



PITCH DECK

A BLESSED EVENING

RPG SIMULATION



Hi!

Meet the team!



01 Game/ Level
Designer

02 Artist 1

03 Artist 2

04 Programmer

05 Sound
Designer

06 Product
Manager



A Blessed Evening

is an immersive pixel art game that allows players to host, organize, and manage delightful tea parties in the comfort of their places. With its cute visuals, charming characters, interesting topics, and peaceful gameplay, A Blessed Evening is a must-try.



ART STYLE

**PIXEL
ART**

TIMELINE

4 MONTHS

INTO

GENRE

RPG SIMULATOR

BUDGET

18K\$

**GAME
ENGINE**

UNITY

PLATFORM

PC

**TARGET
AUDIENCE**

12+

DESIGN PILLARS



- 01** CHARMING
PIXEL ART
- 02** CALMING ATMOSPHERE/ SOUND
DESIGN
- 03** SOOTHING
MECHANICS
- 04** DIVERSE CHARACTERS
- 05** UNLOCKABLES

ABOUT THE GAME



01 Characters

02 Recipes

03 Decorations

04 Outfits

05 Treats

06 Quests

07 Different
Venues





Management

**Social
Interaction**

**Resource
Management**

Crafting

MECHANICS

CORE LOOP



**Prepare the
venue**



**Manage the
party**



**Manage your
resources for the
next party**

**Engage with
guests**

1. Team Salaries: 300k TL

Game/ Level Designer = 60.000 TL (15k a month)

2 Artists = 96.000 TL (12k a month)

Sound Designer 48.000 TL (12k a month)

Product Manager = 60.000 TL (15k a month)

Programmer = 60.000 (15k a month)

2. Head Over Expenses / Taxes: 90k TL

3. Software, Tools, Ed: 5k TL

4. Marketing Budget: 50k TL

5. Buffer: 40k TL

BUDGET



MARKETING STRATEGY

- Getting on with a small agency to develop a brand identity that reflects the game's aesthetics.
- Emphasizing on what our game offers that the other games in the industry do not.
- Using social media marketing by sharing teasers, gameplays, development diaries, and character showcases on different platforms.
- Partnering with streamers that are known for playing similar games to reach our core target audience.
- Attending gaming conventions to show the game to enthusiasts and advertising the game in some magazines meanwhile.

WHY A BLESSED EVENING?



Indie Game



Pixel Art

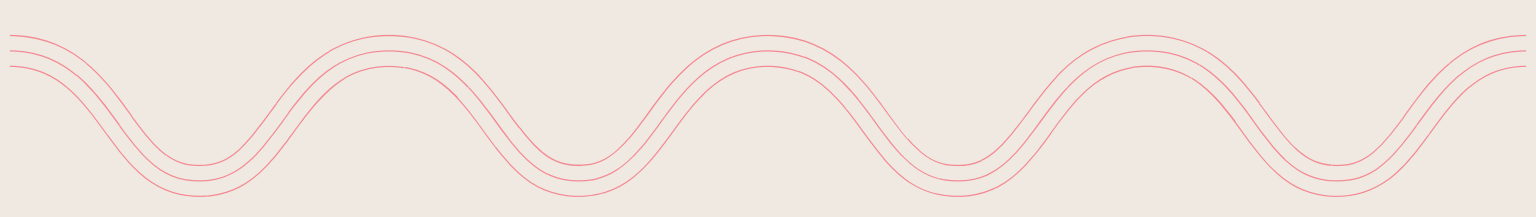


Simulations

PLANNING
A BLESSED EVENING

TASKS	1	2	3	4
GETTING READY	Prototype, create samples, GDD			
STARTING WORKING		work on AI, narrative, artwork, sound		
FINALIZING & MARKETING			Bugfixing, getting ready for publishing and marketing	
EVALUATION, ADDITIONS				Launch, working on more art for post launch, monitor users

[illegible]



Thank You