The Girl and the Robot

PITCH

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The Game

Story Synopsis

In a time long ago, an evil queen ruled the land from her well protected castle. The queen was ruthless and obsessed for reasons that are still unknown. She used ancient technology to create an unlimited among of robotic knights that would guard her castle.

Inside one of the castle's suspended cells was imprisoned a little girl. One day, the girl managed to escape and while trying to find a way out, she released a defective antique robot that was kept inside a cage. She realises that she can control the robot remotely by using the mysterious pendant that she carries since birth.
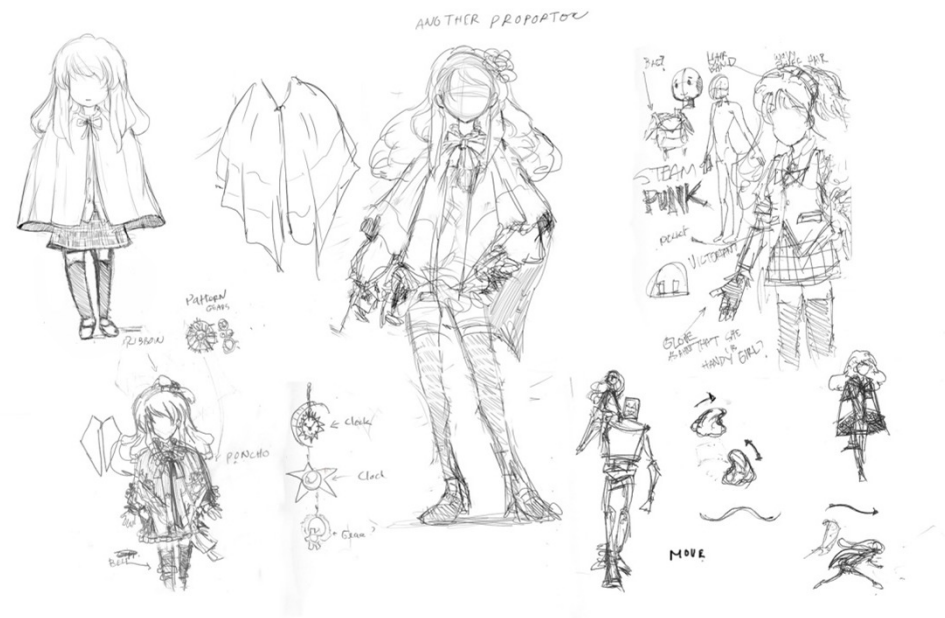
Game Information

- **One liner**: A little girl is trapped in a castle filled with evil steam powered robot knights. She needs to remotely control one of the defective robots in other to create a safe path for herself.

- **Theme**: The bounds of friendship are strong enough to defy any trials.

- **Genre**: Third person Action/Adventure game for PC and console (online distribution)

- **Time to complete**: 2 to 3 hours

- **Key characteristics**:
  - Fairy tale story that is shown and not told (minimum among of text)
  - Unique gameplay that enable the player to switch between two characters in order to solve puzzles and defeat enemies
 - Rich level design and enemy behavior that makes each level unique

Gameplay

The player controls the girl but **he can switch his control to the robot at any time by a simple press of a button**. The player will want to take control of the robot because he have a different set of abilities.

The player will need to use both the girl and the robot's abilities to progress. The girl can run fast, jump higher and go in small areas. The robot can attack at close and long range but move much slower.

Challenges in this game comes from puzzles and combat. The player is rewarded by receiving access to the next area and by discovering more of the story with hints inside the environment.

The game is over if the girl is captured by the evil robots or if the robot is destroyed.

Simple example of the switch mechanic
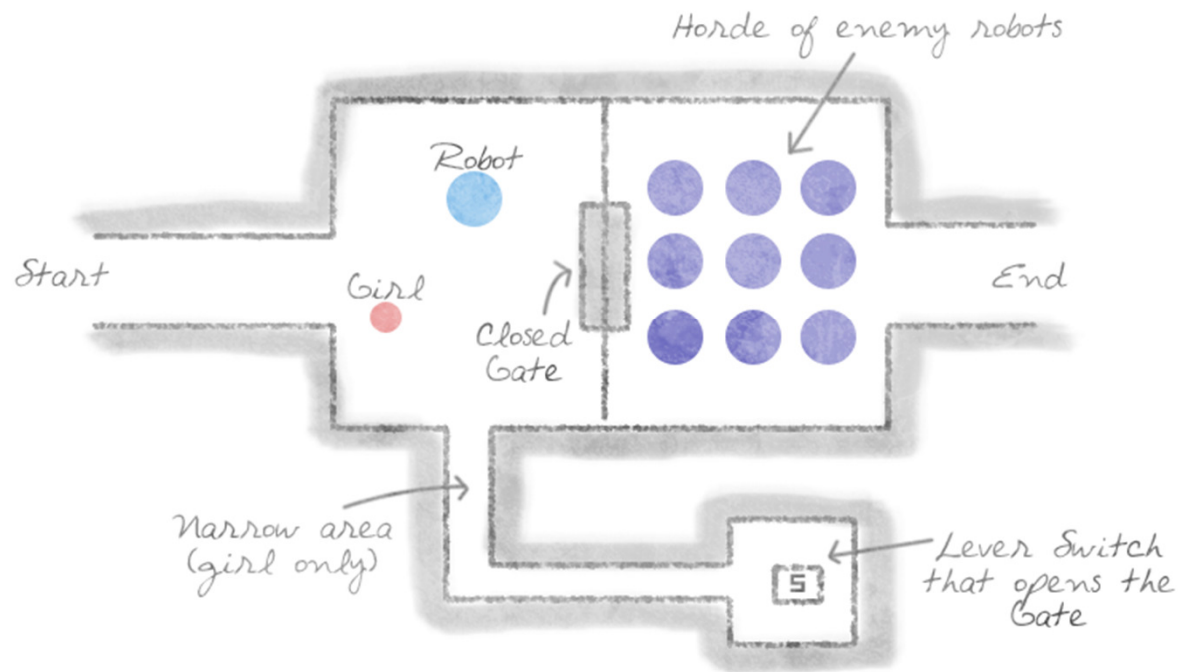
In this part of the level, the player needs to use the **Girl** to get inside the narrow area and pull the switch to open the gate. He then switch to the **Robot** to vanquish the horde of **Enemies** that is behind the gate.

