

NEON BULLET

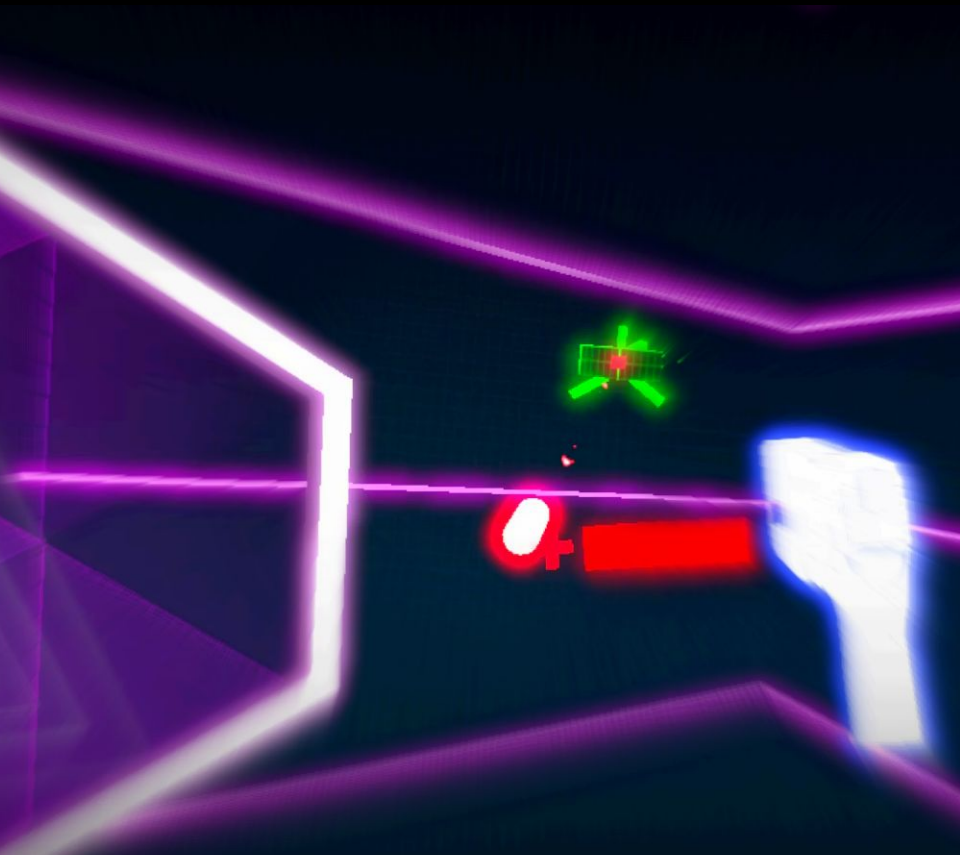
The title 'NEON BULLET' is rendered in a bold, 3D, blocky font. The letters are white with a thick blue outline and a slight shadow, giving them a three-dimensional appearance. The text is set against a dark background featuring a stylized city skyline with various geometric shapes representing buildings. A large, semi-circular, glowing blue arc with horizontal lines, resembling a stylized sun or moon, is positioned behind the title.

