

PITCH DECK

Duchêne Erwan, Frouin Oriane, Michaud de Perier Erwann, Noël Matilin

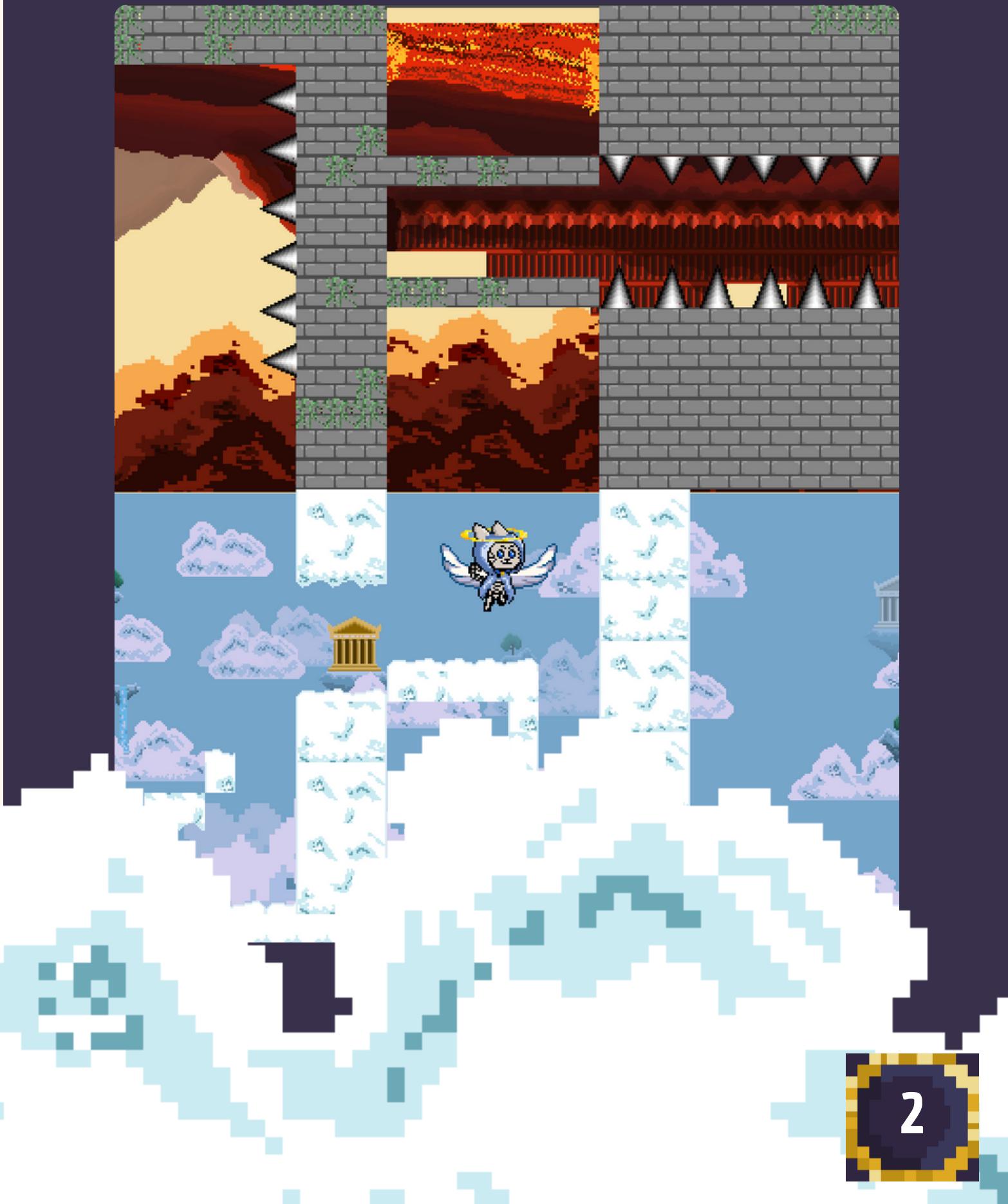


ABOUT EQUINOX

☀️ **Equinox** is the time when the sun crosses the equator and day and night are of equal length. It's the perfect word for our **single-player 2D platform game** which is separated in two worlds by a simple step through the ***border***.

