LAST LIGHT — FUNDING STRATEGY DOCUMENT

Three Funding Tiers for Demo Development & Early Studio Growth

Prepared by: Kato.8 Studios
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1. INTRODUCTION

This document outlines a scalable funding strategy for the development of the **Last Light Demo**, a 10–15 minute vertical slice that showcases the core gameplay loop and the creative identity of Kato.8 Studios.

Three funding tiers are presented:

1. **Low Funding Strategy — Lean Execution**

2. **Medium Funding Strategy — Polished Vertical Slice**

3. **High Funding Strategy — Showpiece Demo + Early Production Foundation**

Each tier includes:

- Team structure

- Budget estimates

- Timeline

- Scope of the demo

- Output quality expectations

- Risks and mitigation strategies

- Strategic implications for investors or publishers

This allows investors to select a level of ambition aligned with their risk appetite and goals.

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2. PROJECT OVERVIEW

Last Light is a 2D survival action game where players gather resources, build turrets, defend their base, and survive escalating zombie waves. The demo focuses on delivering a polished core loop that demonstrates:

- Tight, satisfying combat

- Resource gathering and crafting systems

- Base defense mechanics

- A coherent art direction

- High readability and UX polish

- Strong player onboarding

This demo forms the basis of the full production effort and acts as the studio's key proof-of-concept asset.

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3. THE THREE FUNDING TIERS

Below are the official Kato.8 funding tiers for *Last Light* demo development.

TIER 1 — LOW FUNDING STRATEGY

"Lean & Fast Demo"

Funding Target: $120,000 – $160,000
Timeline: 6–7 months
Approach: Minimal-but-polished indie demo to unlock larger external funding.

3.1 Team Structure (Lean Model)

Role	FTE Level	Duration
Senior Unity Developer	Full-time	6–7 months
Artist + UI/UX	0.5–0.75 FTE	6–7 months
Game Designer	Contract / Burst	Pre-production + tuning
Audio Designer	Contract	1–1.5 months
QA Tester	Contract	Final month
Producer	Founder role	Full duration

3.2 Demo Scope

- One biome (farm/exterior)

- One enemy type (with simple variants)

- One turret type

- One weapon set (melee + ranged)

- Simplified VFX

- Basic UI (functional, clean)

- Minimal onboarding prompts

This tier focuses on **functionality, clarity, and fun**, not content breadth.

3.3 Output Quality

- Gameplay: **solid and functional**

- Art: **clean indie quality**

- Trailer: **usable but modest**

- Demo: **good enough to raise more funding**

3.4 Risks & Mitigations

Risk	Mitigation
Limited iteration → combat may plateau	Focus early effort on player feel
Limited art time	Style constraints + reusing elements smartly
QA pressure	Strict scope and stable feature freeze

3.5 Best Use Cases

- Pitching to publishers

- Securing grants

- Proving the studio's execution ability

- Starting a small studio

TIER 2 — MEDIUM FUNDING STRATEGY

"Polished Vertical Slice"

Funding Target: $220,000 – $300,000
Timeline: 7–8 months
Approach: Balanced team, higher fidelity, solid polish, and strong market readiness.

4.1 Team Structure (Balanced Model)

Role	FTE Level	Duration
Senior Unity Developer	Full-time	7–8 months
Artist + UI/UX	Full-time	7–8 months
Game Designer	0.5–1.0 FTE	Full duration
Audio Designer	2–3 month contract	Mid–Late
QA Tester	2–3 months	Final stages
Tech Artist (Optional)	0.25–0.5 FTE	Mid–Late
Producer	Founder role	Full duration

4.2 Demo Scope

Includes all of Tier 1, plus:

- More polished art and animations

- Additional enemy behaviors

- Improved VFX

- Higher-grade UI/UX with animations

- Ambient music layers

- Parallax layering and environment polish

- Optional small interior or narrative intro

4.3 Output Quality

- Gameplay: **highly polished & replayable**

- Art: **high-level indie polish**

- Trailer: **strong, marketable asset**

- Demo: **publisher-ready vertical slice**

4.4 Risks & Mitigations

Risk	Mitigation
Scope creep	Strong milestone discipline
Content ambition grows	Lock content list early
Higher payroll	Clear contingency planning

4.5 Best Use Cases

- Approaching **major publishers**

- Entering **Steam Next Fest**

- Running **early community tests**

- Securing large seed rounds

This is the **recommended tier** for Kato.8 Studios based on goals and vision.

TIER 3 — HIGH FUNDING STRATEGY

"Showpiece Demo + Early Production Start"

Funding Target: $350,000 – $500,000
 Timeline: 8–10 months
 Approach: Build a premier-quality vertical slice that doubles as the foundation for full production.

5.1 Team Structure (Full-Stack Model)

Role	FTE Level	Duration
Senior Unity Developer	Full-time	8–10 months
Mid-Level Developer	Full-time	6–8 months
2D Environment Artist	Full-time	8–10 months
Character Animator	0.5–1.0 FTE	6–8 months
UI/UX Specialist	0.5 FTE	6–8 months
Game Designer	Full-time	8–10 months
Tech Artist	0.5 FTE	6–8 months
Audio Designer	0.5–1.0 FTE	6 months
QA Lead + Tester	Full-time	Final 4 months
Producer	Founder role + possible assistant	Full duration

5.2 Demo Scope

All Tier 1 & 2 features +:

- 2–3 zombie types

- Advanced VFX (lighting, shaders, screen effects)

- Animated environment elements

- Multiple turret types

- Optional side systems (small crafting upgrade path)

- Additional ambiance/music tracks

- Cinematic intro or cutscene panels

- A vertical slice that looks like a **launchable product**

5.3 Output Quality

- Art: **AA-indie or small-studio premium**

- Gameplay: **slick, layered, satisfying**

- Trailer: **cinematic-quality reveal**

- Demo: **showcase-tier vertical slice ready for high-end pitch meetings**

5.4 Risks & Mitigations

Risk	Mitigation
Higher burn rate	Clear milestone check-ins
Complexity between disciplines	Strong producer oversight
Feature creep	Strict feature gating & visual target locks

5.5 Best Use Cases

- Preparing for **publisher summits or showcases**

- Building early traction for **full-production funding rounds**

- Positioning Last Light as a **flagship studio title**

This tier is ideal when the studio needs to **make a major market statement**.

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6. COMPARISON ACROSS TIERS

Category	Tier 1 — Lean	Tier 2 — Polished	Tier 3 — Showpiece
Budget	$120–160k	$220–300k	$350–500k
Team Size	3–4 core	4–6 core	8–10+
Timeline	6–7 months	7–8 months	8–10 months
Demo Quality	Functional + polished	High-quality vertical slice	Premium "AA-indie" showcase
Enemy Types	1	1–2	2–3+
Turrets	1	1 (polished)	1–2 + upgrades
Art Quality	Good indie	High indie	Premium
UI/UX	Minimal	Polished	Rich & animated
Audio	Light	Moderate	High-quality, multi-layered
Publisher Appeal	Shows potential	Strong contender	High-impact pitch

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7. RECOMMENDATION

Based on:

- Kato.8 Studios' quality ambitions

- The desire to attract publisher interest

- The need for a strong, replayable demo

- Operational capacity

⭐ Recommended Funding Tier: TIER 2 — Polished Vertical Slice ($220k–$300k)

This tier balances cost with market impact and gives Last Light **the best probability of attracting funding, publishing partners, and strong player interest**.