



**Goodvin**  
**games**

## Goodvin Games Team



Nikita Pushin  
Team Lead



Timur Ibragimov  
Game-Level Designer



Nikita Dudnik  
Programmer



Evgeny Rassolov  
Leading 3D  
modeler, texturizer



Viktor Gakhov  
3D modeler environment



Kozikov Andrey  
3D modeler environment



Anna Semenova  
Character Artist



Anastasia Krivitskaya  
Artist of environment



Dmitry Belokrylov  
Finance



Evgeny Petrash  
3D animator



Dmitry Vlasenkov  
Rigging and skinning



Onufriev Fedor  
Sound

We are a team of enthusiasts - freelancers, working remotely, but with one common goal. We want to create interesting and colorful games.

We see our development as a company capable of making high-quality content in demand both in European and Asian markets.

We are ready for mutually beneficial cooperation and partnership.

And we want to present our project to you.

# MONSTRO BOY

LOADING





## About the project



Monstro Boy is a 3D game for mobile devices under Android and iOS, with a fascinating and mystical story about the world of Shuanti bedside monsters. There live creatures who create good dreams for children and adults. But like in any Hollywood story, there is a villain there, the All-seeing Jokula, who feeds on the fears of people and inhabitants of the magical world. The game is a mixture of popular genres. I took in myself the best of RPG and Adventure. The main elements of the mechanics are made in the best traditions of RPG games. Despite the original style, performed in a cartoon style, the game has a deep and, at the same time, interesting pumping of the character, which will be interesting and understandable to a player of any age. But the target audience is children from 7 +.



## Legend

The goal of the protagonist Max will pass through the whole world map, saving the abducted sister Aurora and simultaneously releasing the bewitched elders, the most powerful wizards of Shuanti.

But to do this, he can transform into a war of Monstro Boy and enlist the help of a shaman guide Tumu.

During the game, the style of the map will change (such as the Maya, Chinese, European, African, and also ice and water worlds. Where at the end of each level Max will collect the magic crystals that are stored at the level Bosses.





## Characters

Each level consists of 7 parts, 12 levels in total, according to the number of Bosses.

In each new part a new monster will appear, with new unique abilities. When you change the style of the levels, the style of the monsters will also change.

The protagonist will also improve in the course of the game, new weapons, improved armor, styling of the appearance under different level stylistics, new magic.



Krok



Gekko



Tanter



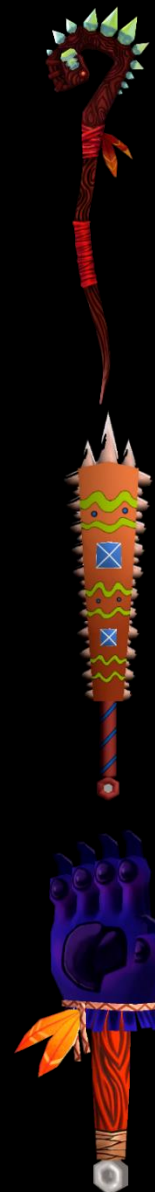
Krok - bomb



Tumu



Monstro Boy



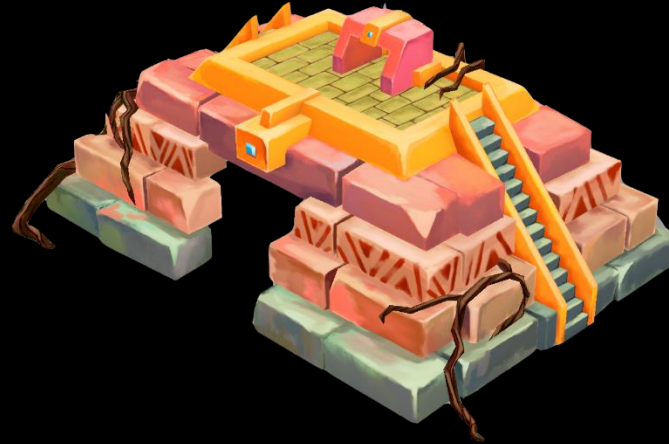
## 3D Assets

In addition to unique monsters, each location is also unique.

