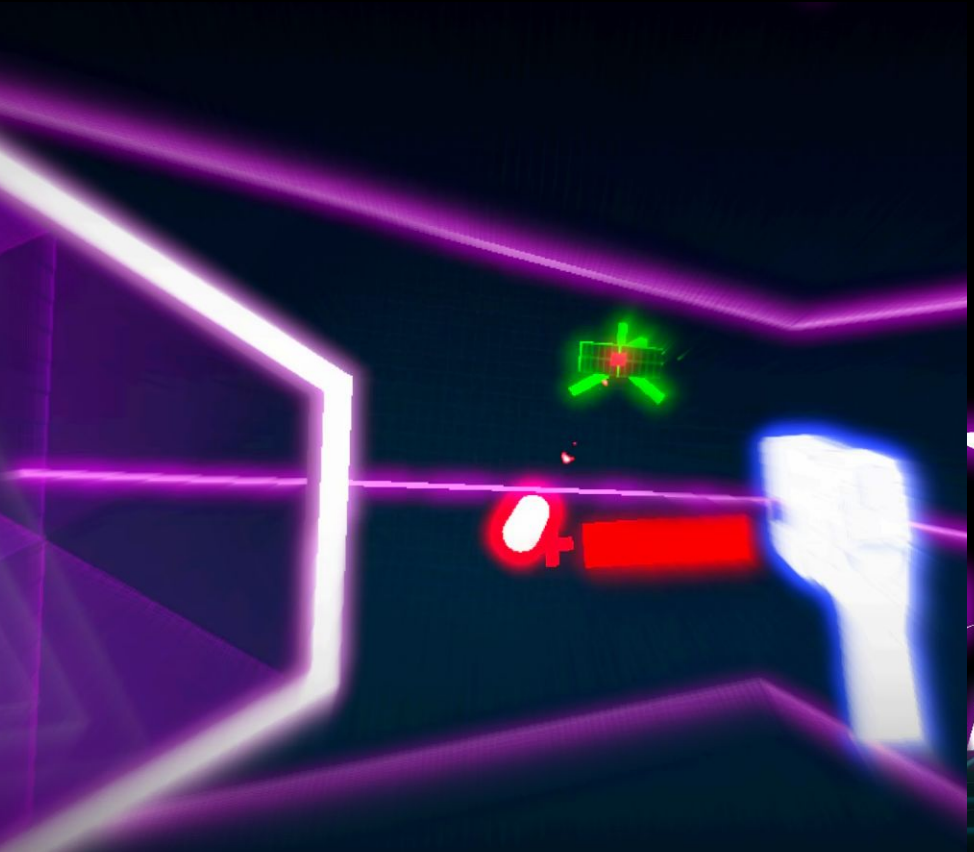