We decide to offer an immersion in our two worlds by giving the opportunity to switch between hell and paradise through '**Nox**', a little dead cat.

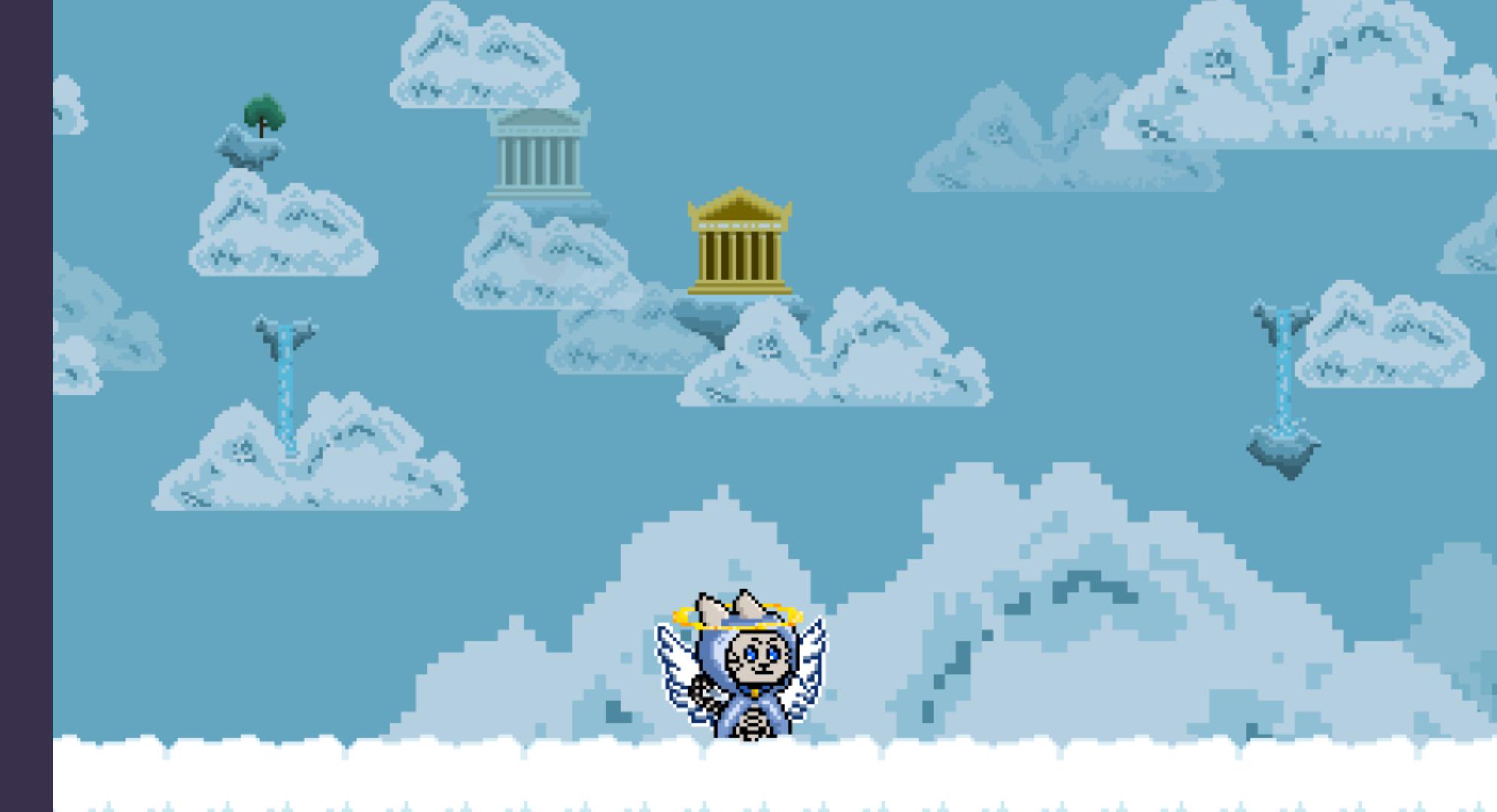
❤️ The **goal** ? Take back Nox 8 lives remaining and understand the importance of it!





