

# Noah's Ark

Slogan: everything can be customized based on modularization

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# Game Overview

**Game name:** Noah's Ark

**Target platforms:** iOS & Android

**Game type:** RPG /first person single player game with interaction

## **Game short description:**

This is a world where doomsday has been predicted. At the same time, a new type of high-effect city based on modularization has appeared, where all the spaces, including personal living spaces and vehicles as “moving spaces”, can be freely customized.

You are an automotive engineer from the Old City with a big dream. Following the main storyline, together your Partner Car, you shall construct the New City, fight against the Old Cityists, optimize the New City Main Mind AI through collecting data by completing a variety of tasks, in order to ensure that a new living home for mankind will be constructed before the doomsday.

# The Story



# The Background

This is a world where doomsday has been predicted. At the same time, a new type of high-effect city based on modularization has appeared, where all the spaces, including personal living spaces and vehicles as "moving spaces", can be freely customized.

In 2252, in the Old City, which has been monopolized by industry giants, everything is produced and controlled by the assembly line. In order to maintain existing interests, all new ideas are always quickly rejected. Therefore, even if the energy they depend on is about to run out, the people of the Old City are still resistant to change.

One day, on the brain-computer network, there was an anonymous poster who called himself a "traverser". He predicted that within the next 50 years the whole world would be destroyed, the only solution is to build a "Living City". At first, everyone scoffed at this rumor. However, in the three years after the "prophecy", various once-in-a-century disasters that are rare in a hundred years have occurred one after another. Extreme heat, depleted rivers, power shortages, forest fires... The prophesied scenes come true one by one. Gradually, some people spontaneously organized a "New City construction team", and established the New City - "Noah's Ark" corresponding to the prophesied location.

# The Prologue

P, a 25-year-old automotive engineer, with superb technical skills and great driving skills, is the youngest senior engineer of the "Cross-Era" automobile company in the Old City. P has loved cars since childhood and believes that cars can do far beyond the existing imagination. But P's family is poor, so P can only choose to keep his dream, and try to realize it when P grows up.

After entering his/her dream company, P has always wanted to make a car that completely subverts existing perceptions. Finally the day came when P developed a prototype of the intelligent robot system. P rushed to the office excitedly, trying to convince the boss to put this future-oriented chip into trial operation immediately. However, P was directly interrupted. His/her boss asserted that P was nonsense, and the existing system was enough to meet all demands.

P stayed in the car. At this moment, he/she has a very strong urge to go to the New City, where customizable "modular space" belongs to everyone there. P hesitated for a long time, but he/she just took out the original chip from the car and put the chip developed by himself/herself into it. After waiting for a long time, P didn't see any reaction from the car. P couldn't help but wonder: Is my idea really worthless? P recalled the contemptuous face of the boss in the office again, his/her years of hard work were devalued to nothing. He/she could no longer restrain his/her anger, and smashed the "Cross-Era" company logo in the car with one punch.

P was very helpless and lost his/her sense of direction, so he/she asked the car navigation to "bring me home". Instead of the familiar streets, this time the navigation shouted out "the destination has been set - Noah's Ark"...

# The Theme

## Theme keywords:

dream, rebuild home

## Theme overview:

People, who yearn for freedom, will create a more intelligent and open new world under the countdown to the doomsday - this is a "Noah's Ark" for brave and innovative people.

## Philosophical themes:

What kind of moving space does human beings really need? What exactly does a sustainable, ideal city look like?  
Will the future of mankind be good?

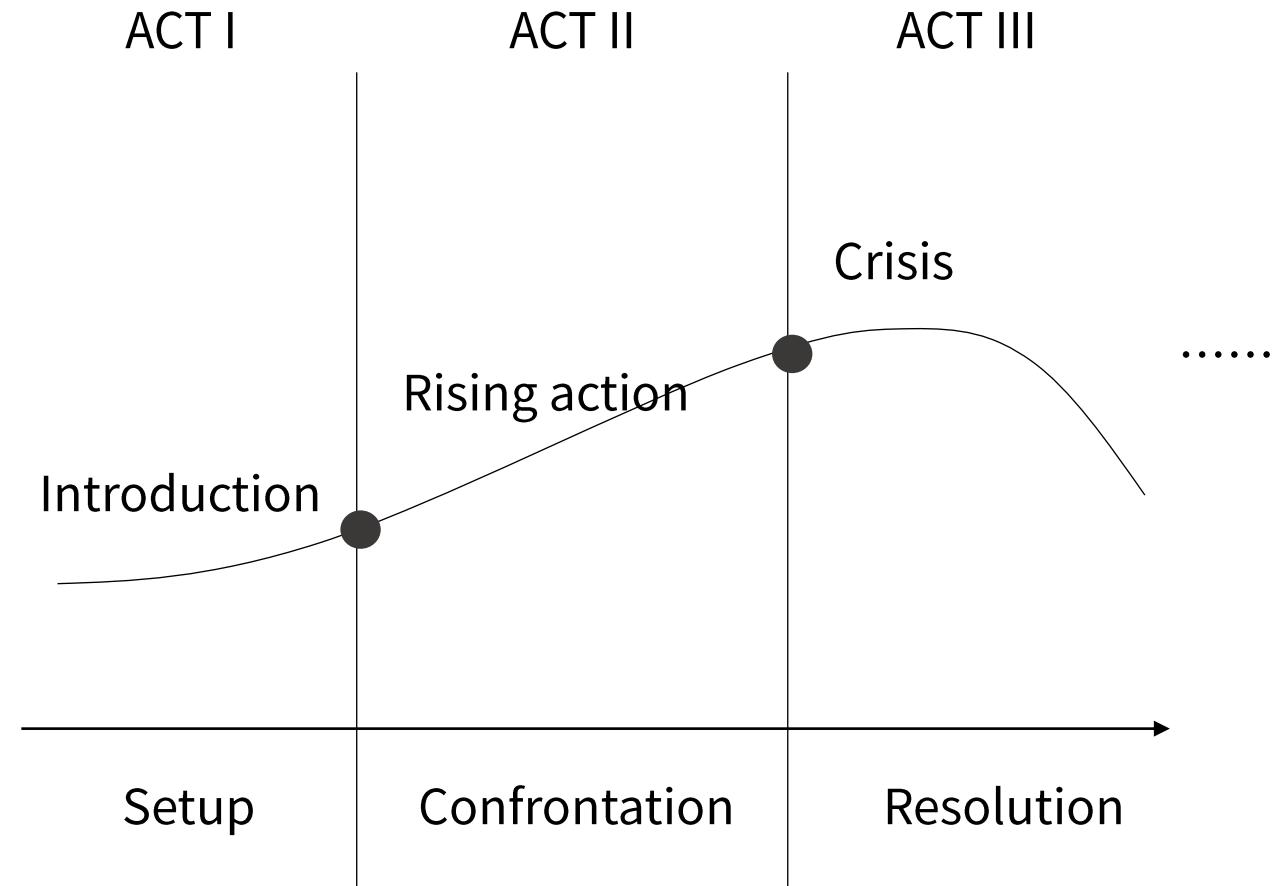
## Emotional themes:

heaviness, dissatisfaction, frustration, anticipation, curiosity, growth, sense of value, sense of mission, hope

# The Narrative Framework

Main storyline framework:

three-act structure(Jo-Ha-Kyu)



