

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.

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

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.

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.

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.

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.

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.

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.

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.