CONCEPT

Nox, the skeleton cat just got ran over by a car. Immediately, it arrived at death's door and in front of him stand two worlds which are hell and paradise. Every actions will take it in both world. Will it be enough courageous to go through steps and traps?



Don't think that you're immortal because you are already dead. In fact, you'll be challenged by the difficulties and particularities in each world. You're one step closer to lose if you don't pay attention or if you don't follow the path ☺



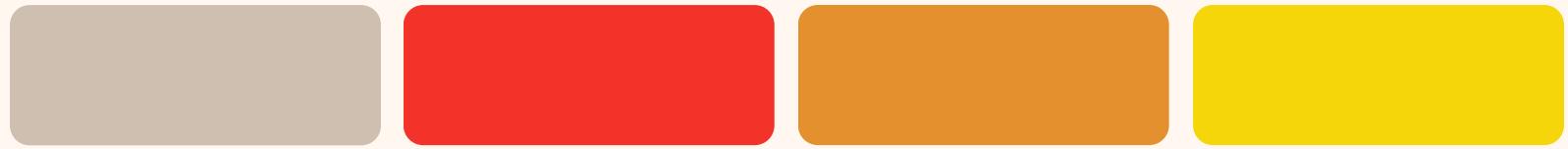


NOX



Nox paradise version

A **good** skeleton cat looking like
an angels with soft colors



Nox hell version

A **bad** skeleton cat looking like a
demon with warm colors





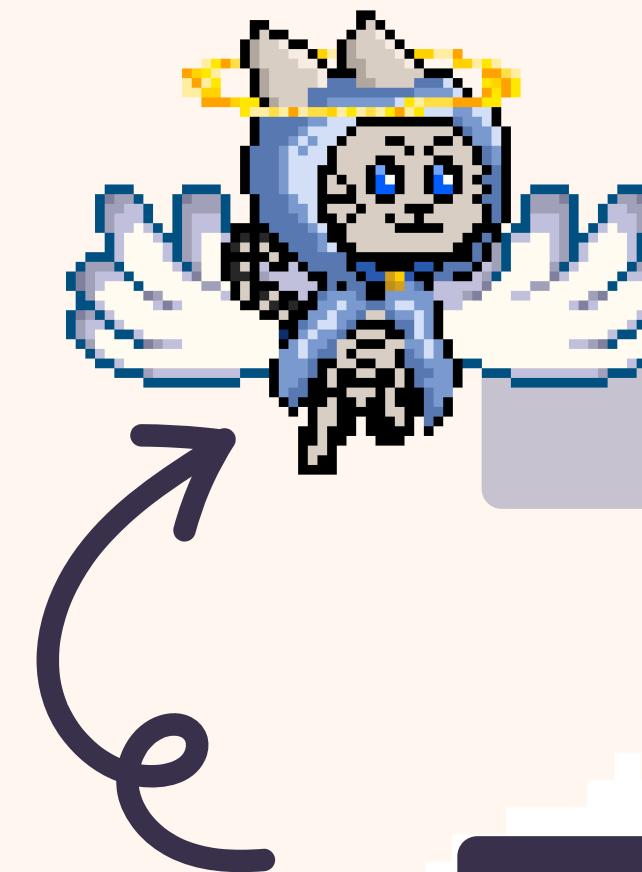
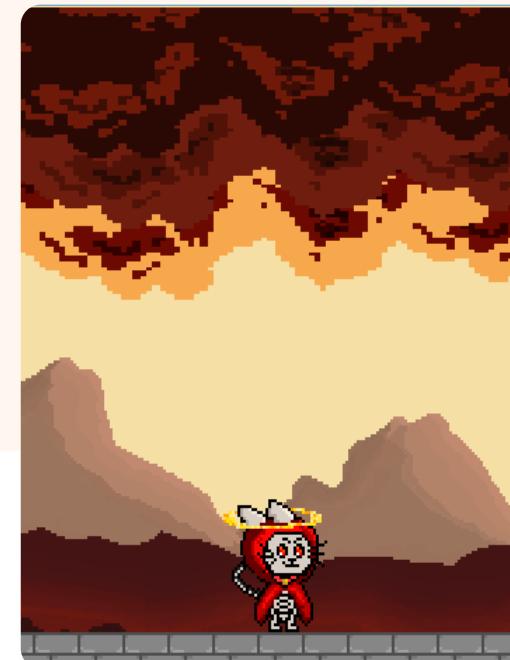
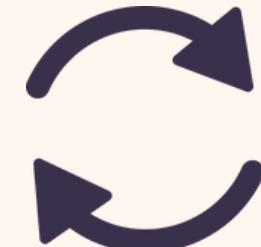
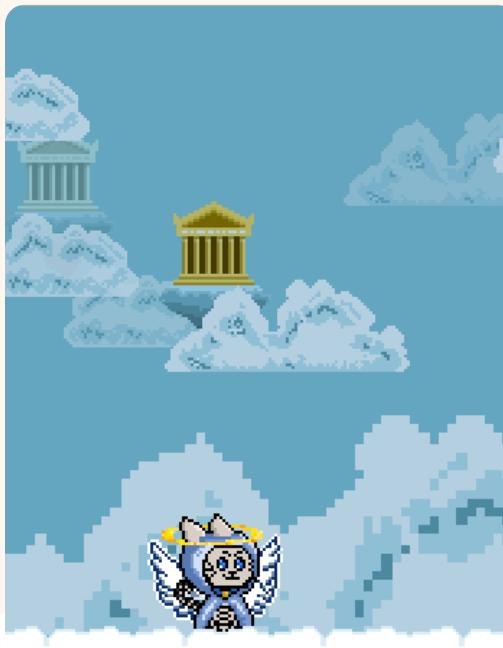
GAMEPLAY

