



# WOODLAND CHAOS

A point-and-click adventure by  
James Waters and Tomas Korec

# "THE OWL" Character Sheet

## About Woodland Chaos

Meet the owl, the hero of our story.

The owl lives in a treehouse in the Progen Forest.

When his house is destroyed by machines that have taken over the Progen Forest, he must mobilise his fellow woodland animals to take on these machines and save the forest.

To do this, he must earn the respect and trust of various groups of animals in the forest by carrying out tasks for them.



The game alternates between day and night at set intervals. Each has its own set of animals and dynamics.

## Day

- Animals:
  - Squirrels
  - Woodpeckers
  - Deer
  - Bees
  - Bears
  - And more
- More animals and therefore more tasks to complete
- More and larger machines
- Faster rate of deforestation
- Harder to move around map

## Night

- Animals:
  - Hedgehogs
  - Bats
  - Foxes
  - Badgers
  - Wolves
  - And more
- More animals and therefore more tasks to complete
- Fewer and smaller machines
- Slower rate of deforestation
- Easier to move around map

At first, day animals only come out during the day and night animals only come out at night. When the respect you have earned from an animal reaches a certain threshold, they will eventually help you during both the daytime and nighttime, allowing you to build a more effective resistance.

# The Progen Forest

The game takes place in the Progen forest which the player views on a map, along with all the various locations they can visit.

The forest is continually being taken over by machines and you need to recruit animals to dismantle these machines, reforest the forest and build more new locations.

The geography of the forest will be regenerated at random using an AI, meaning that the gameplay is different each time.



# Classes

Every animal that you interact with is allocated a specific class, which determines their role in the resistance



## Dismantling

These animals fight and dismantle the machines



## Reforesting

Once machines have been cleared off land, these animals will replant and regrow deforested areas



## Building

These animals use materials salvaged from dismantled machines to build new locations, sites and tools



## Scouting

These animals look for new locations in the forest

To carry out each of these important roles, you must earn the respect of animals belonging to each of these classes by carrying out tasks for them.

## Winning the game

The game is won when you clear the forest of all machines and you successfully reforest the entire forest.

## Losing the game

The game is lost when the machines have taken over the entire forest map and the forest is completely destroyed and no locations remain.

# Game Hooks

Alternation between day and night – The game is not linear compared to most of point-and-click games

Time limit – The game will not become unduly slow and boring. Players can still progress through the game on their own pace

Changing game environment – No other point-and-click games have this



10:00  
DAY 1

Point-and-click adventure game

2D games

Cartoon art

Developed for PC and Mac

Sold via Steam and GOG

Price is **14.99 GBP** / unit



# Buyer persona

**Name:** Alex

**Gender:** Male

**Age:** 27

**Occupation:** Marketing specialist

**Location:** England

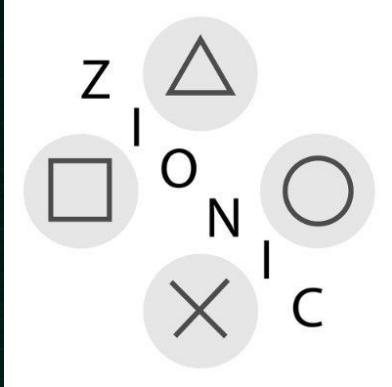
**Favorite game genres:** RPG, Action games, Point-and-click games

**Motivations:** Alex plays games either to rest from his job or have fun with his friends if he plays multiplayer ones. He likes problem-solving games, challenging his intellect and giving him an option to beat his opponents.

**Game Choosing Criteria:** Game Music Composer, Game Developer

**Frustration with Games:** Too easy (boring) tasks or too difficult (frustrating) tasks with bad hints





# About Zionic Studio

A newly established British-Czech independent game studio specialising in point and click adventure games.

We have two offices:

- East Grinstead, West Sussex, England, UK
- Prague, Czech Republic

We seek to expand the point and click adventure genre through the development of exciting and subversive games.

# Who we are?



*James*

Head of design

Currently work as a Graphic Designer for a online marketing company, now branching out into game development

Studying for a MA in Indie Game Development at Falmouth University

My bachelor's degree was in Animation at Ravensbourne University

My main skills are animation, illustration, 3D graphics and UX design



*Tomas*

Head of development

Currently work as a contractor in areas of web development and data analysis, now branching out into game development

Studying for a MA in Indie Game Development at Falmouth University

My bachelor's degree was in Media Studies at Masaryk University

My main skills are programming, UX design, business thinking and graphics

# Marketing - what we intend to do

Website and newsletters

Social media

Reaching out to variety streamers  
on Twitch

Discord server

The screenshot shows the Steam store page for the game "Woodland Chaos". At the top, there are navigation links: "Your Store", "New & Noteworthy", "Categories", "Points Shop", "News", and "Labs". Below that, it says "WISHLIST (0)". The main title "Woodland Chaos" is displayed above a thumbnail image of the game. The thumbnail shows a cartoon owl standing in a workshop-like setting with various wooden structures and tools. To the right of the thumbnail, the game's logo "WOODLAND CHAOS" is shown with a stylized owl icon. Below the thumbnail, there is a brief description: "Woodland Chaos is a point-and-click adventure with elements of strategy. You must earn the respect of all the forest animals so that you can build a fightback against the machines that are taking over and destroying your forest." Underneath this, there are sections for "RECENT REVIEWS" (Very Positive), "ALL REVIEWS" (Very Positive), "RELEASE DATE" (30 Sept. 2022), "DEVOLVED", "PUBLISHED", and "Tags". Below the description, there are buttons for "Add to your wishlist", "Follow", and "Ignore". A "View Your Queue" button is also present.

