**5th Floor Studios**

1. **What is your company going to make?**
   1. We’re a startup independent game company currently focused on a stealth-action game called *C.A.I.N.: Cybernetic Artificial Intelligence Network*. The story follows Darius Cipher, an interpol agent in the near future investigating a robotics company leading in the field of networked AI. Our game is being developed on the Unity engine and makes use of various custom visual effects not found in previous Imagine Cup competitions. In addition to that, our game will be the first 3D stealth action game on the Windows app store.
2. **Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you’re making?**
   1. We picked this project because we haven’t seen many games like it, particularly in the Windows app store. There are 5 “stealth” games on the Windows 8 app store, but the quality and the game play is not like a typical stealth game. Because stealth games gain strong followings, there is clearly a demand for them. After doing market research and checking the Windows store for related games, we realized that stealth-action gameplay has a fresh market in it, and we believe that people would love to download our game as it solves the problem of not having a 3D stealth-action game with high quality graphics and a new and unique story on the Windows app store. Altogether, our team’s experience consists of GPU shader programming, AI programming with C#, 3D modeling experience through Autodesk Maya, and over 20 published Windows Store apps with approximately 100,000 cumulative downloads.
3. **What’s new about what you’re making? What substitutes do people resort to because it doesn’t exist yet (or they don’t know about it)?**
   1. Based on our market research, we feel that the Windows app store is lacking in stealth games and 3D games in general. Substitutes include games such as Deus Ex and Splinter Cell (on PC and Console). Players are able to complete missions using either stealth or brute force, and the world provides a high degree of interactivity; the player can turn off or shoot out lights to hide in the dark, access CCTV camera footage, pick locks, gain access to computer logs and security systems, hack email accounts and hack robotic enemies to aid them in battle. This is something that you don’t often see on a mobile game.

1. **Who are your competitors, and who might become competitors?**
   1. Given the lack of stealth games on the Windows Store, and the lack of indie stealth games in general, our game faces less competition than the typical game seen at Imagine Cup.  Those competitors who do exist are mostly large game developers such as Rockstar, who recently ported Grand Theft Auto: San Andreas to the mobile market, but this still leaves stealth as a fresh market in the Windows app store.
2. **How do or will you make money? (We realize that you are in a very early stage, so a basic concept is fine)**
   1. We plan on selling the game for $5.99 in the Windows app store, getting some additional income through downloadable content and in-app purchases (in the form on additional weapons & armor and side missions). We believe $5.99 is a reasonable price for this game because our game provides the player an entirely new and unique gaming experience on the mobile platform, and other large game developers like Gameloft and Rockstar sell their games on mobile platform for an average price of $6.99. We’re also going to include demo scenes and trial periods for potential customers to play before purchasing the game, since this has been shown to increase downloads and revenue.
3. **If you’ve already started working on it, how long have you been working and how many lines of code (if applicable) have you written? Do you already have a prototype? (or a beta version of your product?)**
   1. We’ve been working on our game for about 10 weeks and have already developed the core gameplay elements. Additionally, we’re taking advantage of freely available 3D models to add atmosphere to our game. We currently have a working prototype, showcasing dynamic lighting, interactive environments, AI sight and sound mechanics, electrical circuit logic, fullscreen custom shaders that take advantage of DirectX 11. We also have a smooth camera that adds a cinematic feeling to the game. We’re also incorporating an original soundtrack and we’re developing custom animations through motion capture.
4. **If you have an online demo, what’s the url?**

<http://fifthfloorstudios.herokuapp.com/>

1. **Which overall category would you say that your product/app belongs to?**
   1. Games