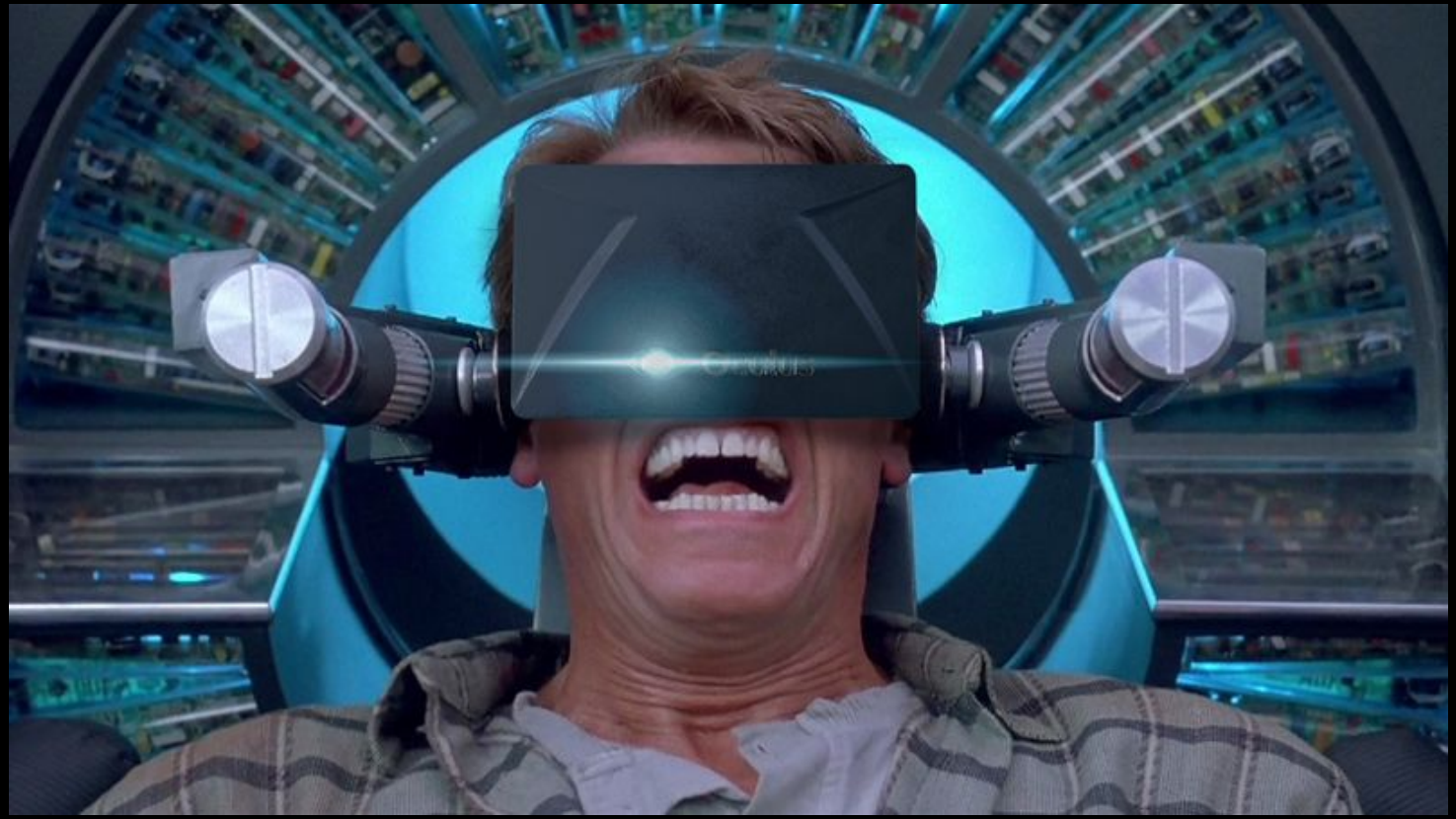
NEON
BULLET
AN INTENSE VR
WAVE SHOOTER