Run and jump

On the ground or platform and escape death

Switch

You can switch between hell and paradise



Double jump

You will be able to go higher in paradise



Dash

You will be able to go faster and further in hell





DEVELOPMENT



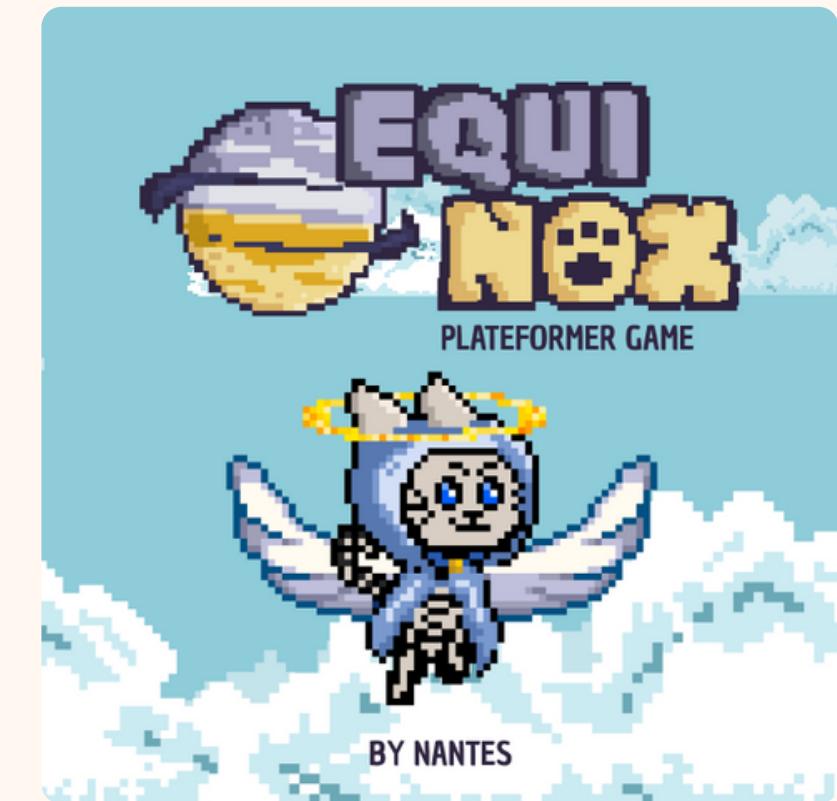
Price

5,99€



Available

Steam
Itch.io



Target platform

PC

Web



Software used

Godot

Aseprite



Target audience

14+

All type of gamers



Strengths

Very large target (few age restrictions)
Very endearing chara design
Very diversified game design and skills depending the world you're in
Different gameplay
Passionate production and communication team



Opportunities

Growing indie game market
Availability on digital Distribution Platforms
Partnerships
Continuously updating the game based on feedback



Weaknesses

No ennemis/mobs that can diversify the gameplay
Only few levels
Limited Resources (small indie team)
Low notoriety

