: 1 Billion hrs
Profit: $665 Million

Sold: 41 Million
Profit: $518 Million

Sold: 6 Million
Profit: $109 Million

A Synopsis

Meet… well, you!

A young teen in a big city. When your parents hit hard times in their partnership, they do the "responsible" thing and ship you off to your beekeeping grandfather out near the pacific coast. You begin your journey grappling with anxiety, depression, and an inability to connect with or find love from those you care about most.

In this new town, the kindness of its people begins to break down your walls, allowing you to form connections for the first time in your life. Along the way, you encounter individuals facing their own struggles—addiction, poverty, discrimination—and walk with them through their journeys.

As the game progresses, the choices you make not only shape the story but also impact the environment. Some actions may lead to harsh pollution and the destruction of the town's vital forest, while others help nurture and deepen your connection with nature and the community.

After building up some raport and favor with townsfolk, you begin to feel at home. But suddenly– your grandpa disappears!

The game centers around your quest to find him, care for his bees, and protect the forest and the people of the town. Along the way, you uncover a much bigger mystery tied to the town's founding. You learn how to help others overcome their challenges, how to be a steward of the forest, and, most importantly, how to love yourself.
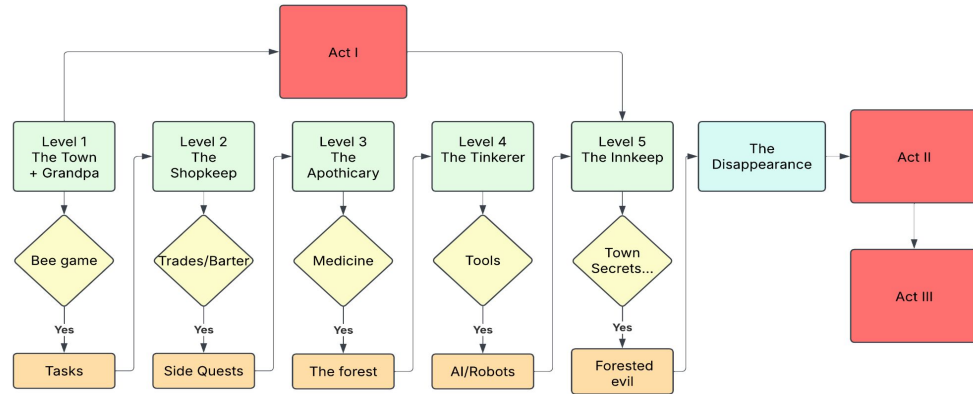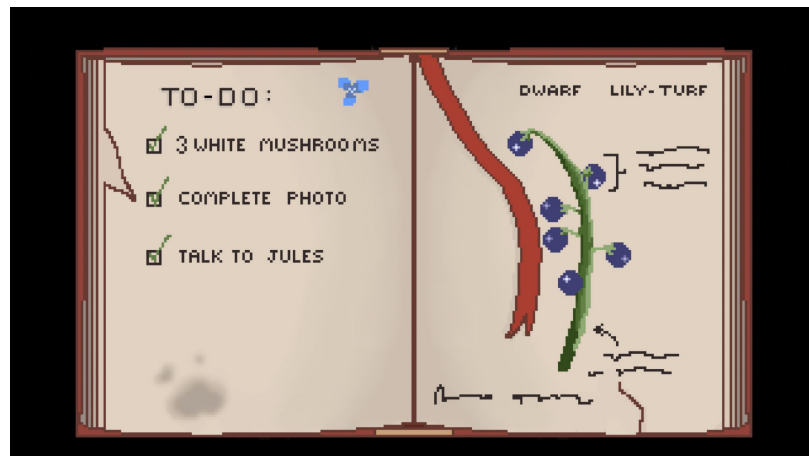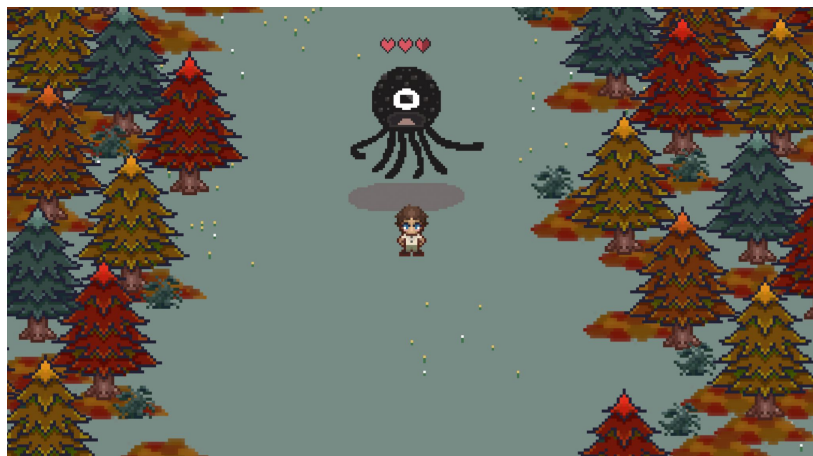
Cedar Hollow Story Structure:
- Cedar Hollow has 15 chapters, divided into 3 overarching acts.
- In each chapter, the protagonist engages deeply with one town member, helping them solve a problem, combat evil, or overcome adversity.
- This structure allows players to build relationships, uncover clues about the grandfather's disappearance, and piece together the mystery of Cedar Hollow.