# The Narrative Framework

## **Act I - the setup(Jo):**

Facing internal and external challenges, players have to rush before the doomsday to jointly complete a city constructed by data-“Noah’s Ark”

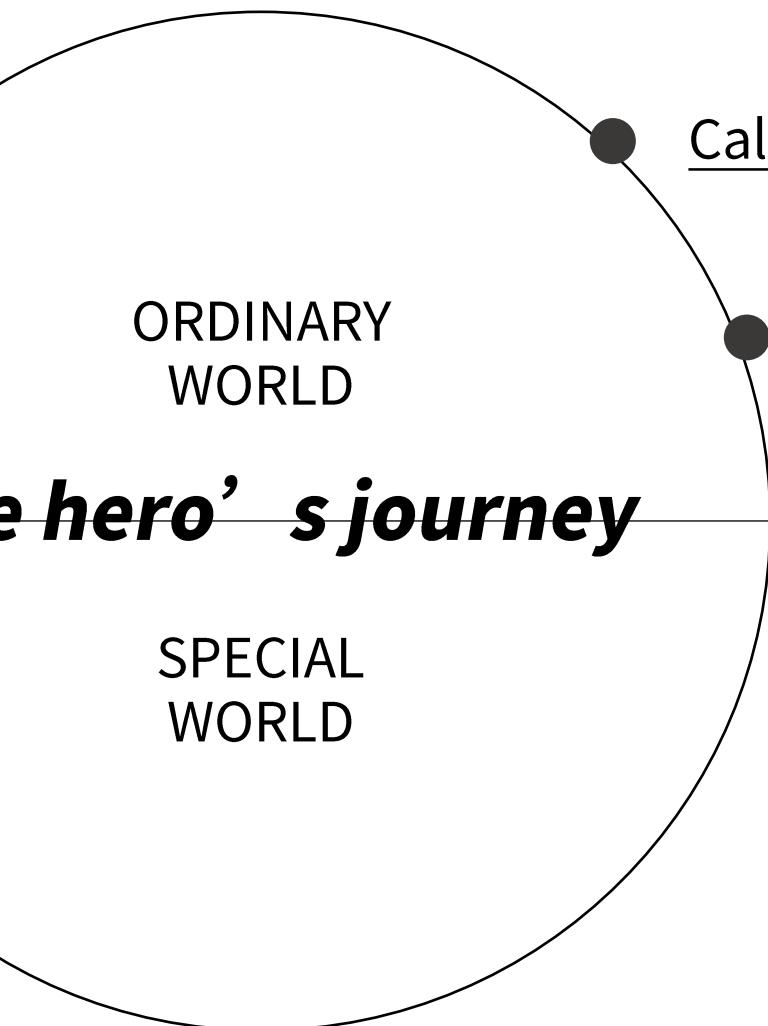
## **Act II - the Confrontation(Ha):**

It is difficult to build a completely new city, and the journey to find data for computing power is full of danger and hardship. Fortunately, in this world, **cars are no longer just a type of tool, but Moving Spaces, as well as cells that compose this New City.** The collaboration between humans and AI is getting smoother and the construction speed is getting faster. Everything goes well. At the same time, the Old City industry giants tried to prevent them and destroy the construction of the New City...

## **Act III - the Resolution(Kyu) :**

The resources of the Old City have collapsed many times, and the Old Cityists are trying to take control of the New City. Players must speed up their steps, compete with the forces, and continue to complete the higher-level computing power construction...

# The Plots



### Call to adventure

P decided to put aside his/her worries and head to the New City.

### Meeting the mentor

Sage of the Freedom Alliance. The mentor told P the deeper conflict between the Old City and the New City - **the New City is going to be built as a Living City like a breathing living organism**. It not only helped P understand the New City's Concept better, but also gave P a stronger sense of mission.

“Old Cityists utilize the city, technology, resources... only as a tool for self-interests. They use them in a fragmented way, consume them, and make them exhausted... The New City's Concept is to make the whole city function as a breathing living organism. **Every space and individual in the city is efficiently linked with each other like the city's cells, maximizing efficiency and minimizing waste.**

**These Moving Spaces(vehicles), which are constantly fulfilling their tasks (solving Bugs etc.), keep the "blood vessels" of the city flowing and deliver the most important & constructive "key data" to the "data heart" of the city, which makes the city AI evolve more vigorously.”**

# The Plots



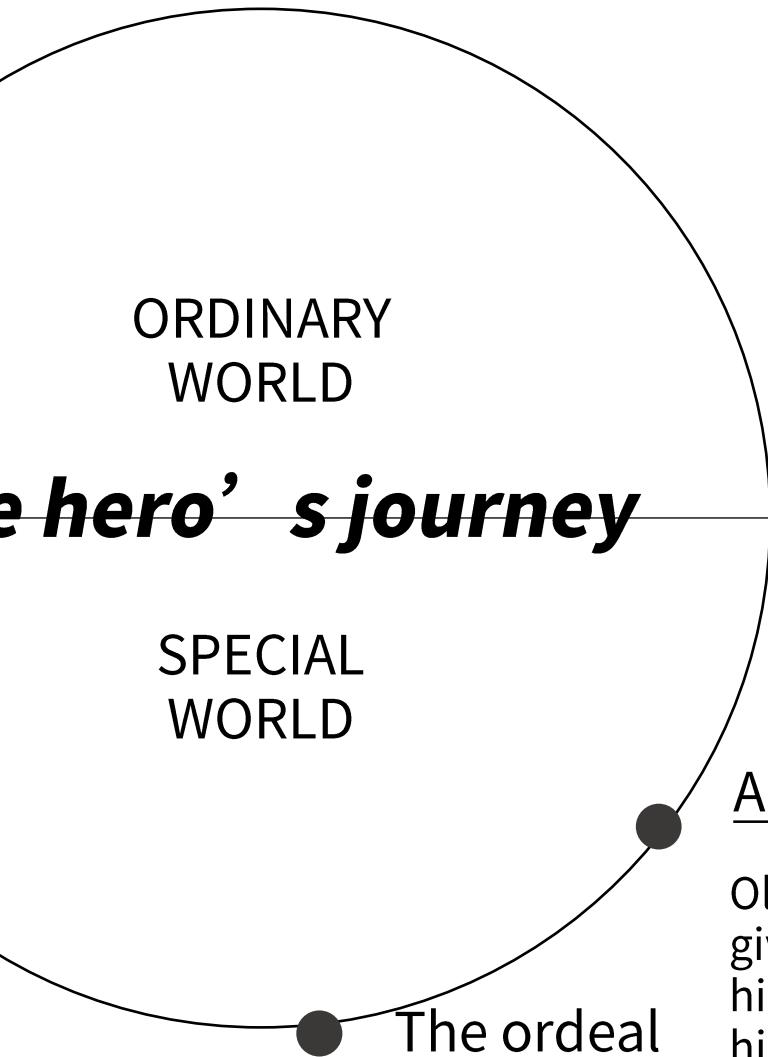
In the New City, **the car is not regarded as a tool, but a Partner who fights side by side and grows together.** It was the first time for P to complete the mission with his/her partner car. The mission was more difficult than expected, but he/she still won!

## Cross the threshold

## Tests, Allies, enemies

In different Partner Car communities, P met many friends, who not only helped P understand the New City in an all-round way, but could also complete different tasks together.

