

Neon Requiem - Business Case

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November 1st, 2024

Executive Summary

Ever since 2020, the aesthetics and world of cyberpunk has seeped into more and more media. However, there's a specific section of the market that is fairly popular that does not have many popular products with this concept: roguelikes. By creating a cyberpunk roguelike, we can corner this gap in the market and make a profit. Additionally, the popularity of roguelikes will help make the game more approachable to a wider market. There are not many costs related to the project (besides steam licensing) as most of the assets will be sourced or made in-house. The only potential risk for this project would be for one of the main developers to stop working on it, but this can be resolved with more contracted-out assets and possibly contracted work. Finally, the timeline for this project would be from September 2024 - April 2025.

Problem Statement

Ever since the release of CyberPunk 2077, there has been a steady increase in the popularity of Cyberpunk-themed media. The general aesthetic and bright neon colors have slowly seeped their way into many games and films. However, there has not really been a solid cyberpunk roguelike released. This is a problem as it leaves a gap in the market for people who enjoy roguelikes.

Proposed Solution

Our team will create a cyberpunk-themed roguelike game. Roguelikes tend to be popular and are projects that are typically made by small teams (as is the case in our team). Furthermore, by making our roguelike multiplayer, we are more likely to sell more copies as friends will buy our game together to enjoy the multiplayer aspects. Finally, this solution is more viable given consideration of our timeframe and manpower.

Cost Analysis

We plan to source free assets and create any that are necessary ourselves. However, there are a couple of places we could potentially spend money on:

1. Steam (License) - \$100 and 30% of sales on the platform.
2. Paid Assets - Budget of \$100.

Benefits and Return on Investment

For benefits, there aren't many viable benefits besides profit. However, a non-monetary profit would be that we'd gather an audience that would help contribute to the release of our next game (if we were to make one). This would be more of a benefit for our next product, however.

Return on Investment is dependent on the sales that the game would get. Ideally, we'd price the game at something low like \$12 to attract more customers.

Considering our cost is at most \$100 (+ 30% of sales to the Steam platform), we'd need to sell roughly 12 copies of our game to break even.

Risks and Mitigation

Risks are minimal as the cost of producing this game is all based on optional costs. This leaves us with no investors who are sponsoring us. If one of the two developers are unable to continue the project due to extenuating circumstances the scope of the game will be drastically affected. As a method of mitigation, more assets would have to be contracted out to make up for the loss of an additional developer. This would mean that the budget would have to increase by some amount. Additionally, the timeline of the game would likely have to be extended to make up for the lack of extra manpower. This is not expected to be the case for this particular project as this is our Capstone Project.

Implementation Plan

- **September**
 - Project Pitch (Completed)
 - Set Up Project Repository (Completed)
 - Brainstorm Goals/Tasks (Completed)
- **October-November**
 - Brainstorm Story and Character Designs (Completed)
 - The story has been written.
 - Character Designs Concept Art has been completed.
 - Start Asset Creation (In-Progress)
 - Start Demo/Prototype Development (In-Progress)
 - Godot Project has been made.
 - Basic Character Movement has been completed
 - Basic Enemy logic has been written
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- **December**
 - Finish MVP 1 (Basic Demo)
 - Testing and Refactoring
 - In this phase, we'd get subjects to try the game in its basic MVP form.
 - Get Feedback and brainstorm solutions
 - Refactor the game to be more fun for the player
 - Start Multiplayer development
- **January-February**
 - Finish multiplayer demo
 - Beta test
 - Send the game to a few test players who will give us feedback so we can make improvements
 - Multiplayer testing

- **March-April**
 - Full playable demo
 - Completed Capstone presentation