AN INTENSE VR
WAVE SHOOTER

WAVE SHOOTER

+

80'S NEON STYLE



IMMERSIVE VR



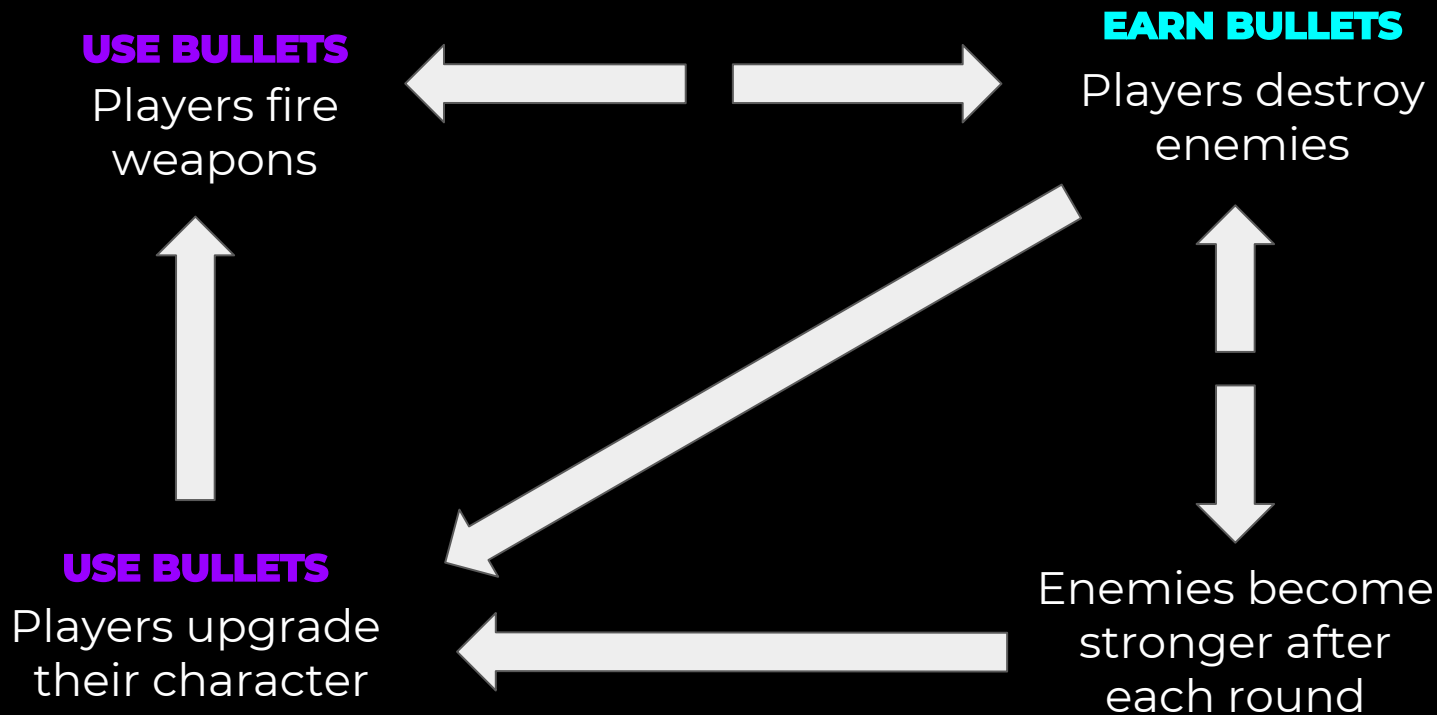
PLAYER GOAL

**10 challenging
rounds of play**

THE WORKS

Bullets power progression

CORE GAME LOOP



INSPIRATION: SURVIVAL ACTION

THE FOREST



MINECRAFT



DYING LIGHT



THE B-MODEL

TARGET AUDIENCE

21-35 yr. M / F

High-End VR Owner

**Aware of the wave
shooter genre**

**Uses VR System at least
once a month**

375,000 players (est) *

***Market size information comes from
VRDC 2017 VR/AR Innovation report
and Grand View Research**



VR PARTNERS ARE KEY

Establishing a VR platform partner or publisher can cover cost of development*

Avoids trying to compete for revenue in a limited market segment

Exposure and marketing is pushed through partner channels, increasing market share from target audience

***Based on HTC Q3 2016 Investor Report HTC paid VR developers \$87 - 290K for games developed through the "NEXT DEV" program**



VIVE



oculus



PlayStation VR

PROFIT PROJECTIONS

Dev Project Cost

25K

**Estimated Content/
Publisher Backing**

90K

Estimated Profit

65K

RETURN ON INVESTMENT (ROI)