# The Plots



Meet the New City ‘s Main Brain AI. Witnessing the city running more and more smoothly, P knew that his/her efforts were worthwhile, and his/her moving space became more and more efficient. Everything matched his/her imagination of the ideal city life for everyone. At this moment, P seemed to be less afraid of the coming doomsday, because P believed that the New City was able to withstand it.

### Approach to the inmost cave

Old Cityists attempted shake P's faith in New City. They even promised to give him/her a lot of money and resources to fulfill his dream and showed him evidence that the Freedom Alliance was simply trying to use him/her .....

# The Style

- Art Style : Realistic
- Key Words: Fantasy Realism, science fiction, action-adventure, open-world



# The Concept



Cities

**Old City:**



the city monopolized by industry giants, where everything is produced and controlled by the assembly line in order to maintain their existing interests.

**New City:**

named "Noah's Ark", built by those who first decided to change from the old city (i.e. the Freedom Alliance). The New City's main brain is controlled by AI, constructing the "modular city" through data and setting new solutions for human survival, which means a new type of high-effect city based on modularization, where all the spaces, including personal living spaces and vehicles as "moving spaces", can be freely customized.

# The Concept



## Human beings

### Ordinary citizens:

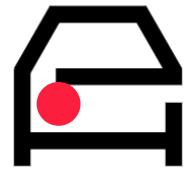
the majority, whose main tasks are to maintain the daily energy supply within the city, such as the transportation of water and food. Some special citizens will trigger random tasks, such as delivering letters, collecting items, etc.

**Old Cityists:** centralized monopoly industry giants.

**New Cityist:** the Freedom Alliance, striving for a more innovative and high-effect city.

**Freemen:** a special group of people who own Partner Cars in the New City.

# The Concept



## Partner car (Moving Space)

Partner Car(NEV), also called as the "Moving Space".

Moreover, it is the freeman's closest partner and a vital tool for the construction of the New City. It has powerful attack power, as well as its own mind, so it can express its emotions through its exterior and communicate with its master.

The longer the driver accompanies it, the better collaboration between them and the stronger power it can bring out. It can be freely customized based on modularization in the New City.



Personality

Interior and  
Exterior

Modules

Interest

Function

Attack, Speed, Defense etc.



## The style of Partner car (Moving Space)

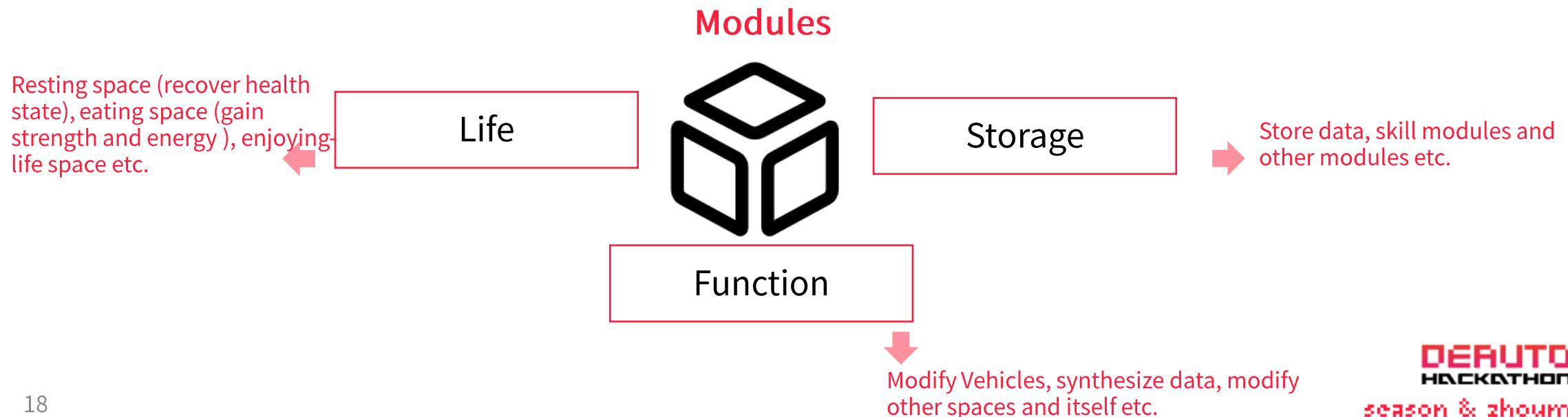


# The Concept



## Free Space

Each New City man will own a space, which can be freely customized. It is also a Cell of the New City. It can be freely customized based on modularization, to realize the dream-work-life balance. P loves cars so much that he chose to customize it into an "Intelligent Integrated Garage" [Further customization tasks will follow]



# P's Free Space—the "Intelligent Integrated Garage"



Internal Modules



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## Modification of Free Space(internal and external)/Modular City

Free space can modify external modules to change its "appearance" against different climatic conditions, or expand itself to get more space or even move itself with the whole New City if necessary. For example, in the final battle in the main storyline, players can arrange their free space and moving space to change the Layout of the New City to defend against the Old City enemies.

Besides, internal modules(previous page),such as Healing, Navigation, Storage etc., can customized into the Free space to upgrade the Free space's functionality.



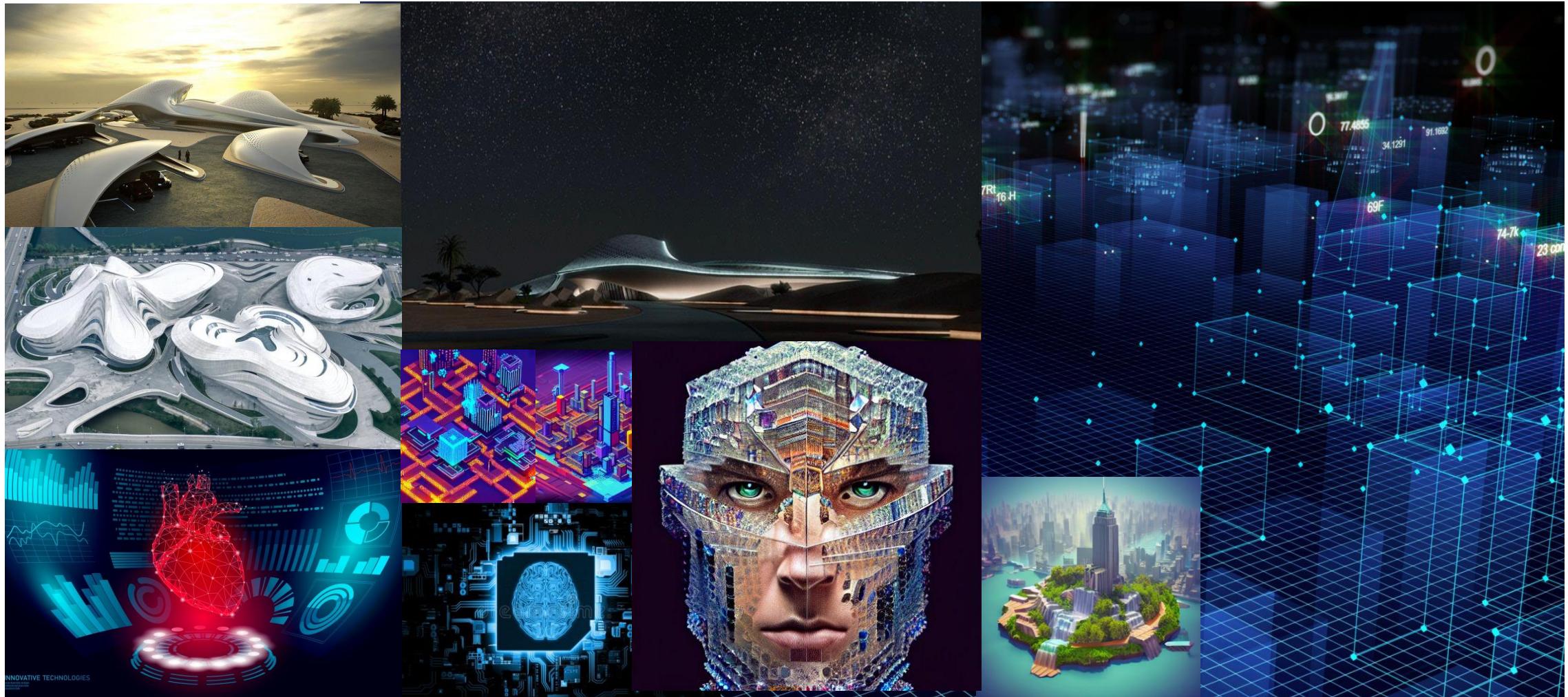
Free Spaces in the Rainy Season (Different shapes for different functions)

