

<p>PROBLEM</p> <p>Point and click games are very niche and have a small following</p> <p>Point and click adventures are mouse driven and are only practical on PC, which limits our scope to this platform</p> <p>In Point and click adventures, it is not always to the player what they need to do and the end objective is not always clear, resulting in the player losing interest</p>	<p>SOLUTION</p> <p>The small audience for point and click adventures could ensure a more targeted campaign and a loyal following</p> <p>We can add more content to each scene so that the player can explore the lore in more detail</p> <p>The mechanic of the game as well as the end objective will be communicated to the player so that they know how to play the game so that they can reach the objective</p> <p>The game will have time limits, which will mean the player has to engage with the game to complete it. These time limits will be lenient, so as to allow the player to explore the world in a way characteristic of the genre</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>We are a newly established British-Czech independent game studio based in that will specialise in point and click adventures and will seek to expand and develop this genre through the production of exciting and subversive games.</p> <p>Our debut game will be point-and-click adventure in which an owl has to mobilise various creatures in a forest to take on the large machines that are destroying the forest. The owl must do this by carrying out various tasks for each set of animals to earn their respect and trust.</p>	<p>UNFAIR ADVANTAGE</p> <p>My art style, my partner's scripting</p> <p>Although explicitly not a turn-based strategy game, the game will draw elements from this genre.</p>	<p>CUSTOMER SEGMENTS</p> <p>Young adults (18-35) - male, female or other</p> <p>Gamers who play games for the narrative</p> <p>Gamers who enjoy point and click adventures such as Grim Fandango, Monkey Island or Broken Sword</p> <p>Gamers who enjoy strategy games such as Civilisation</p> <p>People who are concerned about the environment</p>
<p>EXISTING ALTERNATIVES</p> <p>The niche following of point and click adventures mean that the market is easy to identify</p> <p>Point and click adventures can be adapted for touch screens such as phones or tablets</p> <p>The relaxed, slow paced nature of point and click adventures allow for richer storytelling and give the opportunity to the player to explore their surroundings in more detail</p>	<p>KEY METRICS</p> <p>Revenue from games</p> <p>Positive customer reviews</p> <p>Positive journalist reviews</p>	<p>HIGH-LEVEL CONCEPT</p> <p>A point and click adventure where you must mobilise your fellow woodland creatures to save your forest from demolition.</p>	<p>CHANNELS</p> <p>Steam</p> <p>Social media</p> <p>Reddit</p> <p>YouTube</p> <p>Twitch streamers</p> <p>YouTube</p> <p>Targeted ads</p>	<p>EARLY ADOPTERS</p> <p>Fans of narrative driven games, including point and clicks</p> <p>Fans of slow paced games</p> <p>PC gamers</p>
<p>COST STRUCTURE</p> <p>Advertising costs</p> <p>Listing the game on Steam</p> <p>Cost of broadband so I can communicate with my team</p> <p>Cost of electricity</p>		<p>REVENUE STREAMS</p> <p>Steam purchases</p> <p>Expansions packs - new maps, different characters</p> <p>Crowdfunding - Kickstarter</p>		