Town members grapple with real-world issues, including mental health, the ethics of industry, artificial intelligence, and environmental sustainability. The game concludes with a double finale:

1. The protagonist uncovers the villain responsible for destroying the forest and its sacred spirits, bringing them to justice.
2. The protagonist must also confront a monstrous disturbance created by the town's negligence, a final battle to restore balance to Cedar Hollow.

SCREENSHOTS

TO-DO:

- ☑ 3 WHITE MUSHROOMS
- ☑ COMPLETE PHOTO
- ☑ TALK TO JULES

DWARF LILY-TURF

TAVERN

GRANDPA:
"THE BEES TAKE CARE OF US
AND WE TAKE CARE OF THEM."

Roadmap

For the initial beta release in Q2 2025, all chapters in Act I will be included. Additional chapters from Acts II and III will be released as the game continues to grow, with the current plan targeting Q1 2026.

In Q4 2024, our team completed story development and initial concept testing. This quarter, we have transitioned from the preproduction phase to full production. We are currently in the early stages of designing Chapters 1-3, with the goal of completing them by the end of Q1 2025.

As we develop the resolution for Act I, we anticipate expanding our team from 4 to 8 members, enabling faster development for the remainder of the game. May 2025 will serve as a dedicated testing period for the beta ahead of its release.

We are here

| 1 | Story Concept | 2 | Script/Story Written | 3 | Production | 4 | Post Production Testing | 5 | Release |

Our Vision

Impact Partners We've Reached Out To

Our goal is to encourage players to learn about climate change, understand the impact their daily actions have on the world, and recognize how their efforts in local communities contribute to meaningful change.

We plan to donate **5-10% of our revenue** to charity, allowing players to choose where their funds go from a curated list of charitable organizations.

Additionally, we will host community events within the game, where players can earn in-game rewards for achieving specific goals. If the community accomplishes the goal, a donation will be made to a related charity. For example, if players collectively rescue 10,000 animals trapped in the forest within 10 days, we would donate $10,000 to the WWO (World Wildlife Organization).

Our mission is to inspire players to take action in the game, bridging that engagement into real-world charitable efforts. Ultimately, we aim to motivate people to create real, lasting change—both in their local communities and through global conservation organizations.
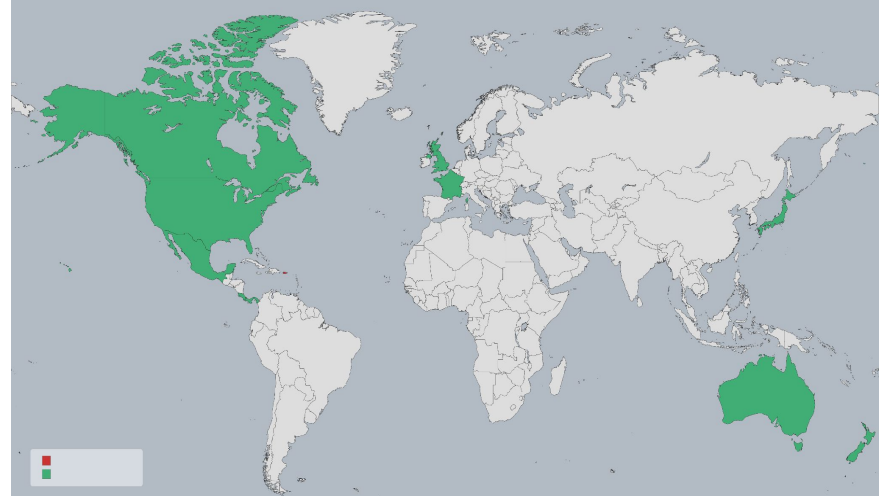
Our Target Market