External Modules

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# The style of Free Space (New City)



Date Heart

Main Brain AI

# The Concept



## Core Prop- Data

The must-have prop for constructing the New City, which can be obtained by completing various tasks and temporarily stored in the Partner Car.

Data are in 4 tiers:

Common-Rare-Epic-Legendary

64xCommon=16xRare=4xEpic=1xLegendary



They can be synthesized and be traded.

# The Concept



## Player's supplemental skills

Skills can be chosen by each player to practice. They are the foundation for players' community and for their Partner Cars to become stronger. Different skills can improve different attributes of different Partner Cars (attack, speed, etc.) and they can also be customized and be traded.



## Full-server activities

When a key event occurs (such as the completion of 10000 data collection/construction of a new space ), "**Brazilian Hot Dance**" will be organized in the New City.

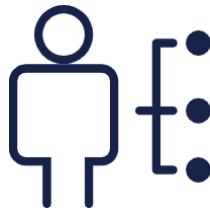
It is a full-server dance event for all players( mode: single, multiplayer, with designated dance steps, etc.), together with cool effects created by Partner Car, and relevant achievement titles will be unlocked.



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# The Character



Directly  
related  
to the  
game  
system

1.Main character



Basic functional  
character



2.NPC Player's  
Supplementary Skil  
ls Trainer

Freedom Alliance



P, the main character, 25-years-old, good-looking, stable and reliable. He/she does not talk much in daily life, but occasionally has cold humor. He/she used to be a senior automotive engineer at "Cross-Era" company, with excellent car developing skills, but was unable to realize his/her dream, so by chance he/she set out for the "New City".

1.John: ca.50 years old, vehicle knowledge trainer NPC, the first person with awakened Partner Car, has a wealth of knowledge

2.Kathy: 30 years old, a cool lady, all-knowing, holding the ownership of the New City's Trading Market.

1.Freud:40 years old, an intelligent psychologist in the New City, who is good at helping players build a positive relationship and partnership with their Partner Cars(training of car's Personality, Interests etc.)

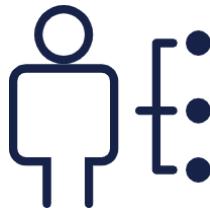
2.Ye Zhi: 18 years old, a famous talented artist in the New City, Trainer NPC of Player's Supplementary Skills- artistic renovation of vehicles (Interior, Exterior etc.)

1. Rescuer: help players to recover their life state (health)

2. Guide: help all newcomers to settle into the new city

3.Sage: the Spiritual Leader in the Freedom Alliance. He has used the New City Ai to transform part of his brain and become insightful.

# The Character



3. Enemies of P



1. Old City Spy

2. Bad freemen

4. Characters on the same side with P

1. Partner Car

2. Ordinary citizens of New City: They have accepted the kindness of P and will provide some extra key materials



5. Characters that bring changes to the story



1. Savior: Gunman who teaches P skills of using "Moving Space"

2. Traitor: He was so desperate due to internal and external problems that he betrayed the Freedom Alliance. In a key adventure, he put the whole team into danger.

6. Other character

Idle role: Crazy Disco Dancer



# The Game



# The Game

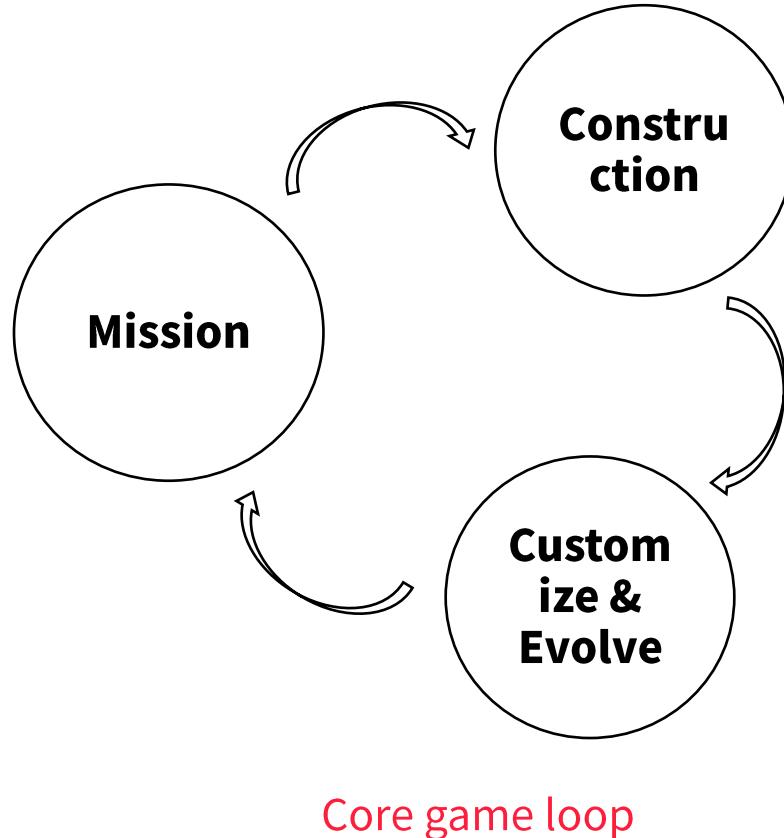
- **The goal of the game:**

Following the main storyline, together with his/her Partner Car, players will construct the New City, fight against the Old Cityists , optimize the New City Main Mind AI through collecting data by completing a variety of tasks, in order to ensure that **a new living home for mankind will be constructed before the doomsday.**

- **Game type:** RPG /first person single player game with interaction
- **Target platform:** iOS & Android.

# The Game

Players and their partner car would receive the mission.