New buildings and key objects will appear. New vegetation and landscape.

Each model in the game is made on the basis of elaborate, colored sketches, our artists.

Working in a team, we get colorful and unique content.



Pyramid



House



House



House on a tree



Tree



Palm



Tree



## Game play



The player has to solve fascinating puzzles, fight with enemies and advance on the story line. Also, there is the possibility of choosing a gender of the character, which many will like. The storyline has its branches, unexpected turns and several endings depending on the player's actions.

In addition to the standard elements inherent in this genre, there will be a competitive mode where users will be able to compete for the first places with each other. And also a variant of cooperative passage and PVP mode.

The combat system has its own non-standard solutions. In combat mechanics there will be many additional elements: evasion, a variety of armor, protection from elements, accuracy, critical strikes and so on. Despite this, it is played quite easily, in connection with the verified balance, which is suitable for any type of audience.

The game will have an adaptive level of complexity that will allow any player to feel comfortable.

Also in the game introduced super abilities that diversify the overall gameplay and create new strategies for the player. Defeated bosses will become friends, each has his own abilities, all this will give the game a special color.



## User interface

An important part of the game is the User interface (personal cabinet, store, character management interface, etc.) It is here that the player will be able to track his achievements, buy and change weapons, update inventory, pump bosses, and receive bonuses. From the extent to which it is worked out and convenient, the following most important item depends, MONETIZATION.



## Monetization



The game presents a comprehensive approach to the issue of monetization. The following methods are used: For example, such as:

- advertising for a fee. For viewing video advertising, the player will receive various rewards, for example:
- ordinary coins (at their expense you can open levels, improve spells or buy them);
- life at the level (when there are not enough of them - this possibility can not be used constantly);
- energy. Energy is needed to continue the game. Every time a player starts or restarts a level, 1 unit is spent. energy. Our hero needs replenishment, therefore, to fill the energy, the player can: wait a certain time (from 30 minutes to 1 hour), look at the advertisement or buy energy for real money (coins - optional);
- IAP (buying coins, energy, lives, personalizing the hero, buying boosts, opening new levels, promotions and discounts, joint purchases, daily and weekly events, and so on). For money, you can buy more energy than watching ads or waiting on time. Also, the acquisition of various items (hereinafter) and so on;
- full-screen banners. Loaded when the level starts. Can be skipped by the player;
- video advertising. Loaded when the level starts. Can be skipped by the player.
- chests 24 (+ Gacha). There will be chests in the game, which the player can open once, at a certain time or for a currency. In turn, chests are divided into: ordinary and premium. Ordinary - you can open for free, once in a while, subsequent discoveries for ordinary currency. Premium - you can open for a non-currency. "Gacha" - with the elements of crafting. The main one is on "chests 24". In turn, chests are divided into: ordinary, premium, legendary.



## Monetization



### Detailed description

Banners will only complement the main system of monetization (not its framework). The emphasis will be on advertising for reward and IAP. An important role will be played by the Gacha system, which will be closely connected with the "chest 24".

Use of advertising for a fee is assumed at the following events:  
 death. When a player dies, he can appear in the same place after watching a video. Such an opportunity is given once, in several hours (a configurable parameter);  
 replenishment of energy. With each game, one energy unit is written off. When the energy is over, the player is asked to wait a while to refill it. Also, you can buy energy for a donated currency or watch an ad;  
 receipt of the donation currency. It is permitted to view advertising twice a day, which, when fully viewed, gives a certain amount of hard currency (donated);  
 reopen the chest. Allows once a day, again, to open a free chest (after the first opening).

Chests are an important role in terms of monetization. The main idea is that the player, when opening the chest, has a chance to get this or that object. Of course, getting a rare item is very hard, while the usual ones are easily given. There must necessarily be a chance of a lunge for each of the items, in other words, a system of weights.