**Buy Woodland Chaos**

**ABOUT THIS GAME**

Mobilise your fellow woodland creatures to save the forest, bringing exciting new experiences to point-and-click adventure.

You are an owl and you live in a treehouse in the Progen Forest. Destroyed, you discover that the forest is being overrun by giant resources from the forest and destroying the forest in the process. Save the forest - but you cannot do this alone!

You must earn the respect and trust of all the animals in the forest so that you can convince them to help you to take on the machine and also to rebuild and regrow the forest.

Set in a forest which is generated by an AI, this game allows you to animals in any order, meaning that there are many ways complete always the same - save the Progen Forest and all its inhabitants.

**Zionic Studio**  
@StudioZionic

We are British-Czech independent game studio specializing in point-and-click adventures and seeking to expand and develop this genre by producing exciting games

British-Czech Joined December 2021

0 Following 0 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

Zionic Studio @StudioZionic · Dec 18, 2021

We are building the first scene of #WoodlandChaos, exciting!

# Marketing - what we expect from investor

Provide funding to hire streamers or micro-influencers

Help with funding or advertisements

Provide contacts to game studios if possible

# Revenue projections

Lower revenue estimation from sales on Steam for the first year

Number of reviews for the first year	211
Price	14.99 GBP
Gross revenue	142,330.00 GBP
VAT	28,466.00 GBP
Returns	9,109.00 GBP
Adj. regional pricing	20,951.00 GBP
Discounts	16,761.00 GBP
Steam cut	20,113.00 GBP
<b>Net revenue from Steam</b>	<b>46,930.00 GBP</b>
Production costs	-37,390.00 GBP
<b>Net revenue</b>	<b>9,540.00 GBP</b>
<b>ROI</b>	<b>25.5 %</b>

*Gross revenue for the first year = Number of reviews for the first year \* 45 \* 14.99 (price)  
(Boxleitter method)*

*ROI (Return on Investment) = Net profit / Cost of Investment \* 100*

Higher revenue estimation from sales on Steam for the first year

Number of reviews for the first year	972
Price	14.99 GBP
Gross revenue	655,663.00 GBP
VAT	131,133.00 GBP
Returns	41,962.00 GBP
Adj. regional pricing	96,514.00 GBP
Discounts	77,211.00 GBP
Steam cut	92,653.00 GBP
<b>Net revenue from Steam</b>	<b>216,190.00 GBP</b>
Production costs	-37,390.00 GBP
<b>Net revenue</b>	<b>178,800.00 GBP</b>
<b>ROI</b>	<b>478.2 %</b>

# Production costs

Cost of office spaces	511 GBP	Steam listing fee	74 GBP
Cost of utilities	46.5 GBP	Game Music	3 739 GBP
Cost of internet	30.5 GBP	Micro-influencers	730 GBP
Salaries	3000 GBP	Web hosting	24 GBP
Adobe license	59 GBP	Game engine	0
Costs for 9 months	32 823 GBP	One-off costs	4 567 GBP
	<b>All costs</b>		<b>37 390 GBP</b>

$$X / 100 * 10 = y$$

$$33\,651 + y = x$$

*X = all production costs including game music*

*Y = price of the game music*

Pre-production stage				Full-production stage										
Game Concept				Game Pitching										
Game Concept Play Test	First Four Characters Prototype	First Four Character Design	First Four Character Animation	Location Design for First Level Including Game Environment	Game Mechanics for Proof of Concept / First Level	Other Characters Prototyping	Other Characters Design and Animation	Improving characters according to test results Continuing in development		Improving game mechanics according to tests Continuing in development	Improving Game Mechanics Based on Tests			
	Location Design for Other Characters													
	Game Mechanics for Other Characters and Their Tasks		Play Testing			Play testing		Q/A testing						
	Creating Texts and Hints for The First Level		Virtual Forest AI Algorithm	Creating Hints and Texts		Improving hints and texts according to test results Continuing in development		Improving hints and texts according to test results		Improving AI Algorithm based on test results	Music			
	Propagation Materials Preparation			Virtual Forest AI Algorithm		Improving AI Algorithm Based on Tests		Improving AI Algorithm based on test results						
	Final changes and Improvements													
1 month	2 month	3 month	4 month	5 month	6 month	7 month	8 month	9 month	10 month	11 month	12 month Production			



@StudioZionic

YOUR FOREST IS UNDER ATTACK!



JOIN THE RESISTANCE TODAY!