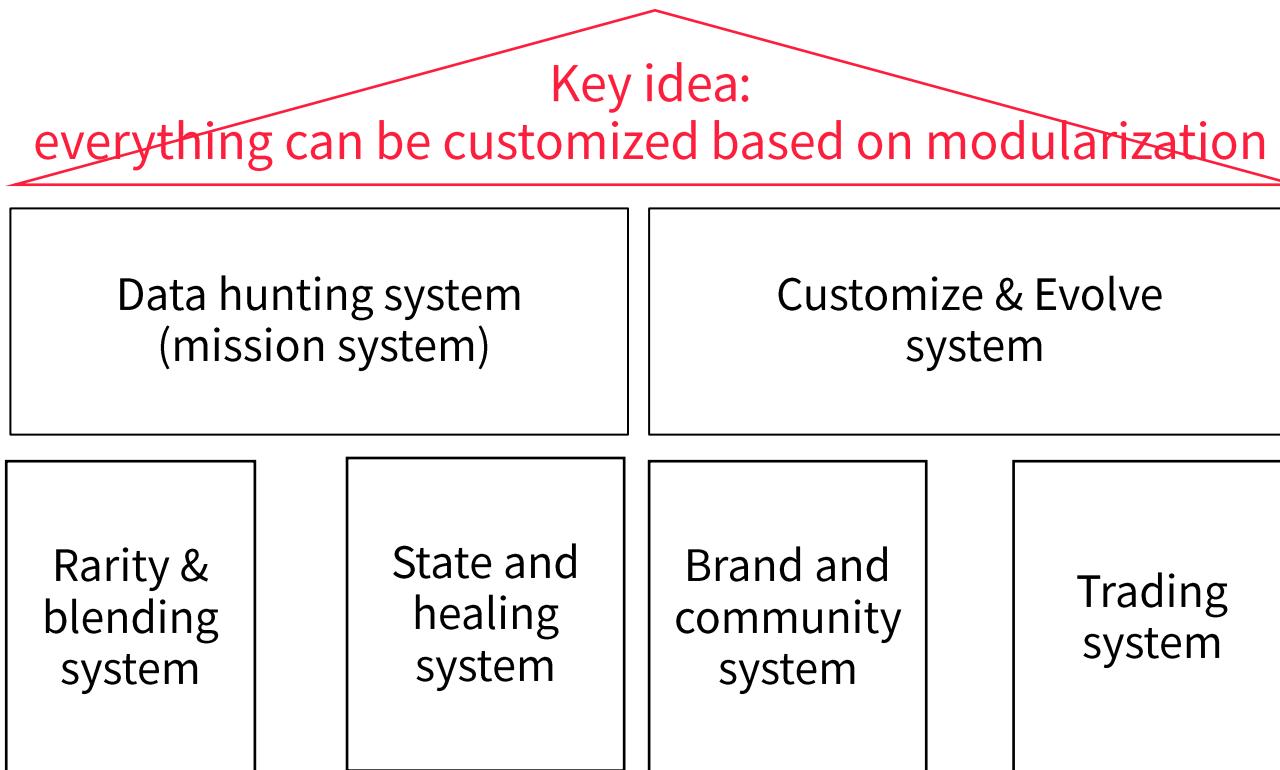


Players construct the New City(free spaces) better and update the Main Mind AI. Partner Car updates

After partner car upgrades, it can obtain new modules, so players would be able to challenge higher difficulty missions.

# The Game Mechanism

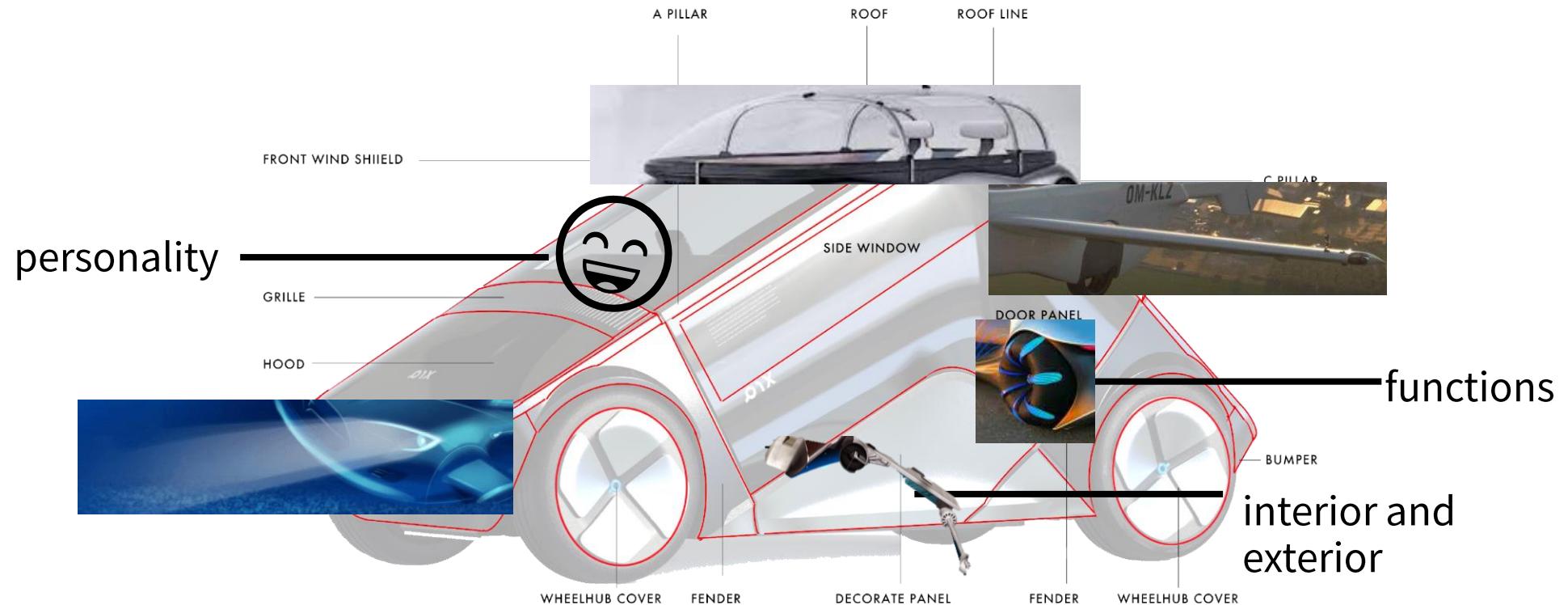
Construct the New City and collect data to update New City Main Mind AI. After players enter the game, they obtain modules for customization through completing different tasks of the main storyline (such as resist invasion, fix New City's bugs etc.) and construct the city better. They must try to win the final battle with the Old City, construct an ideal New City and update the Main Mind AI better.



# The Customization System

**Key idea: everything can be customized based on modularization**

Each player's Moving Space and Free Space can be combined or customized or they can change modules according to specific mission scenarios.



# The Customization System

According to the specific task, its location, related weather/climate, road surface, environment (snow mountain, ice surface, desert etc.) ...it is necessary to modify the Partner Car's modules to optimize its:

- Speed
- Stability
- Flexibility
- Crash resistance
- Water resistance
- Automotive powertrain (hill climbing, leaping over broken bridges, etc...)

