

PITCH DECK

ABLESSED EVENING

RPG SIMULATION





Meet the team!



O1 Game/ Level Designer

O2 Artist 1

Artist 2

04 Programmer

05 Sound Designer

O6 ProductManager



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

GENRE

RPG SIMULATOR

BUDGET

18K\$

GAME

ENGINE

UNITY

PLATFORM

PC

TARGET AUDIENCE

12+

DESIGN PILLARS



- O1 CHARMING
 PIXEL ART
- O2 CALMING ATMOSPHERE/ SOUND DESIGN
- O3 SOOTHINGMECHANICS
- **04** DIVERSE CHARACTERS

05 UNLOCKABLES



ABOUT THE GAME

01 Characters

06 Quests

02 Recipes

7 Different Venues

03 Decorations

04 Outfits

05 Treats





Management

Social Interaction

Resource Management Crafting

MECHANICS





Prepare the venue



Manage the party



Manage your resources for the next party

CORE LOOP



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?



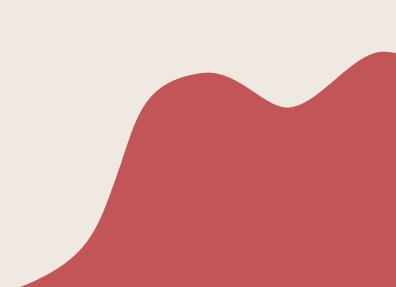
Indie Game



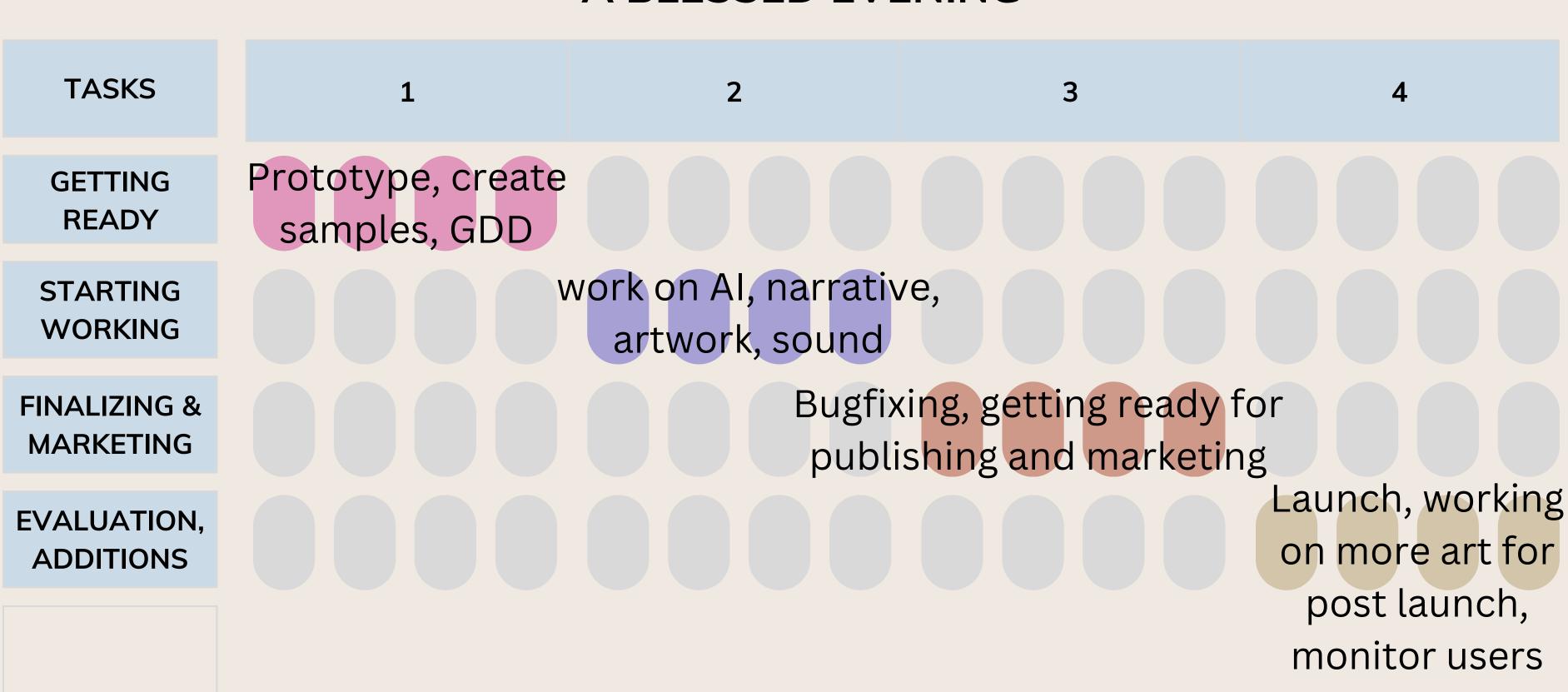
Pixel Art



Simulations



PLANNING A BLESSED EVENING



A BLE SSED E VENNIG WORK FLOW CHAR!		MON	гн і		MONTH 7				MONTH O				MONTH 4			
AMONTH - TEAM OF B	WEEK I	WEEK 7	WEEKS	WEEK 4	WEEK 5	WEEKB	WEEK 7	WEEK B	WEEK 9	WEEK ID	WEEK II	WEEK 17	WEEK ID	WEEK 14	WEEK IS	WEEK IS
Work on game concept and key features.																
Research and gather reference for art styles and tea party thomes.																
Create initial projects and concept art for characters and venues.																
Set up tools and communication channels, assign roles for the project.																
Begin working on the mechanics.																
Finalize the GDD.																
Start prototypying core gameplay mechanics.																
Work on concept art.																
Begin wand design research and experimentation.																
Refine and iterate on core gameplay mechanics.																
Work on basic UI and player controls.																
Expand artwork development and asset creation.				•												
Create initial audio samples and wund affects.																
Integrate guest AI and interaction systems.																
Work on the narrative and social interactions mechanics.																
Enhance artwork and character design.																
Continue wand design work and audio implementation.																
Implement additional gameplay features and mechanics.																
Focus on environment and level design.																
Create and implement music tracks																
Conduct playtesting and gather feedback for improvements.																
Refine and optimize gameplay systems.																
Finalize artwork and asset creation.																
Polish and fine-tune audio elements																
Iterate on gameplay based on playtesting feedback.																
Focus on bug flying and performance optimization.																
Implement quests and additional content.																
Polish and refine visual elements.																
Perform audio quality assurance checks.																
Address any remaining bugs and issues.																
Balance and fine-tune gameplay elements																
Prepare marketing and promotional artwork.																
Finalize audio implementation and mixing.																
Perform thorough playtesting and quality assurance checks.																
Create additional promotional materials.																
Prepare audio assets for marketing purposes.																
Prepare the game for localization and platform-specific requirements.																
Finalize localization and platform adaptations																
Prepare post-launch updates and content expansions.																
Assist with marketing efforts and asset production.																
Support marketing campaigns with audio materials.																
Execute marketing campaigns and community engagement.																
Cather and analyze user feedback for future improvements.																
Address any post-launch bug fixes and technical issues.																
Continue assisting with marketing visuals and materials.																
Monitor user reviews and feedback for adjustments																
Plan and develop post-launch updates and expansions.																
Create additional artwork for post-launch content.																
Support ongoing marketing efforts with audio assets.																
fontinue community engagement through social media, forums and other platforms.																



Thank You