Of the features of the monetization system with the help of "chests 24", we can distinguish the following:  
 Once a day, the player is given the opportunity to open an ordinary chest;  
 a premium chest is opened once for free (to show advantages), for the whole game, then it is necessary to pay a donated currency;  
 a rare item can not drop out the first time, at least a rare item should fall from 10 times in ordinary chests and from 5 times to premium;

## Short description of the market

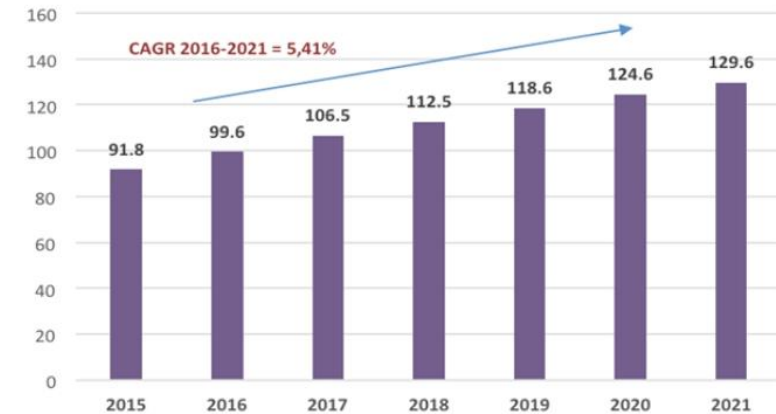
In 2016, the global video game market reached revenue of \$ 99.6 billion, an increase of 8.5% over 2015. This demonstrates a continuous growth trend in the industry, with various sources claiming that revenue from video games will increase by 6-8% year on year, for the next three years. This growth opens new opportunities for developers, publishers, investors and games in general.

It should be noted that over the past 3 years the structure of the global game market by segments has changed. If in 2013, a large share of the market accounted for the gaming PC market (almost 40%), and 37% occupied the console segment, then in 2016 the largest segment is the segment of mobile games, generating revenues of \$ 36.9 billion, which corresponds to 37 % of the total world market of games. That is, in 2016, revenues in the mobile segment for the first time exceeded revenues from the segment of games on personal computers. During the period under review, the segment of mobile games demonstrated tremendous growth rates: for 2013-2016. for smartphones, the growth rate of CAGR was 28.4%, and for tablets - 26.9%.

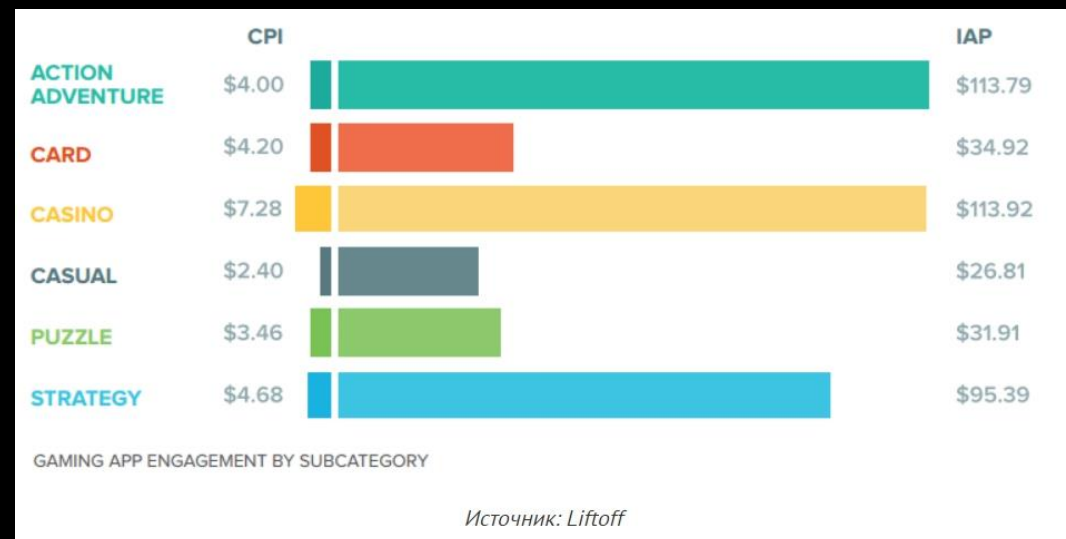
in 2016, the leading region in the global game market is the Asia-Pacific region - with a market share of 47%, and the leading countries - the United States and China, whose aggregate share is 48%