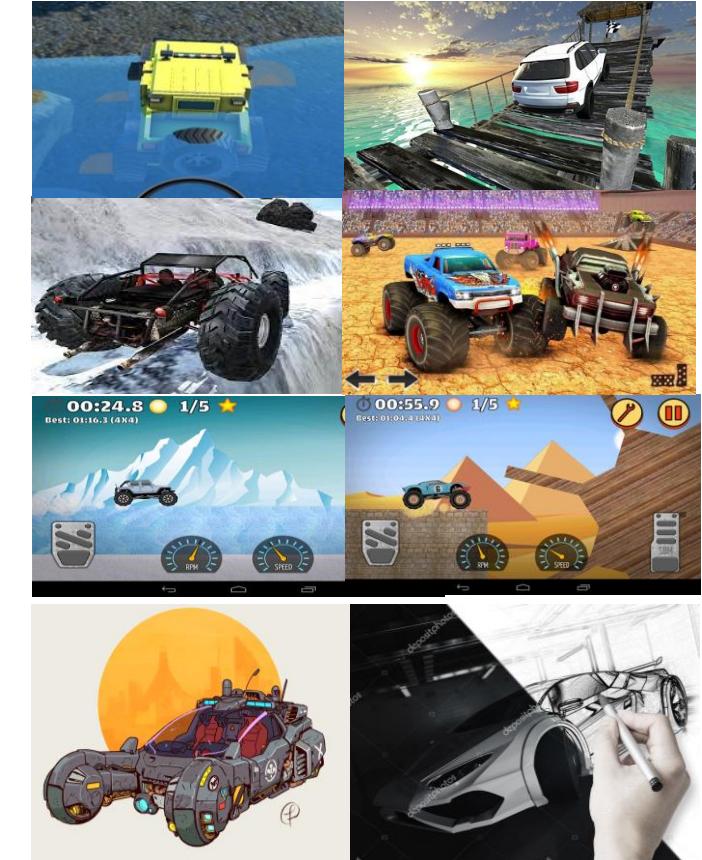
and with the upgrade of tasks, advanced modules need to be installed: camouflage, bulletproof ability, different levels driver assistance, attack tools etc...

As your unique and best companion, you can also customize its personality/appearance/interactivity .....

**Make your Partner Car(NEV) a cool guy just like you!**



Correspondingly, Free Space/Garage also needs to be customized and installed with the corresponding modification function modules (pressing, painting etc.) More customization ways of Free Spaces have been mentioned previously(P16-19)



# Data hunting system (Mission system)



Construct the New City and collect data to update New City Main Mind AI. After players enter the game, they obtain modules for customization through completing different tasks of the main storyline (such as resist invasion, fix New City's bugs etc.) and construct the city better. They must try to win the final battle with the Old City, construct an ideal New City and update the Main Mind AI better.

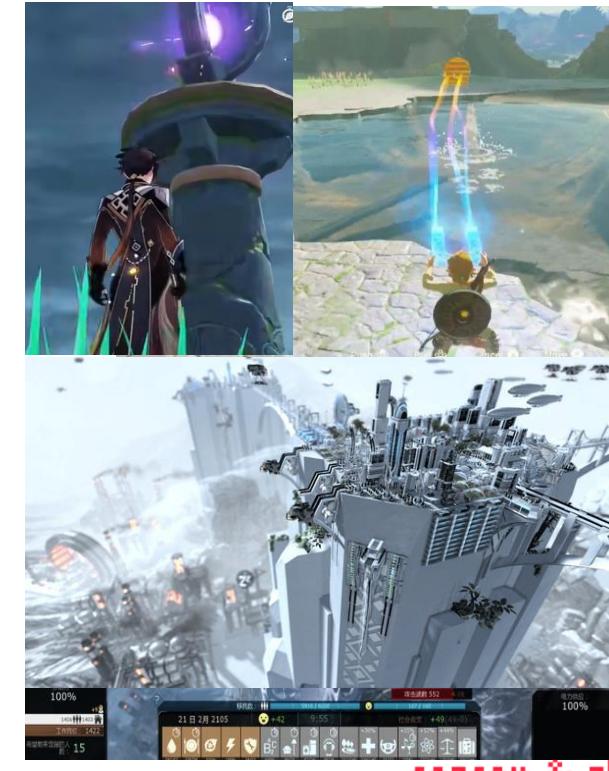
## 1. Construct the New City and fix bugs

Players must reach designated locations on the map, collect and use props/modules/materials (and customize their cars and spaces) and complete specific combinations of actions and finally fix bugs of the New City.

- Some tasks are adapted from the real world: →
  - Repair the "West Stream" gas pipeline destroyed by Old City spies
  - Clean the nuclear waste in the sea dumped by Old City,
  - Save the young girl from the Violence Restaurant... etc.
- Final Completion of New City's Construction

(Modular free spaces and moving spaces together building a real Living City).

Connect the real world to the game world and create story & solutions



# Data hunting system (Mission system)

## 2. Resist the invasions from the Old City

**Multiple players** vs. Old City  
Enemies Team up and fight



Final Big Battle between 2 Cities



## 3. Optimize the City Data Heart of AI

Obstacle vehicle racing game(casual game):  
Players should drive the vehicle, aim at the good data and avoid the bad data at the same time to "filter data".

All obtained data shall be filtered before it can be used to optimize the Main Mind AI in order to build a real "Pure City Data Heart"



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# The Basic Mechanism



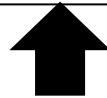
## Customize & Evolve system

- Construct the New City and collect data to update New City Main Mind AI.
- Collect different kinds of modules to customize and update both partner car(moving space) and free space.

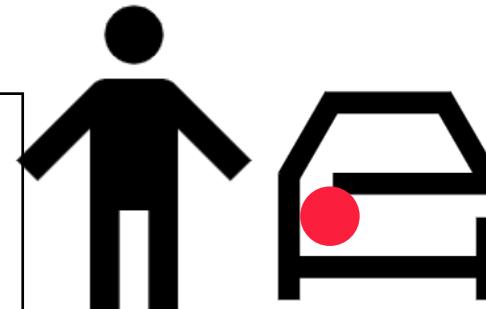
### \*Highlight:

The more "Personality" modules Partner Car has, the more it behaves like a human and the better it cooperates with the player.

Finally it can even participate in the full-server activity "Brazilian Hot Dance" and dance with the players. (twist dance maybe lol~)



- After finishing the missions,
- Players obtain data &Exp;
  - vehicles obtain modules;
  - free spaces obtain modules.



## Items system

- Modules
- Data
- Exp



## Map system



## State and healing system

Player's life state changes in special scenarios during the adventure. When at a low level, there will be a possibility of driving abnormality.

Players need to use supplementary skills or return to their free space to recover.

# The Rarity & blending system

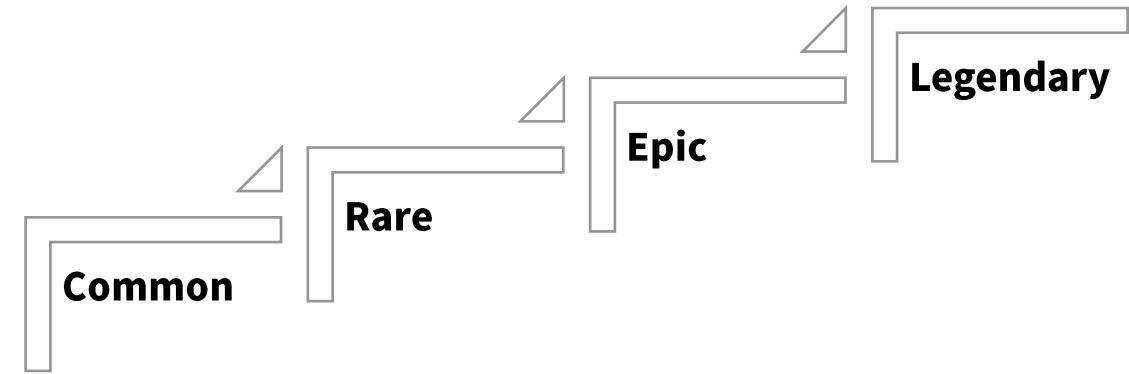


Data are in 4 tiers:

Common-Rare-Epic-Legendary.