2.6x

**Estimated
ROI**

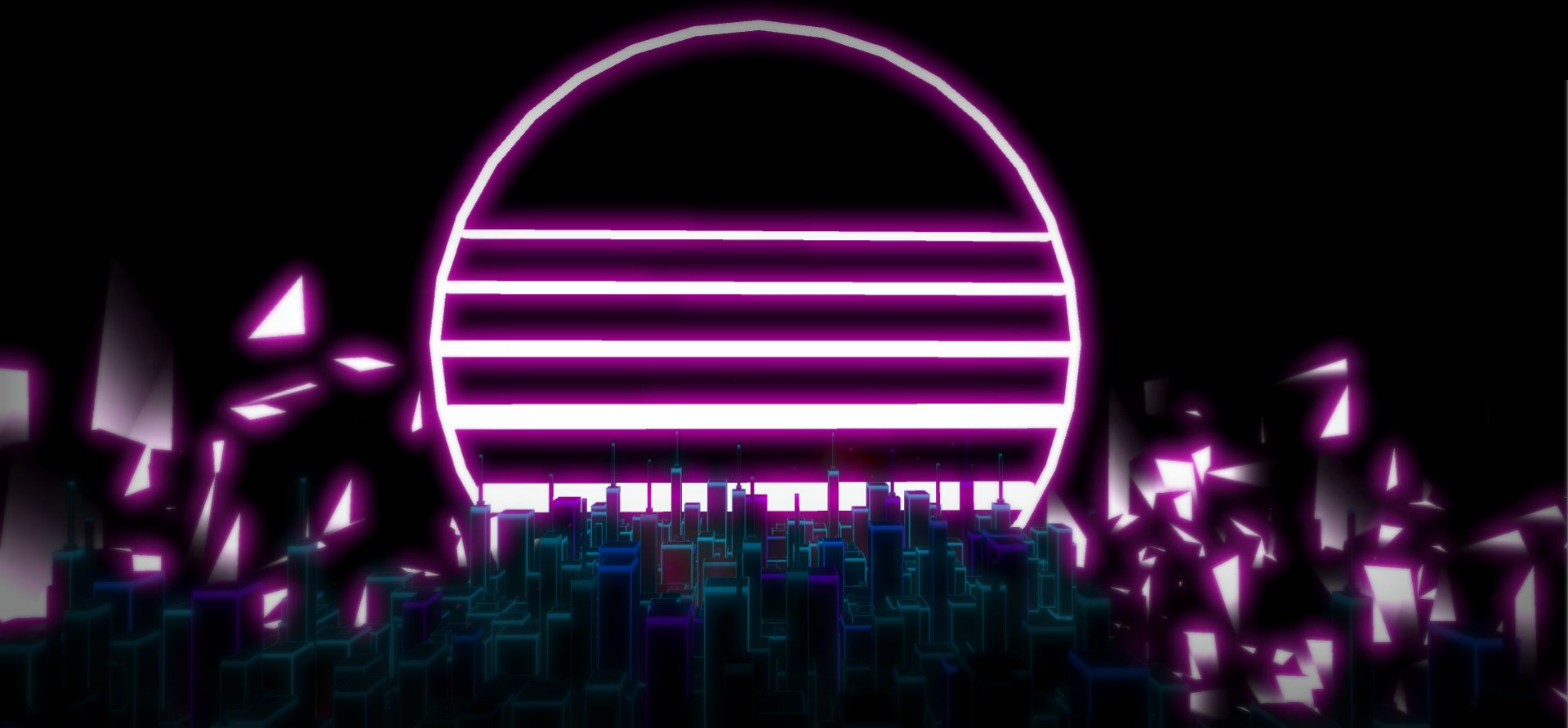
1.7x

**Average
ROI***

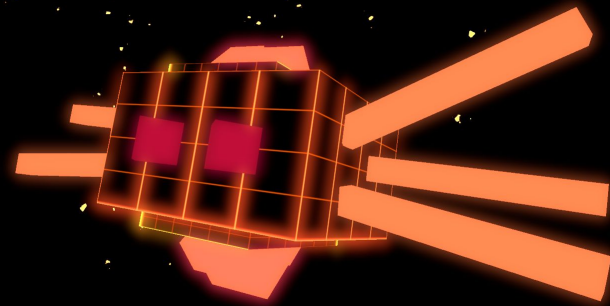
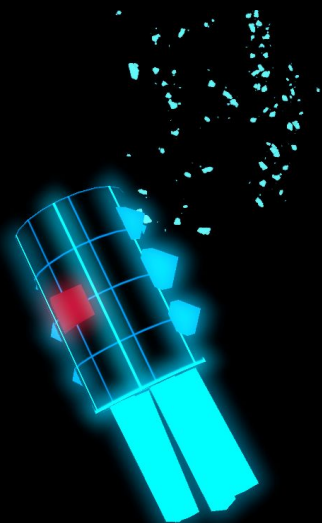
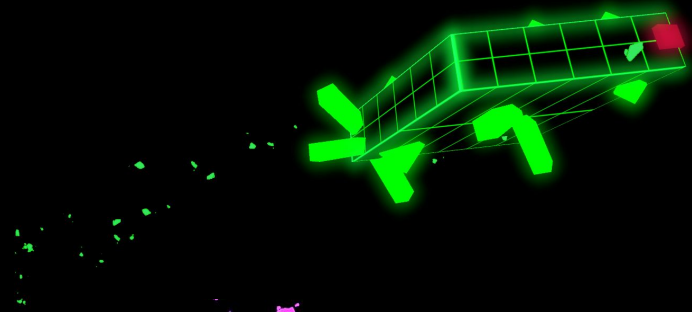
***Based on GamaSutra's Feb 2018
projected estimated for VR
development cost and revenues**

THE X FACTOR

MINIMALISTIC-NEON STYLE



ENEMY DESIGN

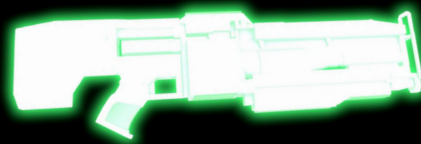


FEEL-GOOD WEAPONS

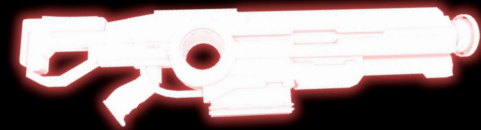
PISTOL



RIFLE



SHOTGUN



SABER SWORD



HYPER RIFLE



UPGRADE DEPTH

LEVEL 1 / 5

**FLYING
BULLET**

INCREASES WEAPON
FIRE RATE TO 110%

COST:

 **25**

LEVEL 2 / 5

**SLIP
STREAM**

INCREASES WEAPON
FIRE RATE TO 125%

COST:

 **200**

LEVEL 3 / 5

**TRIGGER
HAPPY**

INCREASES WEAPON
FIRE RATE TO 150%

COST:

 **300**

LEVEL 4 / 5

**SMOKING
GUN**

INCREASES WEAPON
FIRE RATE TO 175%

COST:

 **500**

LEVEL 5 / 5

**FASTER
THAN LIGHT**

INCREASES WEAPON
FIRE RATE TO 200%

COST:

 **700**

NEON BULLET

AN INTENSE VR
WAVE SHOOTER

THE DEMO

Q & A

MANAGEMENT OF RESOURCES

USE BULLETS

**Fire
Weapons**

**Upgrade
Character**

EARN BULLETS

**Destroy
Enemies**

**Shield
Absorbs
Bullets**

PARTNERING IS LESS RISKY

PRICING STRUCTURE

**\$15-20 EA launch, later
bundled with similar-
genre titles**

PARTNERING IS LESS RISKY

Less Marketing

Power

Self-Publishing

Self-Publishing

Minimal Sales

Figures

VR Consumer Purchase Rates (est) *

Genre Bundles: **1.67x**

Early Access Launch: **1.23x**

Non-EA Launch: **1.00x**

***All revenue information comes from
VRDC 2017 VR/AR Innovation report**

REVENUE PROJECTIONS

**650 - 1K sell through
within 3m of launch**

**\$10K - 17K within
3m of launch**

TITLES USED FOR COMPARISON

1. **VRZ TORMENT**
2. **BLASTER OF THE
UNIVERSE**
3. **A-10 VR**
4. **CITY Z**
5. **HOLOPOINT**

***Revenue estimation information
used from SteamSpy**

GENRE COMPETITION: VR WAVE SHOOTER

\$15, EA for 15m
SPACE PIRATE TRAINER



\$25, EA for 18m
ISLAND 359



\$40, EA for 12m
RAW DATA



GENRE OPPORTUNITY: VR WAVE SHOOTER



Not Recommended

0.0 hrs last two weeks / 0.9 hrs on record

Posted: Apr 7, 2017 @ 9:18pm

EARLY ACCESS REVIEW

It's okay, but it's not worth what they're charging in my mind. It's passable as a game I guess. It's annoying to shoot hundreds of robots with a pistol in this game. I couldn't tolerate it long enough to get the other weapons... glad it



Not Recommended

1.4 hrs on record

POSTED: JANUARY 13

If you like standing in a limited space and shooting wave after wave then this is the game for you. However if you dont like that, its very boring. The game is very polished though.



Not Recommended

0.2 hrs on record

POSTED: DECEMBER 2, 2017

Overhyped wave shooter. Boring.



Not Recommended

0.0 hrs last two weeks / 2.4 hrs on record

Posted: Apr 27, 2017 @ 9:35am

EARLY ACCESS REVIEW

Unfortunately, the game gets old fast as you just wander around and slaughter as many dinosaurs as you can. There is no reason as to why you do it. There is no purpose other than to just look for more dinosaurs to kill. The dinosaurs themselves look big and imposing but that's the only thing I find that the game has going for it.



Not Recommended

3.4 hrs on record

EARLY ACCESS REVIEW

POSTED: NOVEMBER 25, 2017

Good not great. It has potential to be an awesome open world Dinosaur hunt game but they need to add more game mechanics. There's not much variety in what you hunt and the AI is relatively mindless. They wander unless you trigger them by shooting or being too close. It's rather repetitive and the gunplay isn't outstanding. I never once felt like I was being hunted by raptors or anything. The UI needs some work as well it's all kind of basic at the moment. Worth \$15 while it's on sale I guess.



0.0 hrs last two weeks / 1.3 hrs on record

Posted: Jun 27, 2017 @ 9:55pm

EARLY ACCESS REVIEW

Need more enemies variety and bosses!



richardkahlanzed

0.4 hrs

POSTED: FEBRUARY 19

i dont know what is supposed to be so awesome about it, gets boring fast



King Sirloin

0.9 hrs

EARLY ACCESS REVIEW

POSTED: NOVEMBER 25, 2017

Found it boring and repetetive. Made it through a jungle, got to a beach, got inside a helicopter, then mission restarted for no apparent reason. Still had no money to buy stuff.

VARIETY & PLAYER CHOICE

5

ENEMIES

5

WEAPONS

50

UPGRADES