Recent research shows that despite the loss of some media, the PC remains the dominant platform for game development, and the mobile one is the second. Games in the RPG genre are the most downloaded, after the MMO and Casino. The share of paying players in the genre of our choice is quite high. The exact number of games released around the world can not be accurately tracked. Nevertheless, it can be safely assumed that thousands of new games are published, tested and paid annually.

Рис. 1. Динамика мирового рынка игр в 2015-2021 гг., млрд долл.



Источник: J'son & Partners Consulting, NewZoo





## Total budget game MonstroBoy

Title of article	Total, \$.
1.Wage	162 337
2. Insurance contributions	48 701
3. Expenses on Licence	18 391
4. Capital expenditure	20 090
5. Rent of the office	12 000
6. Other expenses	8 290
7. Expenses on test game, Expenses on copyright (patent)	no data
8. Marketing	20 000
9. Expenses on localization game	10 000
<b>Total</b>	<b>299 809</b>

### Comments:

It is possible to reduce costs by giving up:

1. The office and its maintenance – 12 000 \$. (abandonment of the office, may lead to an increase in the duration of the project due to the lack of centralized management.) It is possible to try to find a cheaper lease).
2. Purchase of licensed software – 12 560 \$. (there are risks of getting fines for using a non-licensed version of the programs).
3. Reduction of other expenses – 6 210 \$. (refusal to maintain the site of the game, will lead to the refusal to form a target audience .In the course of the activity, expenses arise anyway).
4. Marketing costs are discussed.

Total: It is possible to reduce investment to 269 039 \$.

## Wage



Specialization	number of staff	average monthly wage	social tax (30%)	Total wage	Total social tax (30%)	Total wage and social tax	Comment
painter	2	1 276	383	13 268	3 980	17 248	The calculation is made from the scope of work for the whole project
Modeller	2	1 595	478	32 053	9 616	41 669	
Game and level design	1	1 914	574	22 102	6 631	28 733	
Texturing	1	1 914	574	17 892	5 368	23 260	
Rigging	1	1 595	478	10 684	3 205	13 890	
Animation	1	1 595	478	6 458	1 938	8 396	Implemented by the manager
Screenwriter	0	0	0	0	0	0	
Program	1	1 595	478	8 850	2 655	11 506	The calculation is made from the scope of work for the whole project
Sound	1	1 595	478	1 993	598	2 591	
Finance and economics	1	1 595	478	19 614	5 884	25 499	
Team lead	1	2 392	718	29 422	8 826	38 248	
<b>TOTAL</b>	<b>12</b>	<b>17 063</b>	<b>5 119</b>	<b>162 337</b>	<b>48 701</b>	<b>211 038</b>	



## Expenses on licence

	Software	prices in the years, \$. on workstation	the required number licence	period, year.	Total, \$.	Comment
1	3DsMax	901	3	1	2 704	Source: online shop software
2	Maya	901	2	1	1 803	
3	zBrush	832	2	1	1 664	
4	Substance Painter	173	1	1	173	
5	Photoshop	416	4	1	1 664	
6	UVLayout	312	3	1	936	
7	Unity3D	1 560	2	1	3 120	
8	BitBuket	121	10	1	1 213	
9	Microsoft office	260	3	1	780	
10	Other software	433	10	1	4 333	
	<b>Total</b>	<b>5 911</b>			<b>18 391</b>	