$64 \times \text{Common} = 16 \times \text{Rare} = 4 \times \text{Epic} = 1 \times \text{Legendary}$ .

They can be synthesized and be traded.



# The Brand and community system



Connect the game world to the real world and create value

## External brands

- Other corps can enter the game and publish real freelancer tasks in their space, and players can complete them to get corresponding rewards (e.g. token, real money etc.)
- Players can get commercial cooperations chances etc.



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## Players community

- Form your own Moving Community, or join the existing Moving Community to team up according to different missions or complete specific community construction tasks.....
- DAO Community possibilities.



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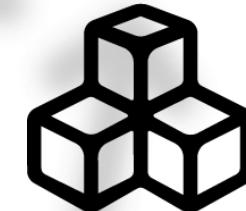
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# The Trading system



Which can be circulated in the market:

1. 4 types of data as the basic currency
2. Vehicle's Modulars: such as Function (Attack, Speed, Defense), Interior and Exterior, Personality, Interest...etc.
3. Player Supplementary Skills Knowledge Modular
4. Space trading (Space ownership, transit fees, etc.)



# The Plan



# The Research

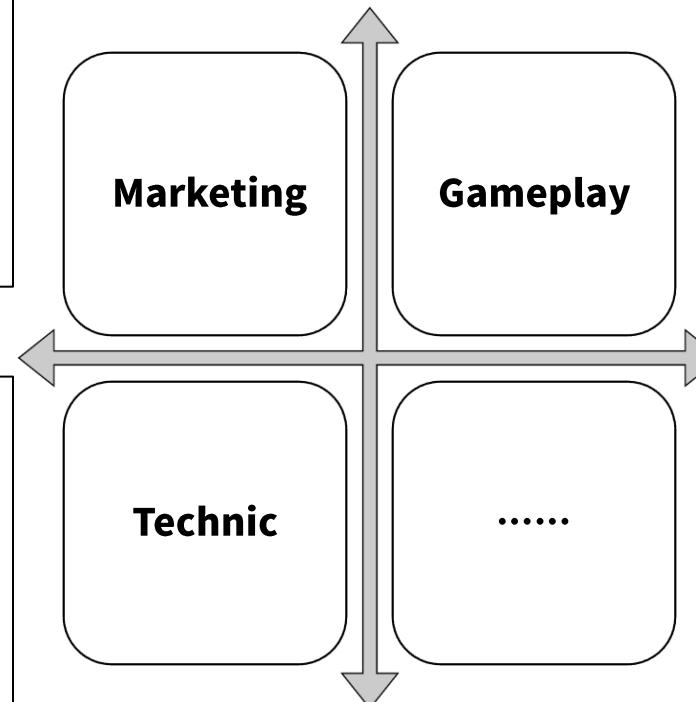
A game feasibility study is a formal project proposal used to secure internal or external funding and resources for a game development project. It is designed to assess the business and technical potential/problems of the proposed project.

The game feasibility study includes the following features:

In the year 2021, the Global Role Playing Games Market was valued at USD 18,726.43 million. The size of this market is expected to increase to USD 35,121.76 million by the year 2028, while growing at a Compounded Annual Growth Rate (CAGR) of 9.4%.

Source: reanin.com

- Major development tasks (3D engines, editors, code libraries and APIs, drivers, and so on)
  - Estimated resources: List the estimated resources: employees, contractors, software, hardware, and so on.
- .....



The famous RPG mobile game, Genshin Impact , Best Game 2020 Awards. It has a variety of ways to play

Features:

- Fascinating storyline
- A variety of areas
- Multiple combinations of elements and props
- Rarity system of characters and props
- .....

Source: pay.google.com

# The Game Type

This game involves mutiplayer communities besides role-playing, so we compare RPG games with MMORPG games here in order to locate Noah's Ark's position more precisely and develop it better.

We believe Noah' s Ark has the potential with different themes and mechanisms.