Demographics

Millennial to Gen Z
1981-2012

- Ecologically attentive

- Determined conservationists

- Community builders

- Inclusion and positive change lovers

- Mindful earners

- RPG/Adventure gamers

Platform: PC + Console

Geographical Market: Japan, Australia, Europe, South America, UK, North America

Why PC & Console Gaming?

After analyzing our target demographic, we researched the potential for both revenue and, more importantly, our **sustainability impact**.
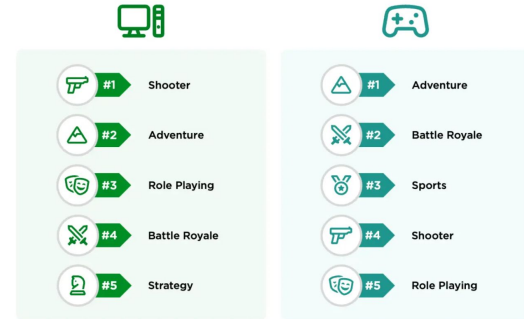
In 2018, the popular PC/console game *Overwatch* raised $12.7 million for the Breast Cancer Research Foundation.

Additionally, we discovered that in 2024, the Adventure/RPG genre—similar to our project—was the most popular among PC gamers. Adventure games alone generated $5.8 billion in revenue for PC platforms.
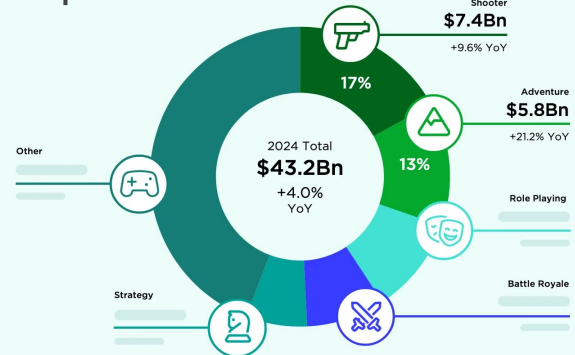
Research from Berkeley found that when you provoke emotion and foster a sense of identity related to a charitable cause, people are more likely to donate. By centering our game around this concept, we aim to cultivate a large charitable base.

*https://rocketbrush.com/blog/most-popular-video-game-genres-in-2024-revenue-statistics-genres-overview
https://greatergood.berkeley.edu/article/item/ten_ways_to_encourage_people_to_give_more

Top PC & Console Genres

	PC			Console
#1	Shooter		#1	Adventure
#2	Adventure		#2	Battle Royale
#3	Role Playing		#3	Sports
#4	Battle Royale		#4	Shooter
#5	Strategy		#5	Role Playing

Top PC Genre Performance

Shooter
$7.4Bn
+9.6% YoY

Adventure
$5.8Bn
+21.2% YoY

Role Playing

Battle Royale

Other

Strategy

17%

13%

2024 Total
$43.2Bn
+4.0% YoY

1st Year Costs and Revenue Projection

1. Our beta release will serve as an initial revenue source, a testing phase, and a foundation for our marketing plan (detailed below). From there, we will focus the next eight months on fixing bugs, further developing the game, and releasing both Act II and Act III by December 2025.
2. Our marketing and promotional efforts will play a key role in driving sales. With a marketing team that has generated millions of views in previous ventures, we believe the game's hype will result in significant initial sales during the Beta testing phase.
3. By releasing Act I in the first year, we can build excitement for the full release, leading to sustained sales growth throughout Years 1 and 2.

We project that by the end of Y2, Cedar Hollow will have a net revenue of $434K which would lead to a **Return on Investment of 128%** within 2 years**.** Our plan is for **5-10% to be put towards conservation/climate control efforts** and charitable organizations .

