

Game Pitch Document

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Title: Meowritz's Big Adventure (working title)

Genre: Puzzle, Platformer, Adventure, Single-player

Style: 3D third-person, Fantasy/Environmental style, Cartoony visuals

Platform: PC, consoles, mobile(TBD)

Market: Broad target market, casual gamers

Elevator Pitch: Puzzle solving adventure consisting of many small level scenes, each enclosed in cubical, spherical or uniquely shaped space, requiring player's focus, keen eye and a little bit of wit.

The Pitch

Introduction

The game aims to puzzle players with its levels set in fantasy cartoony looking world with each level focusing on different theme. The main goal is collecting map pieces, one per each level, which will be connected into one big map supposedly leading to a treasure in the end. The player will encounter various obstacles, both logical and platforming, enemies and NPC characters along the way, and never know what exactly is needed to be done in order to find the map piece, thus need to figure it out.

Background

This game genre is yet fully unexplored and so still has a lot to offer in terms of both new experiences and potential market interest. Original inspiration and similar popular games are semi-fully priced Captain Toad: Treasure Tracker (2014, 2018), which sold over 3 million units across two consoles and low-priced mobile games Monument Valley 1 & 2 (2014 & 2017) which sold over 80 million units combined.

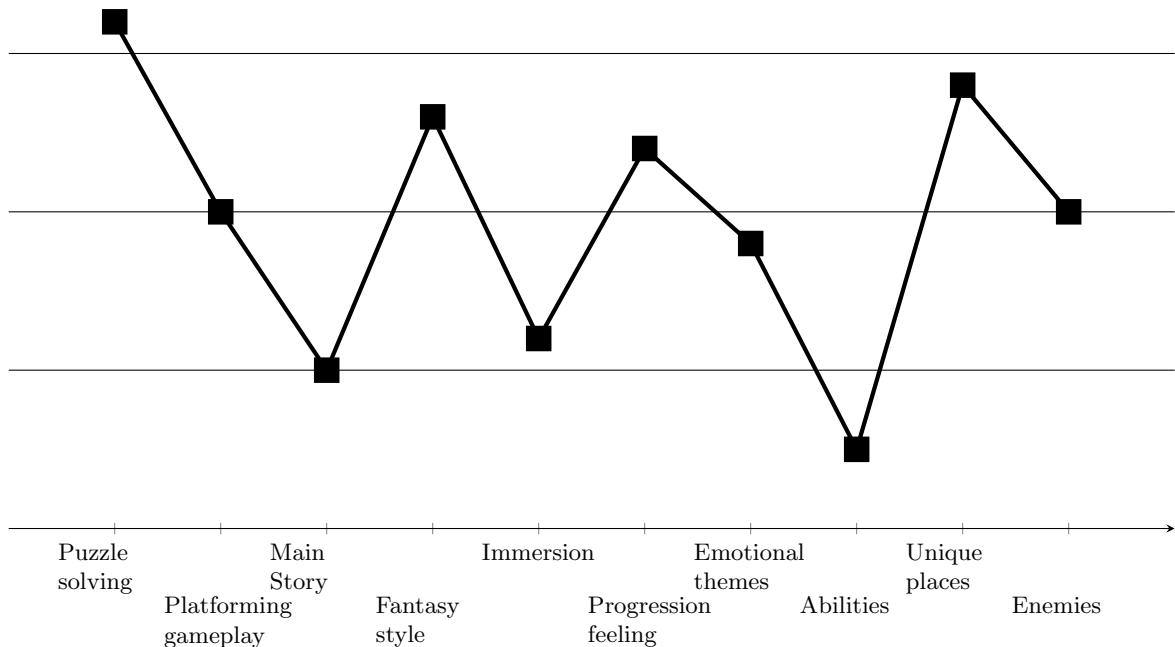
Setting

Focus of the game is on the gameplay, and the game is set to be light on big events or cutscenes, but there is indeed a plot that sets the game in its course. The story follows a little human-like cat called Meowritz, who became bored with his life in his modest birthplace Whiskertown, with seemingly no perspective in life, he set on adventure to find the mythical treasure of long lost Catsville. Will he find it even after possibly collecting all the map pieces, or will he fulfill his purpose in the journey itself? It's up to players to find out and help him on the self reflective journey that might be about more than it looks like.

Features

Uniqueness of the game comes from various environments and shorter levels each with distinct theme in the fantasy world setting. The levels or so called scenes come in various enclosed shapes, most often cubical or spherical. Despite invisible borders preventing players from falling off the edges, the platforming challenge is there as well inside the scenes themselves together with enemies filling the various spaces. Main focus is of course on the puzzle side and with each level requiring slightly different approach while taking around 5-15 minutes, the player should never get bored in the total expected playtime of 10-15 hours. Exploration and movement is enabled by the free camera movement within the scenes required just as interactions with NPC characters who sometimes have even little story to tell.