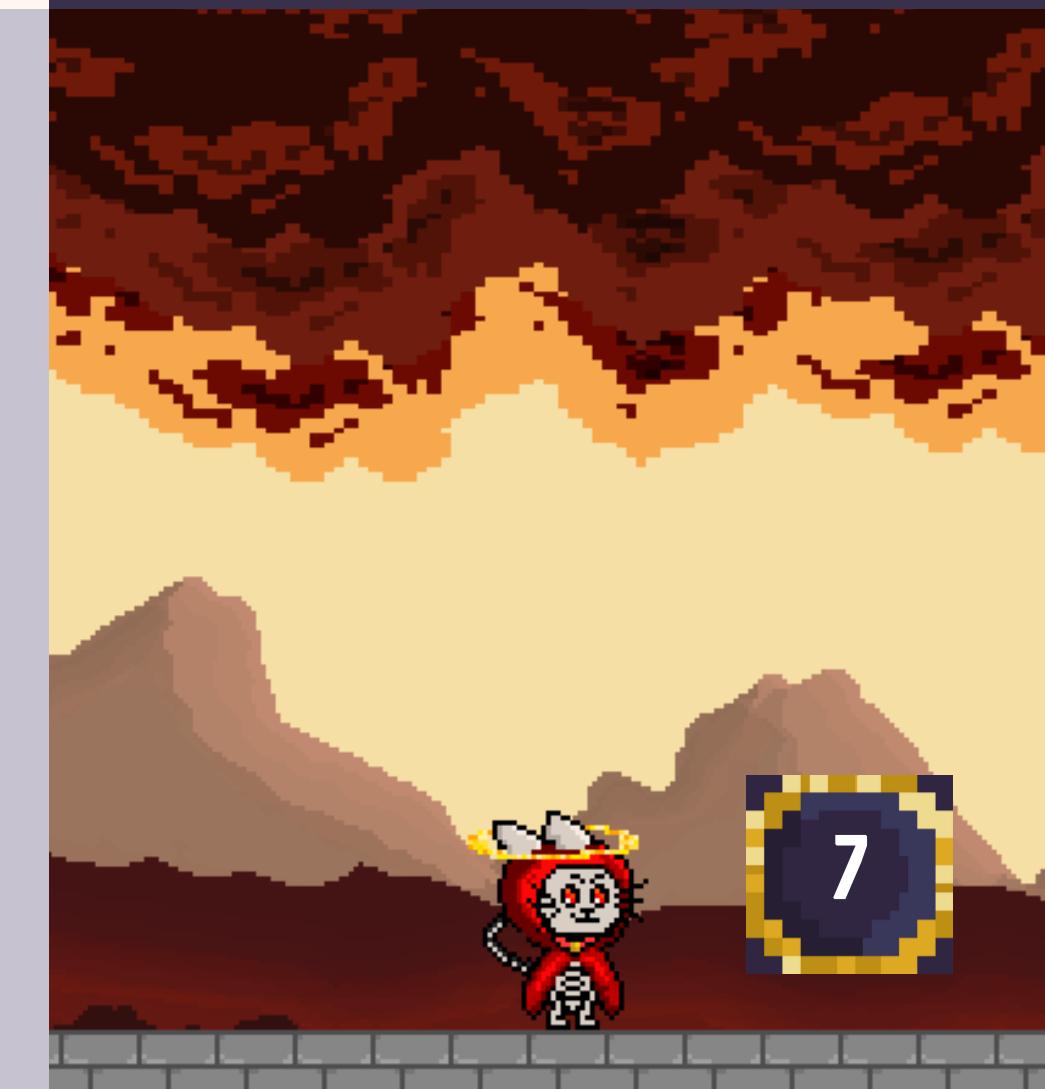


SWOT



Threats

A lot of plateformer games already exists
Our game could possibly be hard to play
Indie game competition
Technical issues and bugs





COMPETITORS

14,99€



Evaluations: 93%

Exploration in a dangerous grey world and the finding of colored fragments which will help to go forward in the adventure

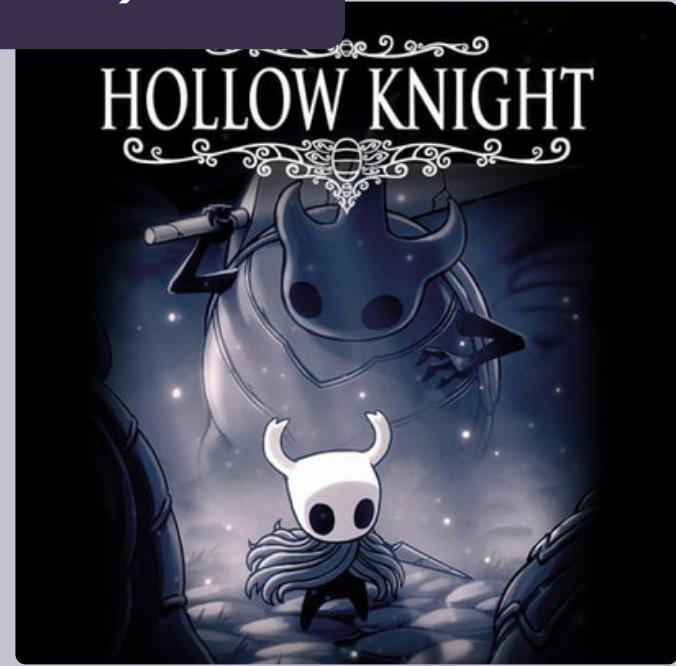
13,99€



Evaluations: 94%

A meat cube animated which is trying to save his girlfriend from an evil fetus in a jar

14,99€

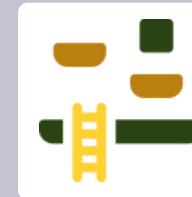


Evaluations: 93%

The exploration of a vast interconnected underground world



WHY EQUINOX ?



Platform game are very popular genre with a large audience



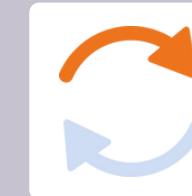
Low price (5,99€)



We give two different gameplays according to the world we're in



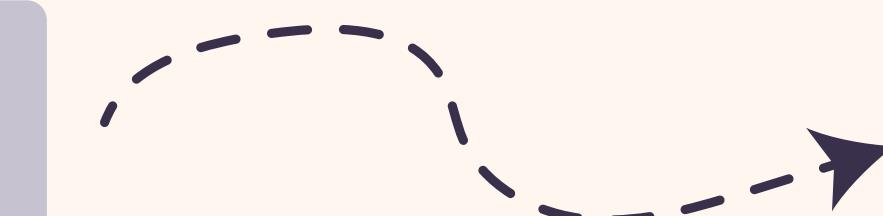
We have different designs in the same level



The switch between two worlds gives a different vision of a platform game and is our point of differentiation



The game is articulated around Nox and therefore by extension around the gamer





BUSINESS MODEL CANVAS

Key partners

Distribution platforms (Steam
itch.io)

Social media (Twitter, Twitch,
YouTube, Tik tok...)