## Capital expenditure



Title of article		Total, \$.	Comment	Source
computer and office equipment		19 240	computers, graphics tablets, printers	online shop
equipment for test game		850	smartphones and tablets IOS и Android	
Total		20 090		



## Rent of the office



Name	amount per month, \$	Total, \$.	Comment	Source
Rent of the office	1000	12 000	Office space 50 sq.m.	avito.ru
the establishment and maintenance web-site game	173	2 080		
other costs	517,5	6 210	Business trips, participation in exhibitions, office maintenance, unforeseen expenses	
<b>TOTAL</b>	<b>1 690,5</b>	<b>20 290</b>		



## Sales plan



	sales channel	platform	average check, \$	number of downloads, day	number of downloads, months	active sales term, month	% of purchases	Revenues
1	Russia	ios	5,0	10 000,0	300 000,0	3,0	1,2%	54 000,0
		and	5,0	10 000,0	300 000,0	3,0	1,2%	54 000,0
		advertising			600 000,0			60 000,0
							total	168 000,0
	sales channel	platform	average check, \$	number of downloads, day	number of downloads, months	active sales term, month	% of purchases	Revenues
2	USA	ios	7,0	15 000,0	450 000,0	3,0	1,5%	141 750,0
		and	7,0	5 000,0	150 000,0	3,0	1,5%	47 250,0
		advertising			600 000,0			60 000,0
							total	249 000,0
	sales channel	platform	average check, \$	number of downloads, day	number of downloads, months	active sales term, month	% of purchases	Revenues
3	Europa	ios	8,0	15 000,0	450 000,0	3,0	1,5%	162 000,0
		and	8,0	5 000,0	150 000,0	3,0	1,5%	54 000,0
		advertising			600 000,0			60 000,0
							total	276 000,0
	sales channel	platform	average check, \$	number of downloads, day	number of downloads, months	active sales term, month	% of purchases	Revenues
4	China	ios	5,0	15 000,0	450 000,0	3,0	1,2%	81 000,0
		and	5,0	5 000,0	150 000,0	3,0	1,2%	27 000,0
		advertising			600 000,0			60 000,0
							total	168 000,0
	sales channel	platform	average check, \$	number of downloads, day	number of downloads, months	active sales term, month	% of purchases	Revenues
5	Network of stores of cellular operators	and	2,0	1 000,0	30 000,0	3,0	100,0%	180 000,0
							total	180 000,0

### COMMENTS:

Calculations are taken exemplary from the Internet on sales of the game only in Russia. The average check is also taken medium. With the increase in sales markets in Europe, America, China, Japan, the figure will grow substantially. By attracting publishers. Also in these countries, usually the average check is higher and larger than the paying audience. In addition, the game will be sold in more than 200 stores of mobile operators around the world, through the publisher.