**RPG game mechanism**

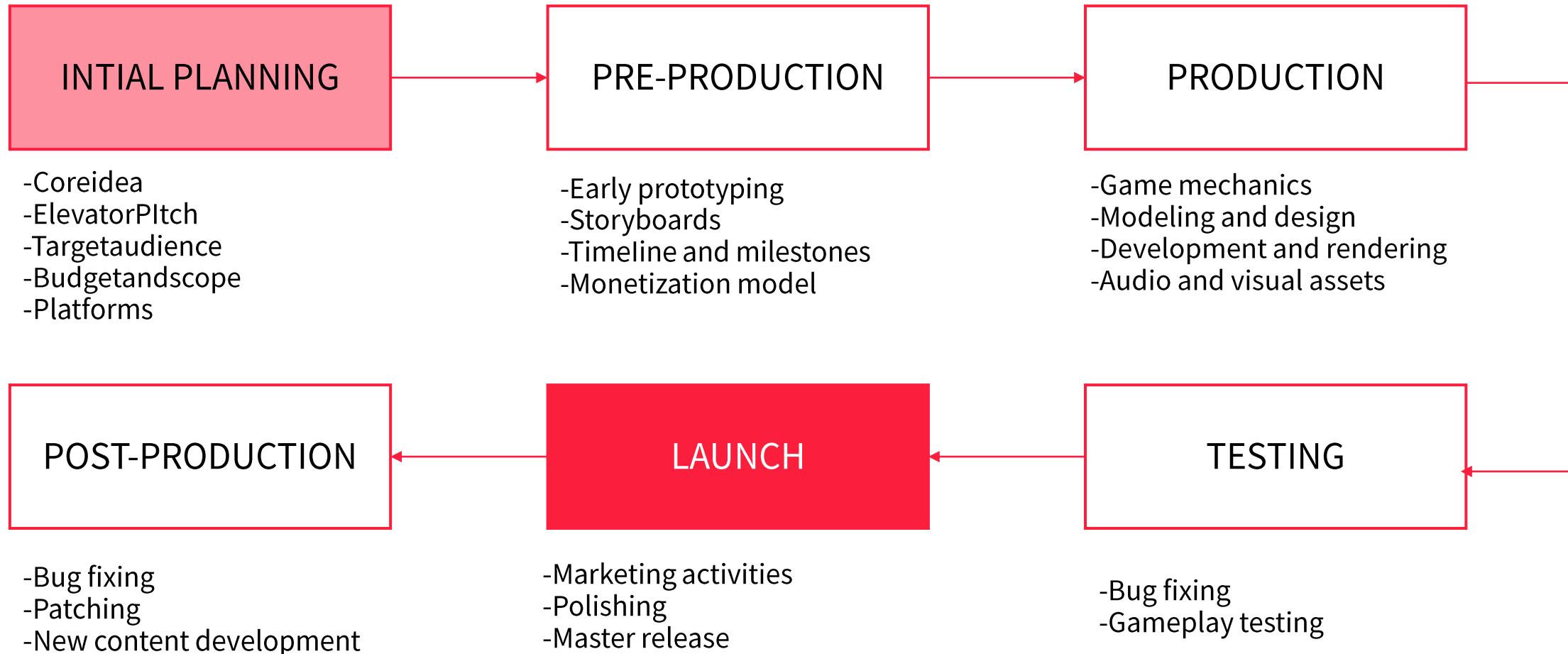


Noah' s Ark

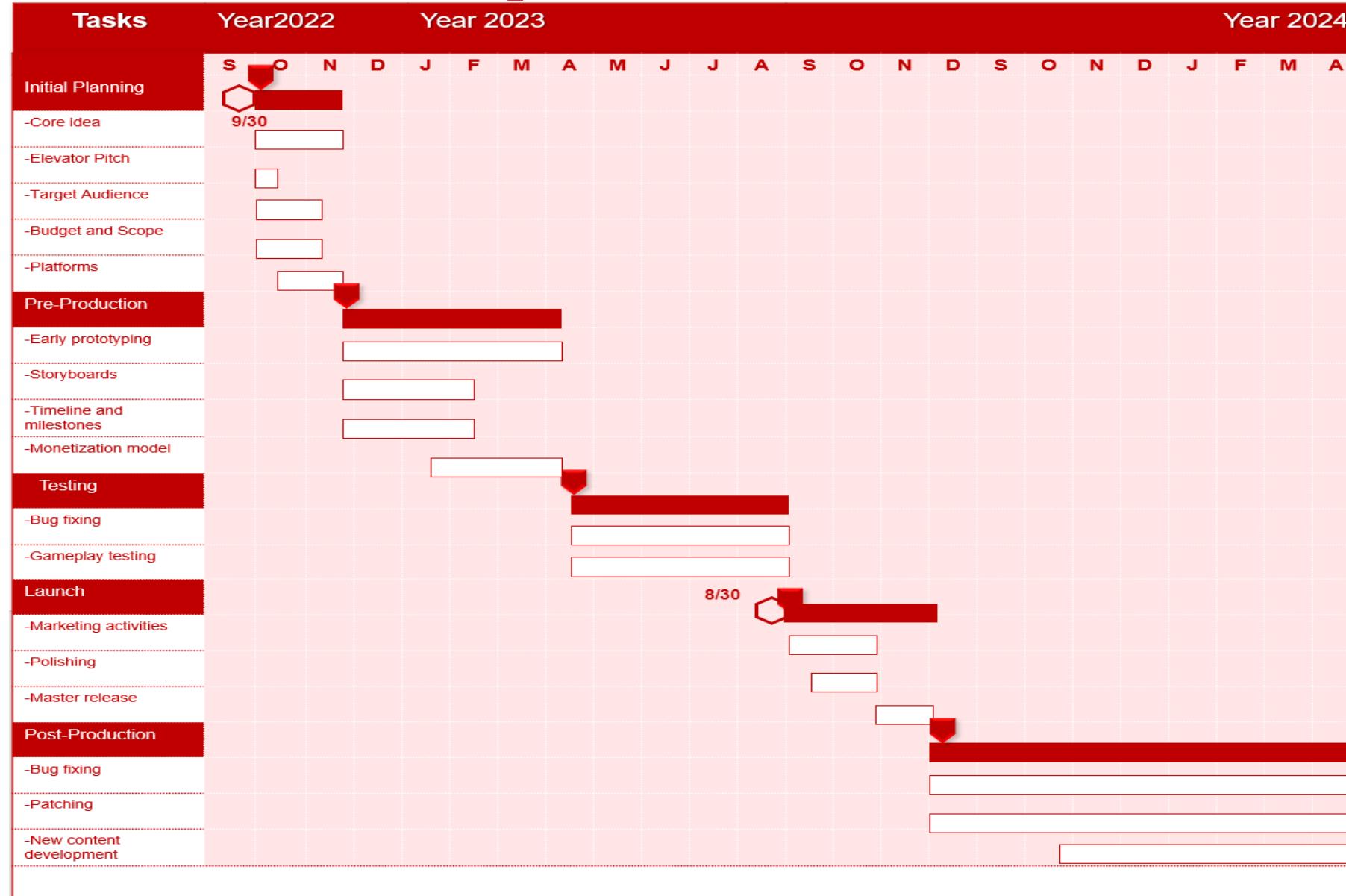


**MMORPG game mechanism**

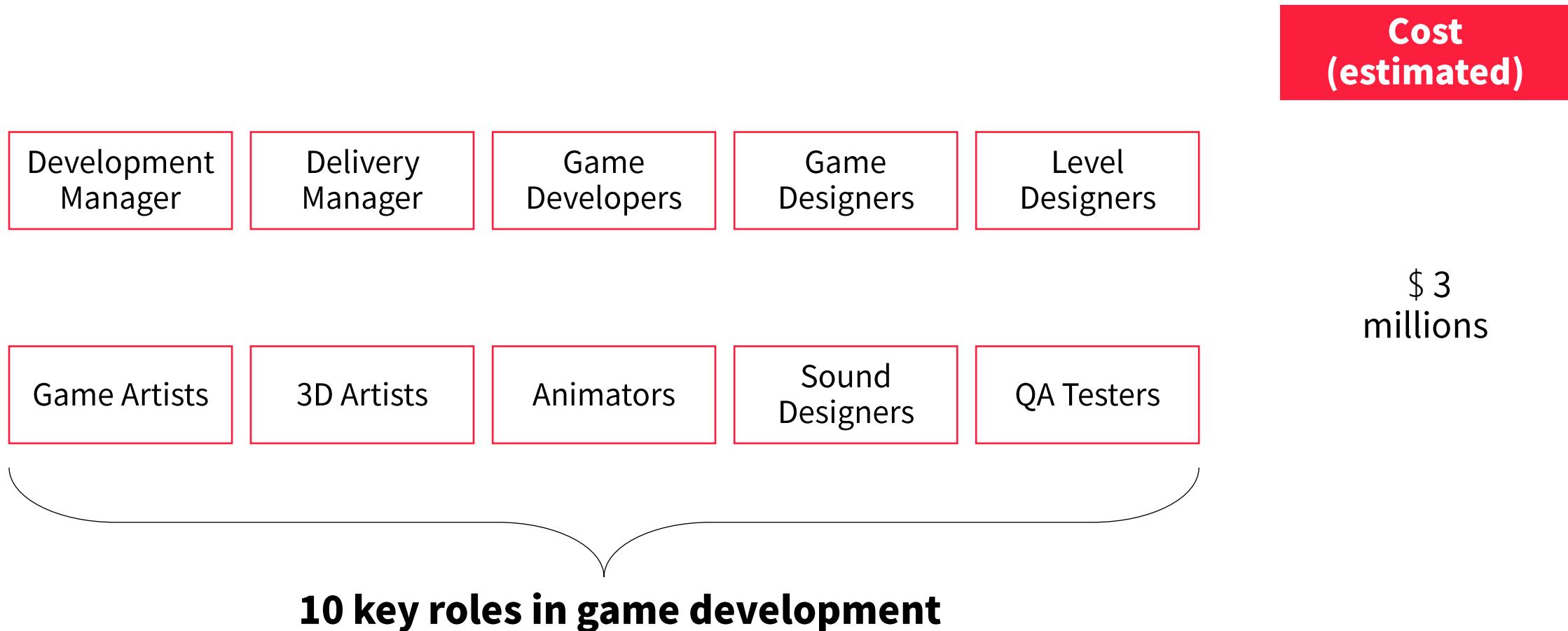
# The Development Plan



# The Development Plan



# The Development Plan



# THANKS FOR WATCHING