Visual Art

- The game's art style will be **hand-painted** to reflect the fairy tale setting.

- Clothing for the girl and the queen will take **inspiration from various fairy tales.**

- The robots design will take **inspiration from ancient knight armors and ancient technology.**

- The architecture of the castle takes **influence from various European building.**

- The game will only take place inside the castle but in **unique areas** such as the abandoned castle town and the underground passages.

The Business Side

Marketing Overview

Target Audience

Mid-core and hardcore gamers, male or female from the age of 10 to 40 years old, fans of the action/adventure genre.

Potential Distribution Channels

Steam at first and then possibly consoles by the means of digital download.

Marketing Strategies

Ongoing marketing efforts throughout the development cycle; this includes:

- Progress blog
- Press releases and trailers
- Alpha version of the game available online and playable with a browser
- Social networks and YouTube channel
- Registration to various expositions and competitions

Production Overview

Time to complete

1 to 1.5 years

Budget needed to complete

50 000$

Game engine used

Unity 3 Pro license
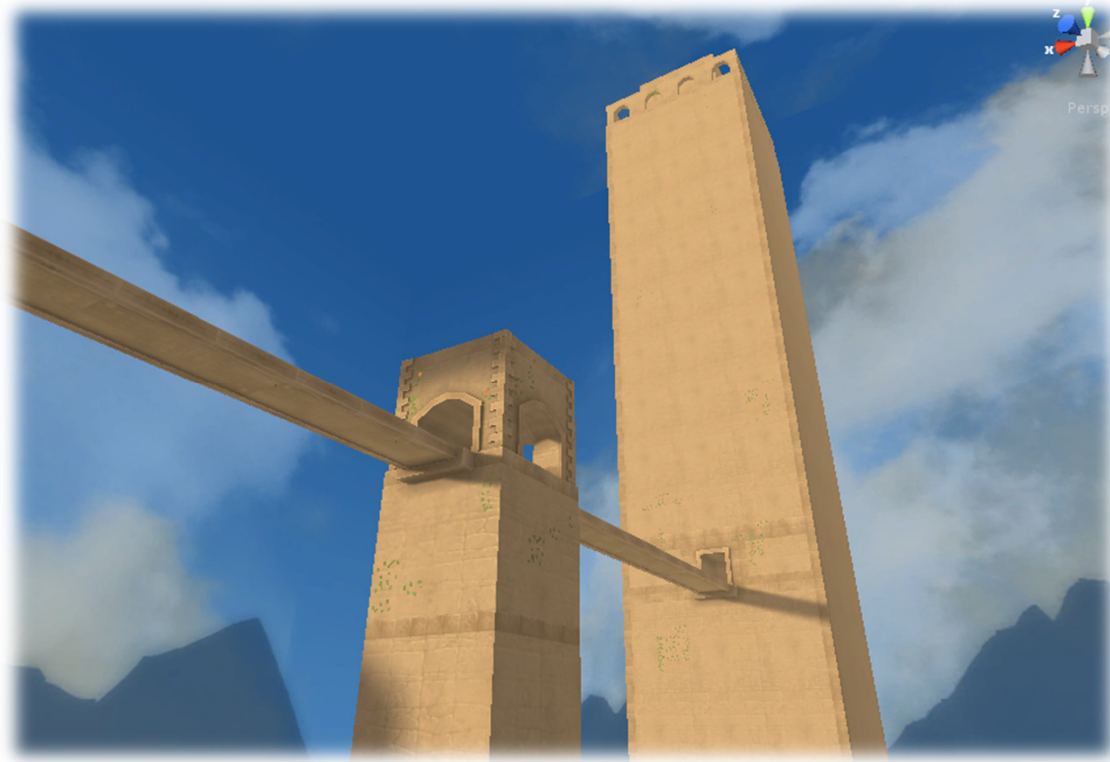
Expenses

Most the expenses will come from:

- Cost of life of the game designer (Salim)
- Freelance work for the music, the character's art and the animations
- Concept arts

Finance Overview

Released games with the an undertaking that is similar or close to The Girl and the Robot

Games	Approximate units sold	Unit price	Approximate Sales
Limbo	1,000,000	10$US	10,000,000$US
Dear Esther	100,000	10$US	1,000,000$US
Orcs must die	50,000	15$US	750,000$US

Taking those sales into consideration and keeping a pessimistic view, we predict that The Girl and the Robot will sale approximately **25,000 units** at **10$US** for sales of **250,000US$**

Thank you!