**Game Title:** Downwell (developed by Moppin)

**Game systems:** iOS/Android

**Target Age:** Everyone

**Rating:** E

**Summary:** Welltaro, who is in a local park at night, stumbles upon a Well (with the title appearing above the Well and Welltaro). His curiosity peaked, he decides to go down to the depths of the Well with his gunboots to find treasure. The player must navigate Welltaro downwards and kill monsters in his way using the left/right and jump buttons. With his gunboots, he can shoot bullets downwards with the jump button while airborne. Monsters can be killed by either jumping on them or shooting with the gunboots. As Welltaro travels down, he collects Gems by killing enemies, which are used as currency to buy various items (ammo increase, healing items, health increase) from the shop. Occasionally, separate rooms will appear either left or right of the well. Inside is either a Gem stone filled with more Gems, or a variety of guns to equip to his gunboots. The game progresses level-by-level, with each level introducing new enemies and hazardous terrain.

**Gameplay Modes:** As the player enters the Well, the game will ask them which mode (standard, float, boulder, etc.) they would like to play in, giving them different ways to play Downwell. After selecting (gameplay loop starts), the player will be dropped down, staring the level, where they fight monsters, collect Gems to buy items, and travel down to the bottom of the level. As the player clears the level, they will be shown an upgrade screen. Showing them 3 selections from a random assortment of upgrades, that player must pick 1 of the 3 upgrades. Then the player advances to the next level(s), repeating the gameplay loop.

**Selling Points:**

* Innovative use of 8-bit styled graphics
* Easy to play, hard to master
* Upgrades are random, offering each playthrough different from one another
* Ideal on the iOS/Android phones, displaying vertical-screen gameplay

**Competitive Products:**

* Spelunky
* Binding of Isaac