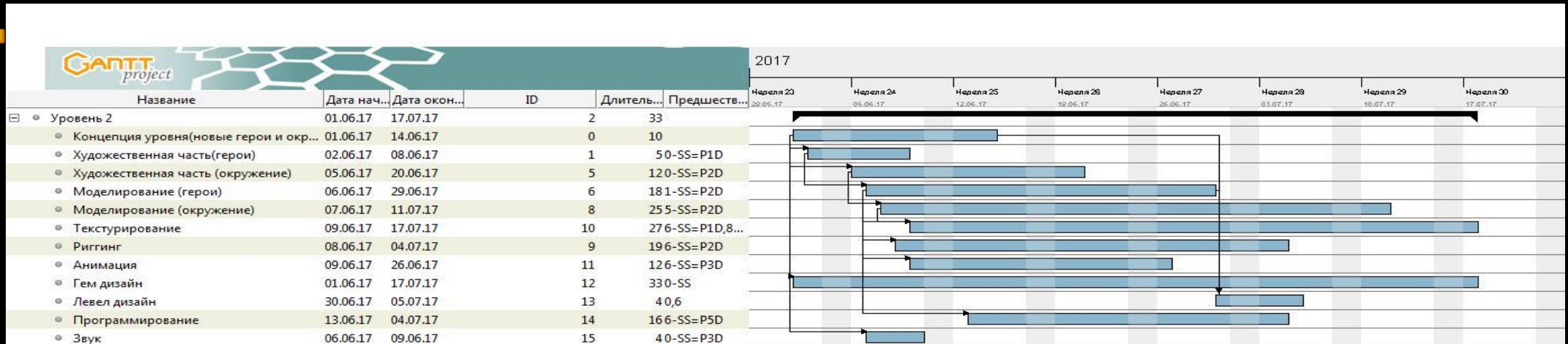
## Conclusions

	Income for 3 months	Monthly income
Russia	168 000	56 000,0
USA	249 000,0	83 000,0
Europa	276 000,0	92 000,0
China	168 000,0	56 000,0
Network of stores of cellular operators	180 000,0	60 000,0
ИТОГО	<b>1 041 000,0</b>	347 000,0
Investments	300 860	
localization	10 000	
Profit for 3 months	<b>731 000,0</b>	
Payback	0,3	

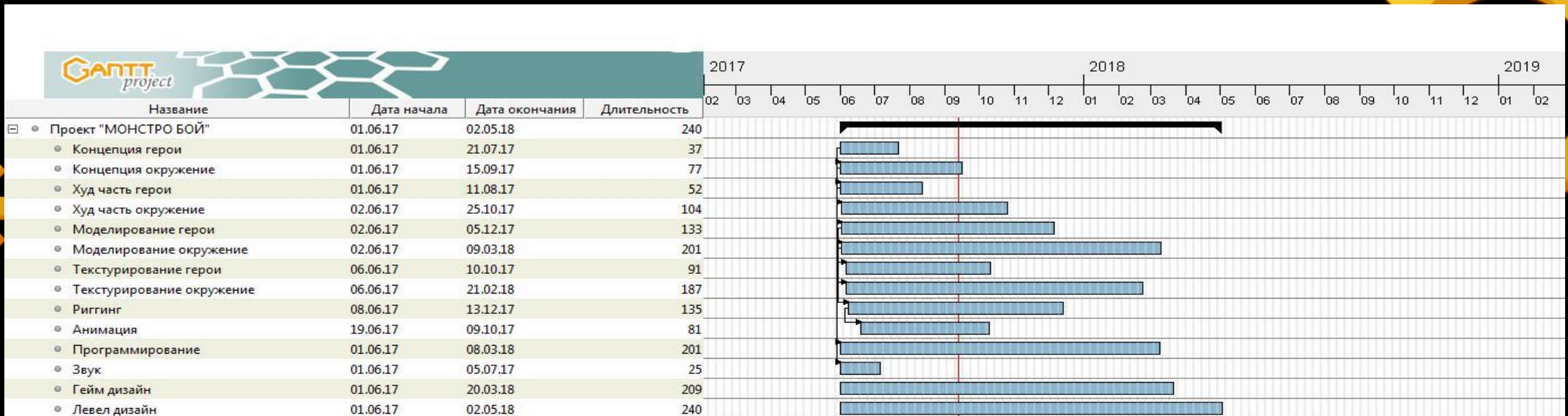
### COMMENTS:

In all calculations, the minimum figures are taken. The sales volume can be higher, it depends on the quality of the product and the choice of the publisher. Also in the calculations, the most active sales period is 3 months, but in fact it can be more. For three months of sales, there will be approximately 2,500,000 downloads, this is a fairly low figure, but even with such calculations, the project is profitable. The calculations do not indicate the cost of marketing, they take over the publisher. Profit is also shared with the publisher.

## Plan a timetable for creating one level on the game



## Plan a timetable for creating the whole game



### COMMENTS:

The schedule schedule is planned on the basis of the actual schedule for the creation of the first part, the first level of the game of the MonstroBoy. Given the initial development of the game creation processes are optimized for the maximum load of specialists and reducing the time of creation of the game. Estimated project duration is 12 months.



Thank you for attention.