WAVE SHOOTER + 80’S NEON STYLE



IMMERSIVE VR



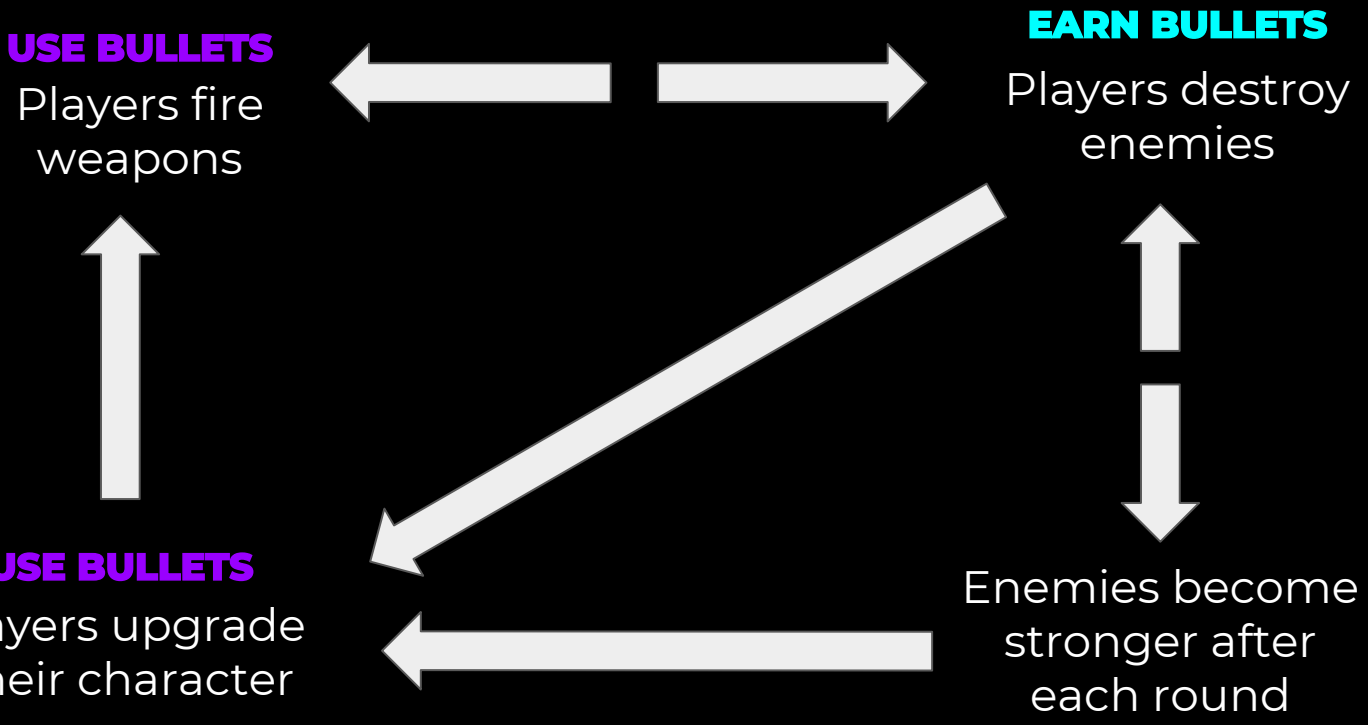
PLAYER GOAL

10 challenging rounds of play

THE WORKS

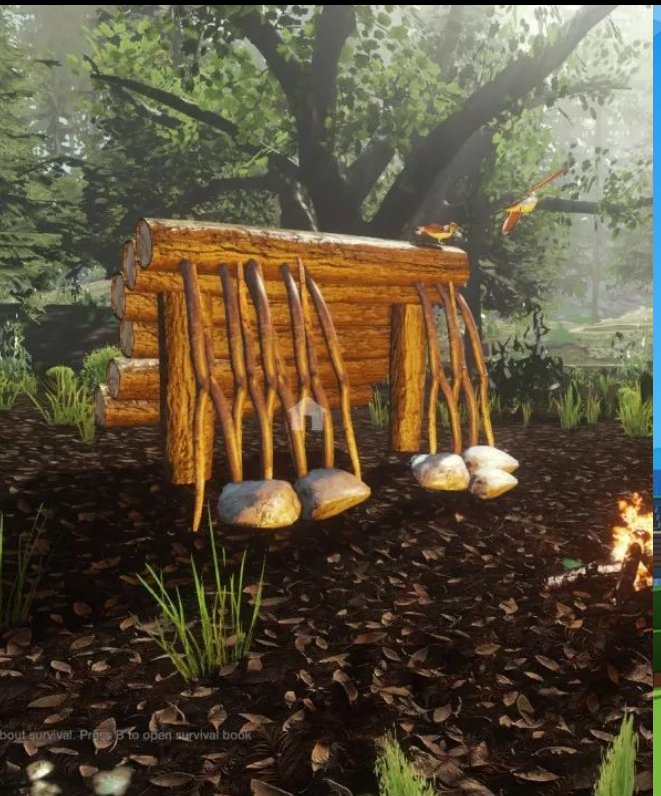
Bullets power progression

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

PROFIT PROJECTIONS

Dev Project Cost	25K
Estimated Content/ Publisher Backing	90K
Estimated Profit	65K

RETURN ON INVESTMENT (ROI)