Totals

Year 1 Sales	$ 50,000.00
Year 2 Sales	$ 384,000.00
Net Revenue	$ 434,000.00
ROI	128%

Roles		Development				Beta				Launch			
Role/Expsense	Total Cost	Month 1	2	3	4	5	6	7	8	9	10	11	12
CPO/Producer	$ 36,000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
Chief Creative Officer	$ 36,000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
CTO/Producer	$ 36,000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
Marketing Coordinator	$ 15,000	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250
Character Animator	$ 6,400	800	800	800	800	800	800	800	800				
Scene Designer	$ 9,600	800	800	800	800	800	800	800	800	800	800	800	800
Lead Unity Developer	$ 9,600	800	800	800	800	800	800	800	800	800	800	800	800
Mechanics Developer	$ 9,600	800	800	800	800	800	800	800	800	800	800	800	800
Pixel Artist	$ 3,200	800	800	800	800								
QA Tester	$ 9,600	800	800	800	800	800	800	800	800	800	800	800	800
Musical Producer	$ 5,200	1300	1300	1300	1300								
Subtotal	$ 176,200	16350	16350	16350	16350	14250	14250	14250	14250	13450	13450	13450	13450
Admin Expense (8%) - legal/software/accounting/equipment/research trips	$ 14,096	1308	1308	1308	1308	1140	1140	1140	1140	1076	1076	1076	1076
Total Costs	$ 190,296	17658	17658	17658	17658	15390	15390	200664	200664	200664	200664	200664	200664

Further Funding

1. We have currently secured ~ $500 in funding from University grants and private investors. The state that we reside in has additional grants for college students, social/ecological impact ventures, and startups.

2. We anticipate our private investing options to continue to grow as we build out the product. And we've applied to 15+ grants and are awaiting results while applying for more.

3. With this strategy, a minimal budget, and strong support from collegiate representatives, we are confident in our ability to achieve both our financial and timeline objectives.

Current Funding Sources

Marketing activities

Our marketing strategy focuses on TikTok, Instagram, and YouTube, leveraging engaging content to build awareness and drive interest.

- We are creating content that supports climate action **throughout** game development, not just after release.
- The game's core message—**taking positive action today is always better than waiting for change**—will be central to our marketing approach.
- We are collaborating with scientists, charities, and national/state organizations to produce content that highlights the **real science** behind our game and provides actionable steps for viewers to get involved in their local communities.
- Our promotion strategy relies on high-quality, **genuine** video content, emphasizing real interactions and meaningful storytelling to connect with our audience.
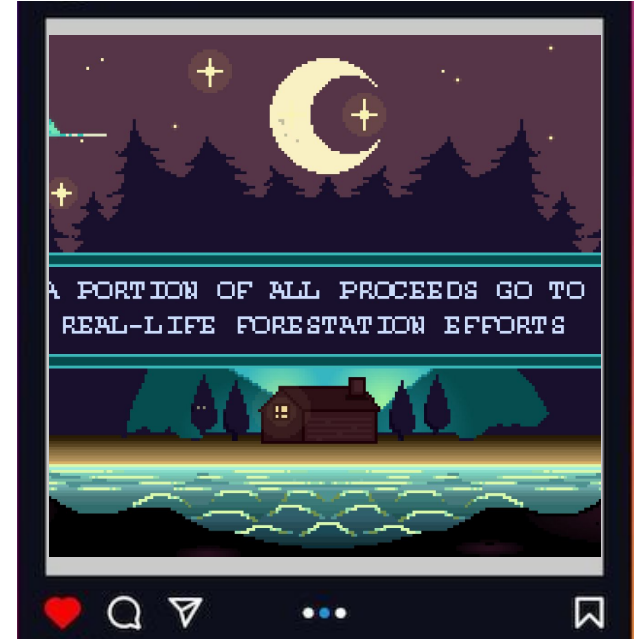
Meet us! … so far

Brennon Call
CPO + Writer

☆ App creator for affordable
housing
☆ Worked with addiction
recovery, education, and
sustainability organizations

Jake Anderson
CTO + Developer

☆ Full Stack Web Development
☆ Student athlete
☆ Developing AI solutions for
physically impaired
☆Christensen Community Engaged
Scholar Award

Aubrey Coons
CCO + Artist

☆ Marine Biology Association President
☆ Presidency of Students against
Sexual Assault
☆ Spent 1 year preserving US historical
sites

Madelyn Cripps
Marketing Coordinator

☆ Marine Biology Association President
☆ Presidency of Students against
Sexual Assault
☆ Spent 1 year preserving US historical
sites

Connect with us

Brennon's Links

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Jake's Links

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Thank You