

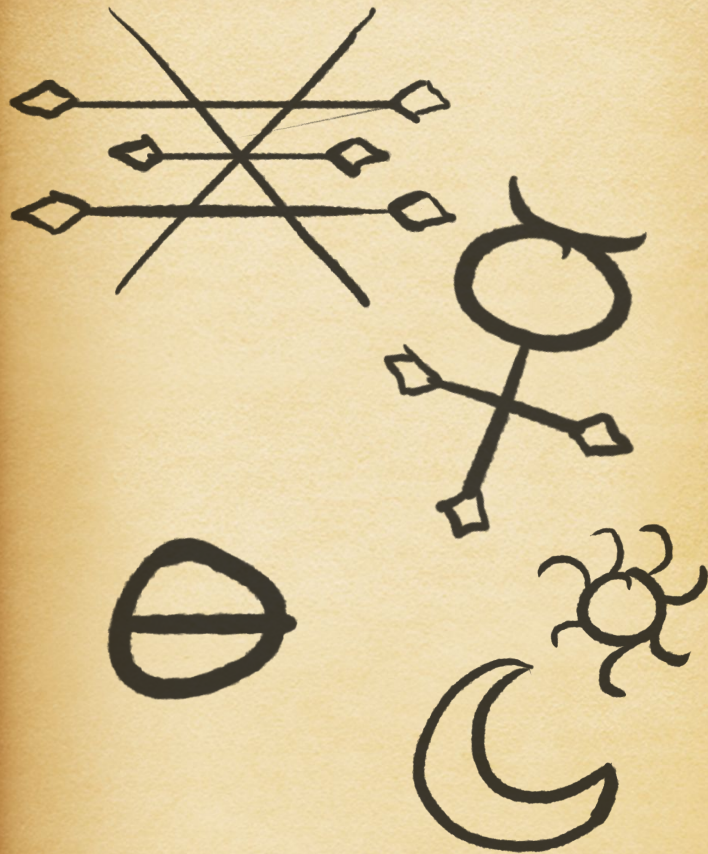
POTION SELLER



TEAM SPEAR-IT

POTION SELLER

- APPRENTICE TO A MASTER
ALCHEMIST
- MASTER ALCHEMIST HAS TURNED
INTO GOLD
- MANAGE THE SHOP AND KEEP UP
APPEARANCES
- FIND A WAY TO TURN THE
ALCHEMIST BACK