Meowritz's Big Adventure



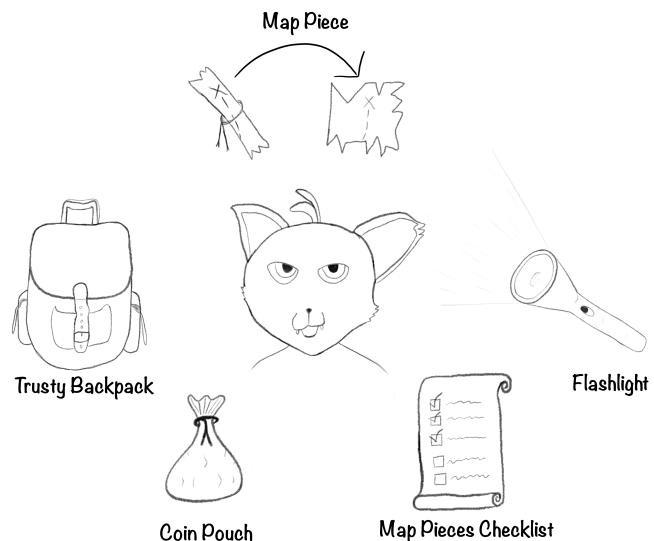
Genre

Genre of the game is unusual combination of puzzle solving, platforming and relaxing experience, which should be both audiovisually pleasing and adventurous feeling in its core. With its 3D isometric style and free camera rotation of the entire levels, it should ensure players will be able to see everything the game has to offer.

Platforms

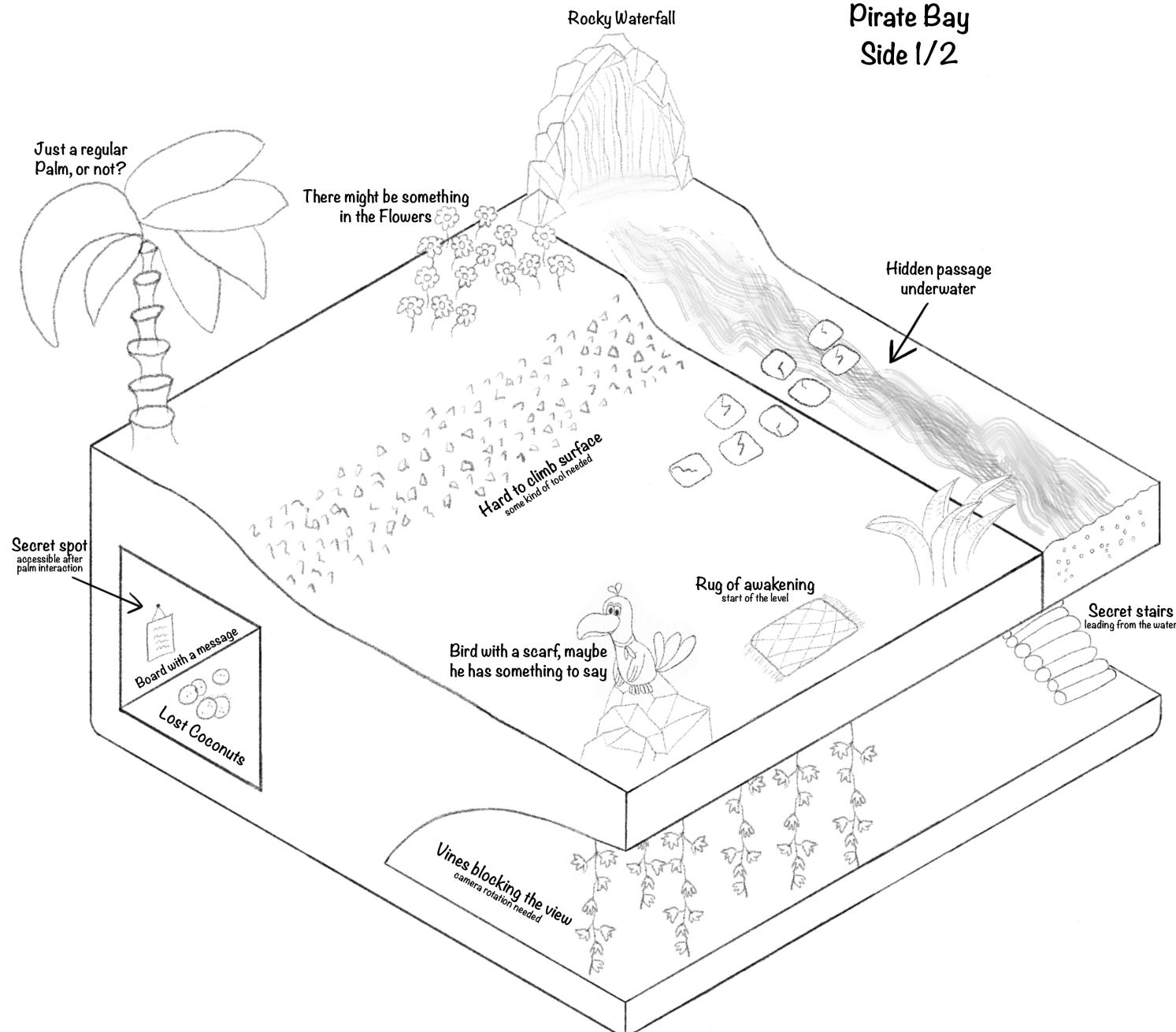
Planned platforms are PC and current generation consoles for now, with potential mobile release as well. The mobile release would potentially be simpler, both for the low-price as is the market accustomed to, and the adjusted controls. Mobile version could have free download with first three levels as demo and payment for the rest.

Style



Concept art #2 Essentials

Level #1.3
Pirate Bay
Side 1/2



Concept art #1 Level design