

# 1. Purpose of the Project

Hotdog Hustler is a **small, intentionally simple commercial game** developed to help Kato.8 Studios:

- Establish its first shipped title
- Generate revenue for forming the California LLC
- Build internal workflows and team chemistry
- Demonstrate execution reliability
- Create early community presence and studio visibility

This project is foundational, not a flagship.

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## 2. Project Goals

### Primary Goals

- Ship a complete micro-game in ~2 months
- Release on Steam + itch.io
- Create initial revenue stream for studio setup
- Validate studio workflows and contributor synergy

### Secondary Goals

- Establish discoverability through free promotion
- Create Kato.8's first official footprint

- Add a finished title to the studio portfolio
  - Prepare foundation for the Last Light demo phase
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### 3. Scope Definition

- 2D side-view cooking/time-management game
  - Simple hotdog cart gameplay
  - Toast buns, cook hotdogs, add basic toppings, serve customers
  - One background, one gameplay mode
  - Unity engine
  - Priced at **\$1.00**
  - Small, tight scope designed for fast delivery
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### 4. Team Structure (Revenue-Share Model)

#### Core Contributors — 50% Split Evenly

Each contributor receives **16.66%**:

- Programmer / Developer
- 2D Artist
- Sound Designer

#### Founder Allocation — 50%

Dedicated entirely to:

- LLC formation
  - Legal setup
  - Software/tools
  - Building early infrastructure
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## 5. Design Pillars

1. **Simple, satisfying gameplay loop**
  2. **Manageable “organized chaos”**
  3. **Clear UI and readable ingredients**
  4. **Short, replayable sessions**
  5. **Retro-modern fusion aesthetic**
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## 6. Core Gameplay Loop

1. Order appears
2. Toast bun
3. Cook hotdog
4. Add toppings
5. Assemble order
6. Deliver

7. Earn money
  8. Day summary
  9. Repeat
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## 7. Scope Control Rules (MVP)

### ✓ Allowed:

- Basic toppings
- Simple environment
- Small sound library
- Minimal animations
- One mode

### ✗ Not allowed:

- Food truck
- Additional cuisines
- Hiring employees
- Deep progression systems
- Complex economy
- Multiple levels

Scope focuses on **completion and polish**, not expansion.

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## 8. Production Philosophy

- **Minimum Lovable Product**, not just MVP
  - **Weekly playable builds**
  - **No new features after Week 3**
  - **Ship efficiently**
  - **Build momentum toward Last Light**
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## 9. Audience Segmentation (Updated With Age Segmentation)

### Age-Based Segments

- **13–17:** Curious young casuals, itch.io browsers
- **18–24:** Indie watchers, TikTok devlog followers
- **25–34:** Cooking game fans, casual PC gamers
- **35–44:** Supportive personal network + hobbyist players
- **45+:** Very low likelihood outside your personal network

### Behavioral Segments

- Casual gameplay seekers
- Cooking/time-management fans
- Indie game supporters

- Gamedev community members
- Personal network supporters

This audience is small but highly reachable through free exposure.

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## 10. Market Strategy — Free Promotion Only

Hotdog Hustler does **not** rely on paid ads or wishlist campaigns. Marketing is low-effort, authentic, and community-driven.

### A. Social Media Micro-Content

Short clips on TikTok/X show:

- Cooking
- Toppings
- Fun moments
- Bugs and fixes
- Art progress

### B. Discord Updates

Weekly GIFs/screenshots, pinned roadmap, release announcement.

### C. Steam Page Optimization

- Clear screenshots
- Short trailer
- Relevant tags

- SEO-friendly description

#### **D. itch.io Page**

- GIFs
- Devlogs
- Fast, simple description

#### **E. Reddit / Indie Communities**

One launch post + minimal devlog sharing.

#### **F. Personal Network Outreach**

Your highest-conversion audience.

#### **G. Post-Launch Content**

Short clips, “thank you” messages, small patches.

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## **11. Expected Outcomes (Realistic)**

- **Week 1 Sales:** 15–60
- **Lifetime Sales:** 50–200
- **Reviews:** A handful of positive reviews
- **Community:** Small but genuine early traction
- **Business:** Revenue to directly fund LLC formation
- **Studio Footprint:** Kato.8’s first shipped title

These are healthy expectations for a micro-game with zero paid promotion.

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## 12. Strategic Positioning

Hotdog Hustler positions Kato.8 Studios as:

- A team that **can ship**
- A studio capable of delivering polished products
- A developer with real traction
- A serious group preparing for a larger commercial project (Last Light)

This project is your credibility anchor.

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## 13. Community Support & Donations

To accelerate establishing the studio, supporters will also have the option to donate to Kato.8 Studios. Donations will go directly toward:

- LLC formation
- Legal infrastructure
- Tools and software
- Demo development (Last Light)
- Early contributor support

This optional support model aligns with the studio's human-centered ethos and helps fans participate in its growth.

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# 14. Summary

Hotdog Hustler is:

- Small
- Achievable
- Polished
- Strategic
- Foundational

It builds the financial and structural momentum needed to move Kato.8 Studios toward the creation of the Last Light demo and future flagship titles.