CORE MECHANICS

MANAGEMENT



ALCHEMY



EXPLORATION



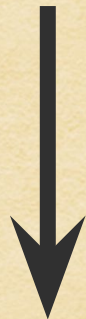
GAMEPLAY LOOP



RECEIVE ORDER



COLLECT
INGREDIENTS



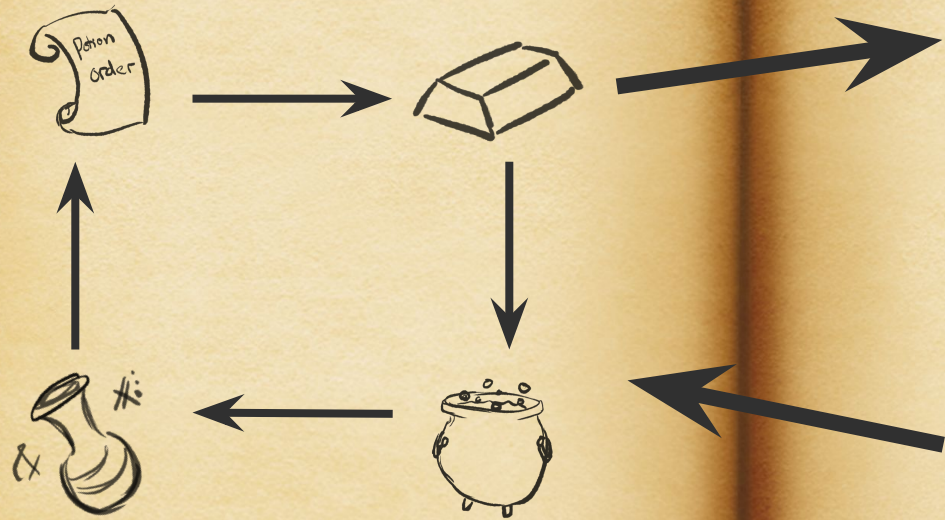
MAKE POTION



DELIVER ORDER



GAMEPLAY LOOP



EASTER EGGS

EXPLORE LEVEL



FIND NEW
INGREDIENTS



WIN STATE

- KEEP THE SHOP RUNNING
- REVERT THE MASTER ALCHEMIST



LOSE STATE

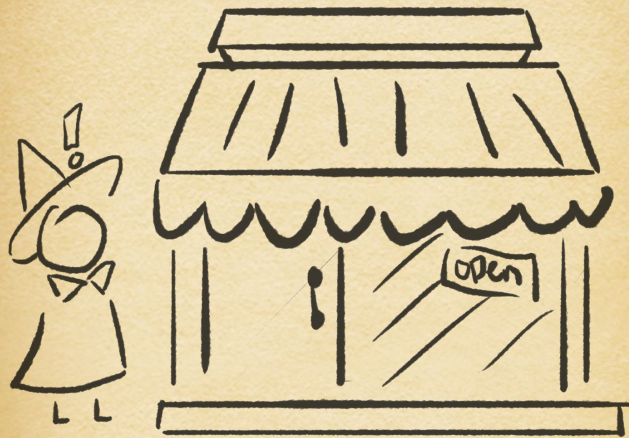
- FAIL HALF OF YOUR ORDERS OVER TWO DAYS.
- SHOP GETS SHUT DOWN!



**GOING OUT OF
Business**

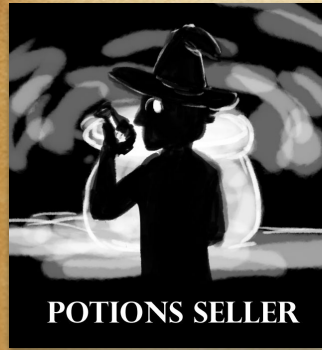
TECHNICAL RISK

- UNREAL
- CUSTOMERS
- POTION MAKING
 - CRAFTING SYSTEM
- SHOP MANAGEMENT

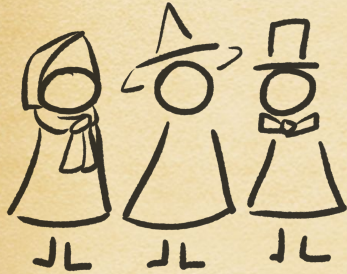


ART STYLE

- SOFT STYLIZED TEXTURES
- INTERESTING SHOP TO EXPLORE
- ENCOURAGES PLAYERS TO SEARCH AND FIND NEW INGREDIENTS



TARGET RESEARCH



- 57% OF US PLAYERS
- E-RATING

12 TO 24 YRS.



- 41% USER¹
 - 63.2BN
- EPIC GAMES STORE

PLATFORMER³



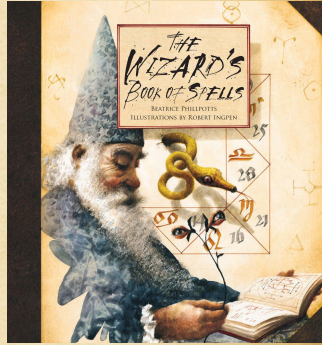
- 284M COPIES SOLD
- 79.48% CONSUMER SCORE

MANAGEMENT²

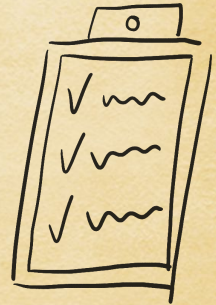


- 100M COPIES SOLD
- 71.44% CONSUMER SCORE

TARGET MARKET



EXPLORATION



COMPLETIONIST

S.W.O.T



STRENGTH

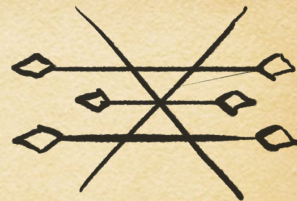
- STRONG PROTOTYPE
- CLEAR VISION
- DIVERSE GAME MECHANICS

OPPORTUNITY

- BROADLY-APPEALING
- EPIC GAMES STORE



WEAKNESS



- UNREAL ENGINE
- MULTIPLE GAME SYSTEMS
- SLOW START OF GAMEPLAY

THREATS

- FANTASY GAMES



QA RESULTS

THE LEVEL REINFORCED
FEELINGS OF MAGIC AND
WONDER

100%

HAD FUN MAKING POTIONS

62%



TESTERS IMMEDIATELY
UNDERSTOOD WHAT THEY
HAD TO DO

92%

WANTS THIS GAME TO
CONTINUE DEVELOPMENT

67%

FUTURE PLANNING

- CHARACTER MODELS
- MORE ENVIRONMENT ASSETS



- GENERAL SHOP/CUSTOMER MANAGEMENT
- EXPLORATION AND MANAGEMENT BALANCE
- BETTER CRAFTING SYSTEM
- MORE COMPLEX POTION ORDERS
- MORE POTIONS!



WHAT DO WE NEED?

- CHARACTER ARTIST
- GAMEPLAY PROGRAMMERS



WHAT DO WE WANT?

- UI DESIGNER
- PEOPLE WHO HAVE AN INTEREST IN UNREAL





THANK
YOU!