2.6x

Estimated ROI

1.7x

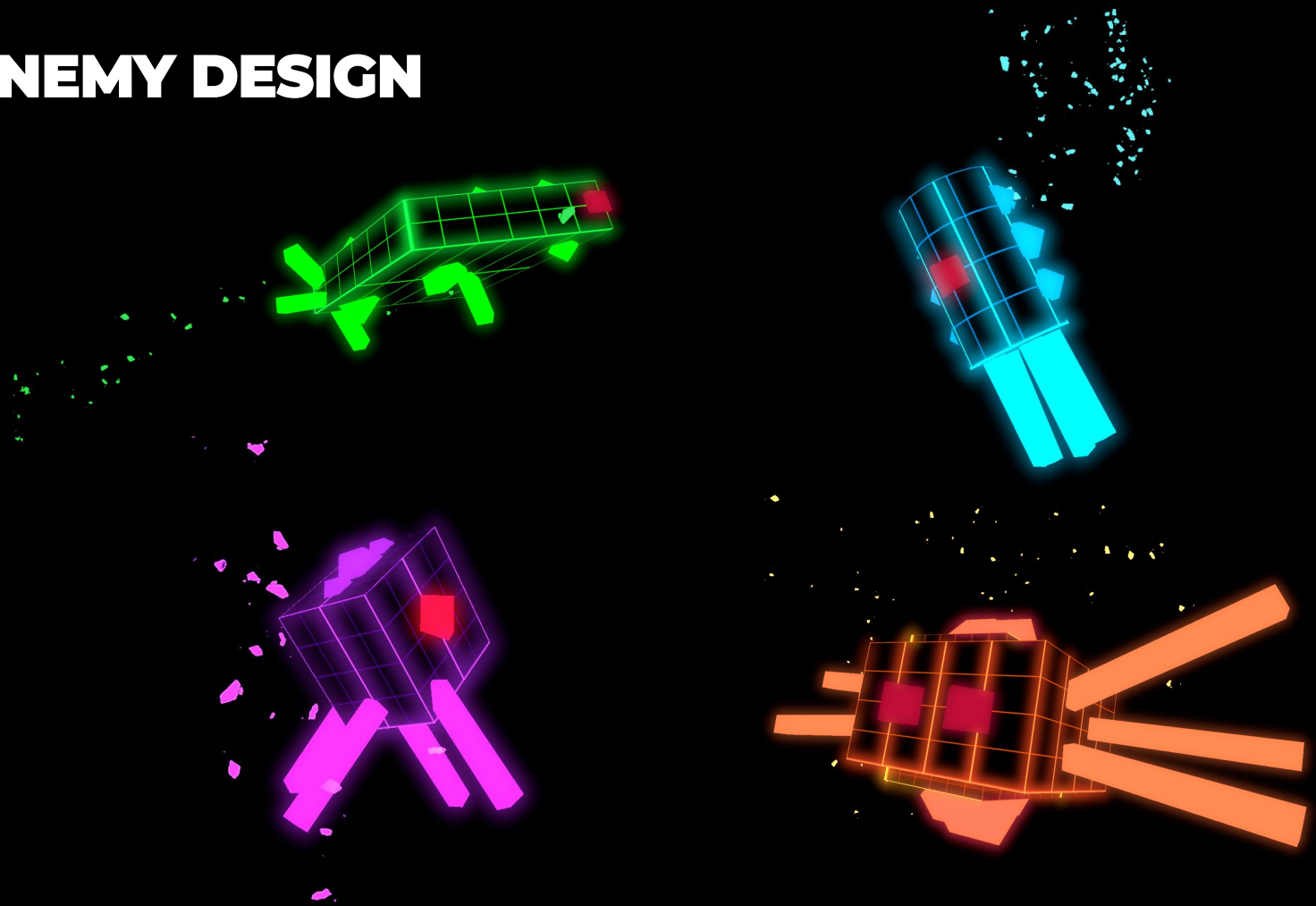
Average ROI*

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

THE X FACTOR

MINIMALISTIC-NEON STYLE

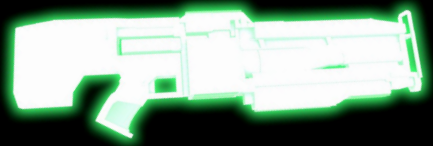
ENEMY DESIGN



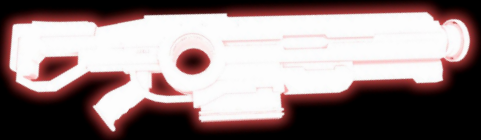
FEEL-GOOD WEAPONS

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

Minimal Sales Figures

Self-Publishing

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