Influencers and content
creators

Independent developers and
designers

Industry events (expos and
conferences)

Key activities

Game development
Communication
Marketing
Distribution
Event participations

Key resources

Development team
Software and technologies
Advertising campaign
financing

Value propositions

Fun and challenging 2D
platformer with a unique
aesthetic and a
captivating story

Regular updates to keep
player interest

Engaged community
around the game

Customer relationship

Community support
Regular updates

Channel

Website (future project)
Social media
Distribution platforms
Industry events (expos and
conferences)

Customer Segments

2D platformer players

Indie game fans

Players looking for a
challenge

Content creators
(streamers, youtubers
etc...)

Cost structures

Team salaries (developers, designers, marketing team, softwares, equipment)
Advertising and marketing campaign
Event fees
Infrastructures
Customer support

Revenue stream

Game sales on distribution platform
Ads, sponsors and partnerships



COMMUNICATION PLAN



Content strategy

Annoucement with game screens images
Content based on characters, levels,
gameplay
Community interaction (talk with players,
share, like)



Event

Game expos
Official launch online and
offline



Promotion

Partnerships with influencers
Paid advertising



Social media

X /Instagram/Tik tok: Give news about
the game, create an active community,
add game ads

Youtube : Stream the trailer and
collaborate with gamers youtubers

Twitch : Promote the game, show
gameplay

Steam : Share updates and announce



Content

3-5 times a week
Planned publication
Make special announce for
importants events (trailer,
demos)



Analysis

Built-in analytics tools on
social platforms to track
performance
Analysis of engagement
rates, clicks, conversions,
etc.

Players feedback



1 YEAR ROADMAP

2 month



Pre-prod

- Design
- Prototype
- Research
- Vision
- Planning
- Define game concept
- Mechanics
- Moodboard

Team tasks gestion

5 month



Production

- Game development
- Develop game levels, characters, and assets
- Trailer
- Work on the pitch deck for potential partnerships and funding

2 month



Alpha / Beta

- First game version
- Testing by external players
- Feedback
- gameplay, bugs, performance

2 month



Early access

- Game Launch
- Feedback
- Implement bug fixes

1 month



Game launch

- Finalize game based on feedback
- Host launch
- Deployment
- Promotion



BUDGET

By hour
for a week

Team

Game developer	$20,41 \times 35 = 714,35 \text{ €}$
Game designer	$16,83 \times 35 = 589,05 \text{ €}$
Marketing	$15,95 \times 25 = 398,75 \text{ €}$

TOTAL BUDGET **1702,15€ excl. VAT**

Deliverables

Trailer	$(15,95+16,83) \times 6 = 196,68 \text{ €}$
Pitchdeck	$15,95 \times 10 = 159,5 \text{ €}$
Total	356,18€ excl. VAT

Definition

Game Concept Document	$16,83 \times 6 = 100,98 \text{ €}$
Moodboard	$16,83 \times 2 = 33,66 \text{ €}$
Total	134,64€ excl. VAT

Marketing

Competition analysis	$15,95 \times 3 = 47,85 \text{ €}$
Campaign	$15,95 \times 6 = 95,7 \text{ €}$
Total	7500€ excl. VAT

Game

Game design	$16,83 \times 21 = 353,43 \text{ €}$
Game development	$20,41 \times 35 = 1067,78 \text{ €}$
Total	762,2€ excl. VAT



MEET THE TEAM

Matilin Noël



Role

Game designer
Trailer manager

Erwan Duchêne



Role

Lead developer
Level design

Erwann MDP



Role

Game designer
Marketing

Oriane Frouin



Role

Pitchdeck manager
Game design



**EQUI
NEX**

THANK YOU



Duchêne Erwan, Frouin Oriane, Michaud de Perier Erwann, Noël Matilin