THE 3RD 2RINCIPLE

A VIRTUAL REALITY GAME BY SEDLEO

THE COMPANY

SEDLEO

We are **Sedleo**: a young, small indie game studio currently focused on Virtual Reality.

"Small, but brave", that is the meaning behind our company name:
we believe that to achieve uniqueness, companies need to take risks. But few do so in gaming.

We are not afraid to change the rules: we want to make things different.



PIERF. RAIMONDO LEAD DEVELOPER

Master's Degree & PhD Student in Computer Science.



FABIOLA MARTELLI
CONCEPT ARTIST

3 books published, 6 years of experience.



TOM OCEANO

GAME DIRECTOR

Epica Awards Gold, 5 years as Art Director.

THE PROBLEM

VR GAMES: FEW & BAD

While VR devices sales are high as a result of PlayStation VR and Oculus Rift 2018 trend — and projected to grow even more in 2019 with the new hardware announcements — the number of active devices is disproportionate, and VR games sales seem to struggle.

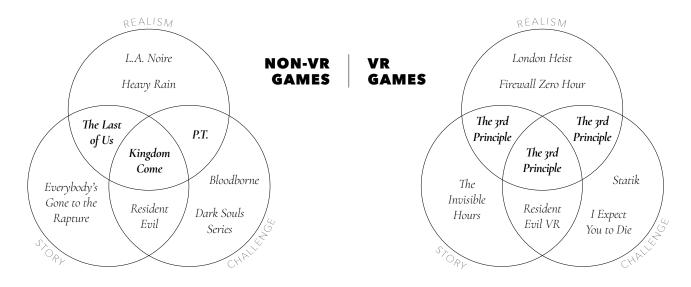
The reason is quite simple: VR games are still few, and mostly bad. VR users want to use their devices, but there are too few good games to play.

Developers often adapt classic games to VR or use the same old videogame mechanics, but that doesn't work: there is a **lack of games** that truly use VR potential.

OUR SOLUTION

FILL THE GAP

We are developing **our best VR game**, and we're designing it to be a must-buy for VR users. We're doing so by making it unique, with innovative mechanics that will be a standard for other VR games to come (very much like *Lone Echo* did for hands interaction in VR).



Positioning is key: our game will fill the gap for **VR games** with realistic challenging stories, where for **non-VR games** the genres are covered by hits such as *P.T.* and *Kingdom Come*.

PRESENTING THE 3RD PRINCIPLE

THE 3RD PRINCIPLE

THE GAME

The 3rd Principle is a challenging story-driven thriller for Virtual Reality. You play as a **detective** in a contemporary realistic world, **searching for clues** to solve the case of a missing mathematician and discovering the truth behind the seemingly unnatural death of his research team.

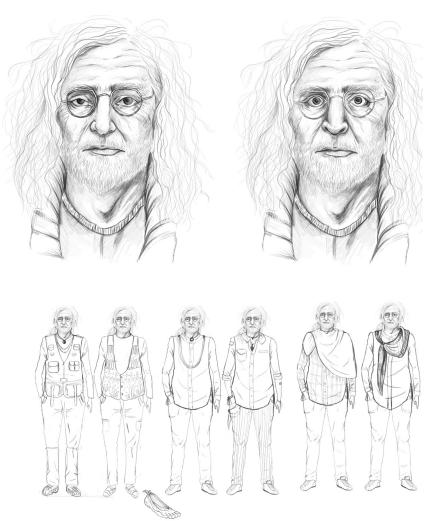
The story is the core of the game: deep, captivating and full of mysteries, it is based on the fascinating theory "The Simulation Argument" by contemporary philosopher Nick Bostrom. It will have multiple layers of interpretation and different endings, depending on how deep the player investigation will be.

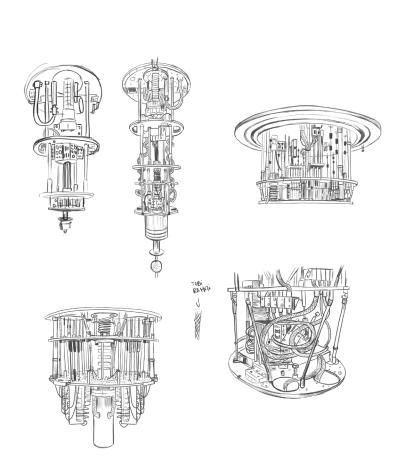
The gameplay is unique, dedicated to challenge and realism, and will feature new revolutionary mechanics that will set new standards for VR gaming.

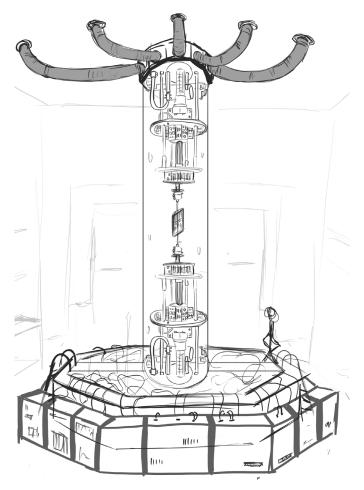
THE 3RD PRINCIPLE CONCEPTS













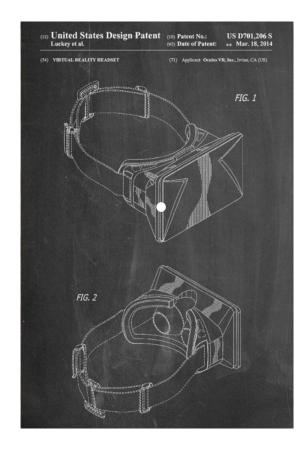
THE MARKET

INVESTING IN VIRTUAL REALITY

Virtual Reality is one of the fastest growing sectors of gaming industry, forecast to reach \$34,08 billion by 2023 at a CAGR of 34%. (ReportsnReports, 2018)

Global Venture Capital funding in gaming industry reached \$3,6 billion in 2017, growing at a CAGR of 21% since 2012. The average funding size in that period has increased by more than four times to more than \$9 million.

Sedleo first product, The 3rd Principle, is developed with a special focus on the market needs, and its key features are among the most requested by the VR users.



INVESTING

BUSINESS PROJECTIONS

Sedleo is seeking to obtain financing for the amount of €250,000 for the development and marketing of The 3rd Principle.

Sales will begin after the first year of development: the game is projected to sell 50,000 to 125,000 digital copies at €24,99 between year 2 and 3, which would translate in €1,862,625 revenue by end of year 3.

	YEAR 1	YEAR 2	YEAR 3
SALES	€0	€ 874,650	€ 2,186,625
EXPENSES	€ 250,000	€ 324,000	€ 324,000
PROFIT	€ (250,000)	€ 550,650	€ 1,862,625

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THANX YOU