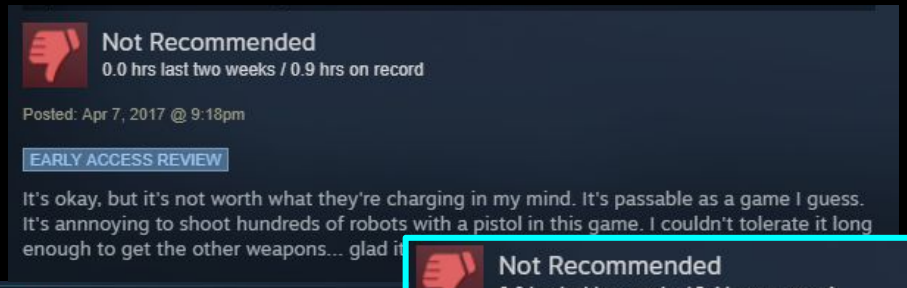
GENRE COMPETITION: VR WAVE SHOOTER

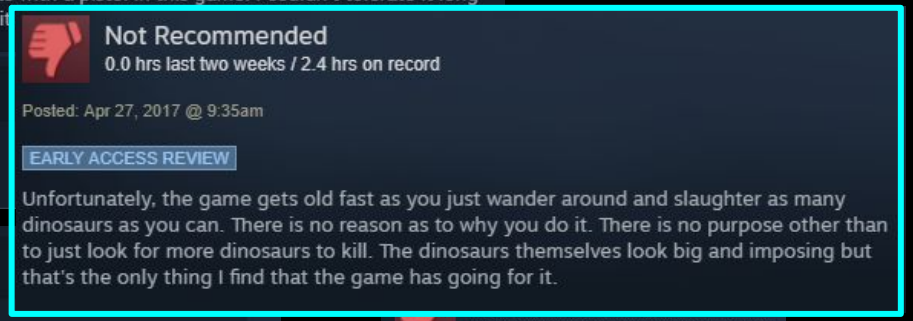
$15, EA for 15m
SPACE PIRATE TRAINER

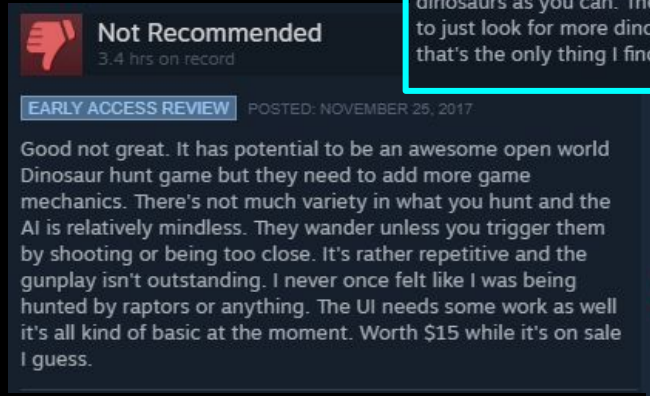
$25, EA for 18m
ISLAND 359

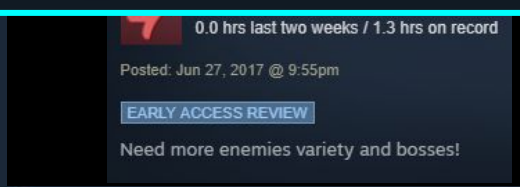
$40, EA for 12m
RAW DATA

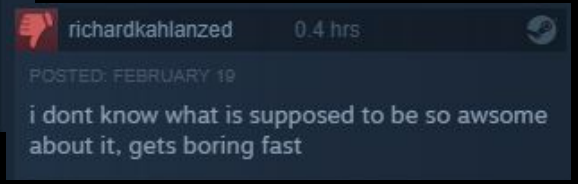
GENRE OPPORTUNITY: VR WAVE SHOOTER

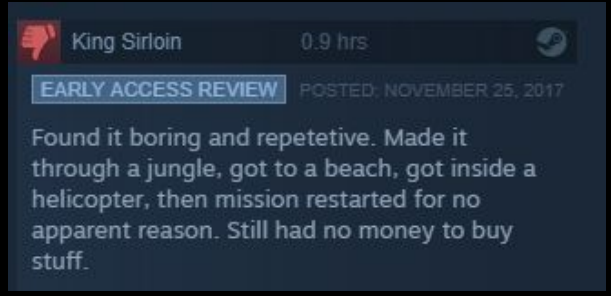












VARIETY & PLAYER CHOICE

5

ENEMIES

5

WEAPONS

50

UPGRADES