Realities Adrift: An Anime RPG

Candy Crab Games
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Realities Adrift is an open area Anime RPG where the player explores multiple realities playing as a variety of different classes.

Candy Crab Games

Based on competitor data, we are targeting:

18 - 40 M-F Gamers into anime and games such as Genshin Impact/Honkai Impact.

Open Area Anime RPG

Key Experience/Emotions

Discovery
Multiple realities exist for the player to discover and explore, all with their own unique mechanics and visual styles.

Triumph
Many adversaries exist who want you dead, fighting these enemies will be a challenge but with victory comes a feeling of triumph.
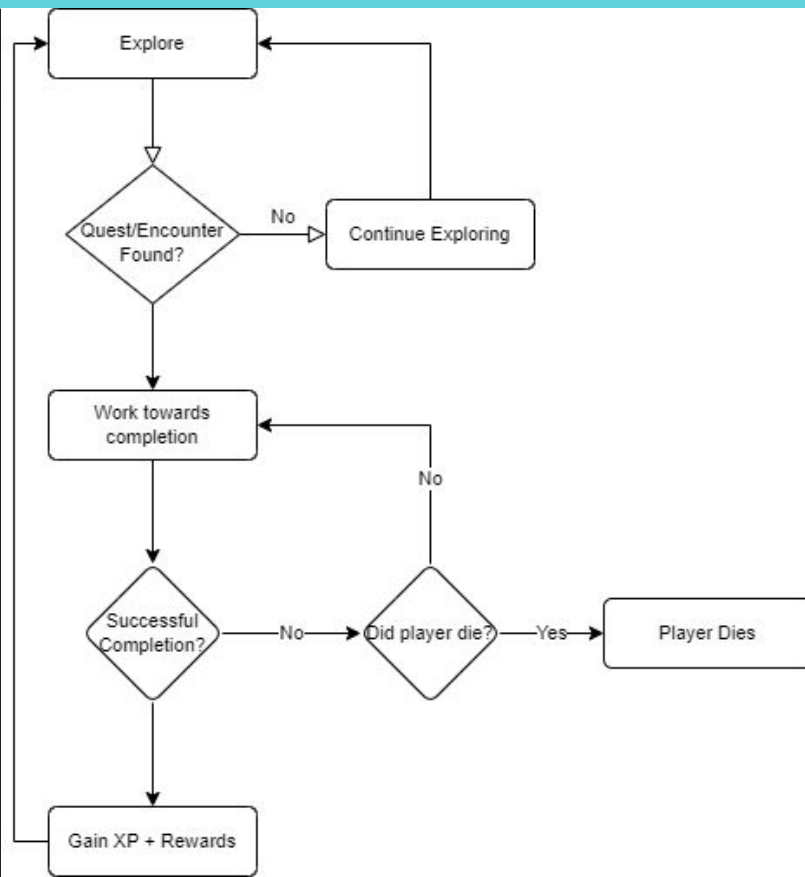
Growth
Combat and exploration increase the players level and playing increases general understanding of the world around the player.
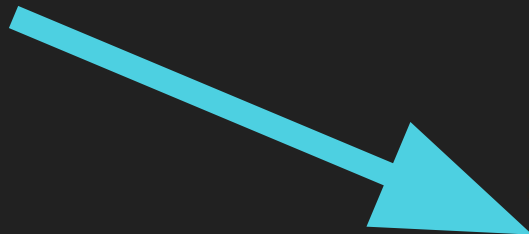
Core Game Loop

Explore

Quest/Encounter Found? → No → Continue Exploring

Work towards completion

Successful Completion? → No → Did player die? → Yes → Player Dies

No

Gain XP + Rewards

Candy Crab Games

- Standard Anime
  - Bright colours
  - Cell shading
  - Intense colours
- Evoke feelings of
  - Discovery
  - Wonder
  - Joy

This

Competitor Analysis

Genshin Impact

+ Anime aesthetic
+ Open world
+ Free to play
+ Action RPG
- One single world
- Predatory Gacha
- FOMO content

Honkai Impact

+ Anime aesthetic
+ Multiple Worlds
+ Free to play
+ Action RPG
- Very instanced
- Predatory Gacha
- FOMO content

Our USPs

- Multiple realities
  - Keeps experience feeling fresh
  - Worlds are varied
- No predatory gacha
  - Primarily cosmetic microtransactions
  - Some convenience content
  - Advertising in-game allows for additional revenue even from free players
- More accessible
  - Available on Itch.io and Steam
  - No proprietary launcher
- No FOMO Content
  - All content added will be there for life
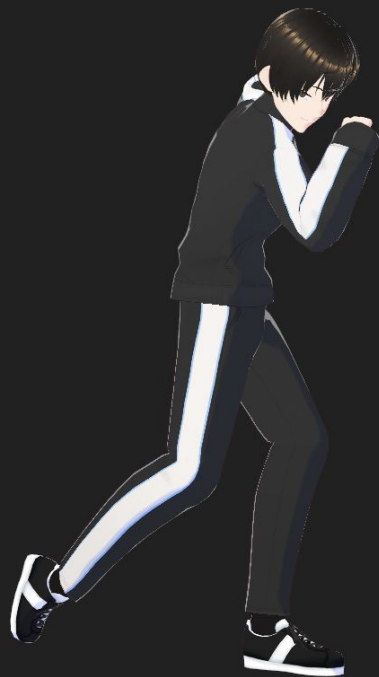
Business Model

F2P with microtransactions and advertising.

Peak annual revenue with market dominance would be **£77,000,000** based on competitor figures.

Break even point is **1600 users who spend £100 annually** which is around **80,000 downloads** at the industry standard of **2.2%.**
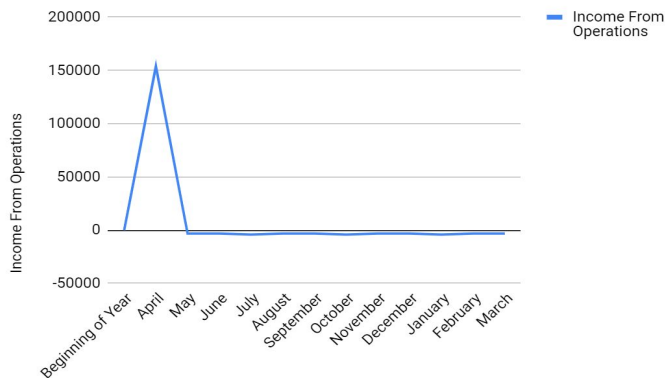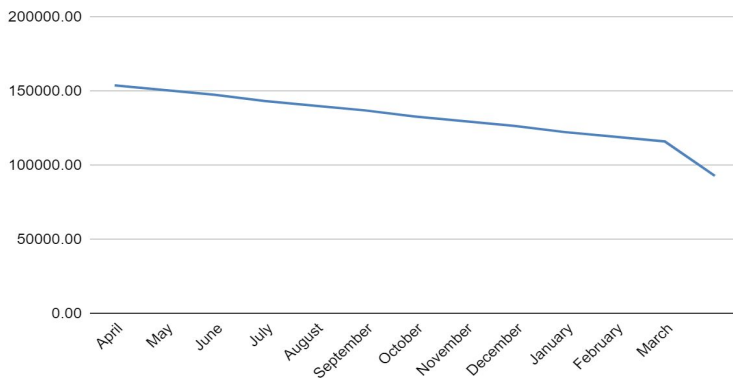
Cash Flow Sources

£160,000 GBP initial capital:

- £50,000 Angel investment
- £10,000 UK Games Fund
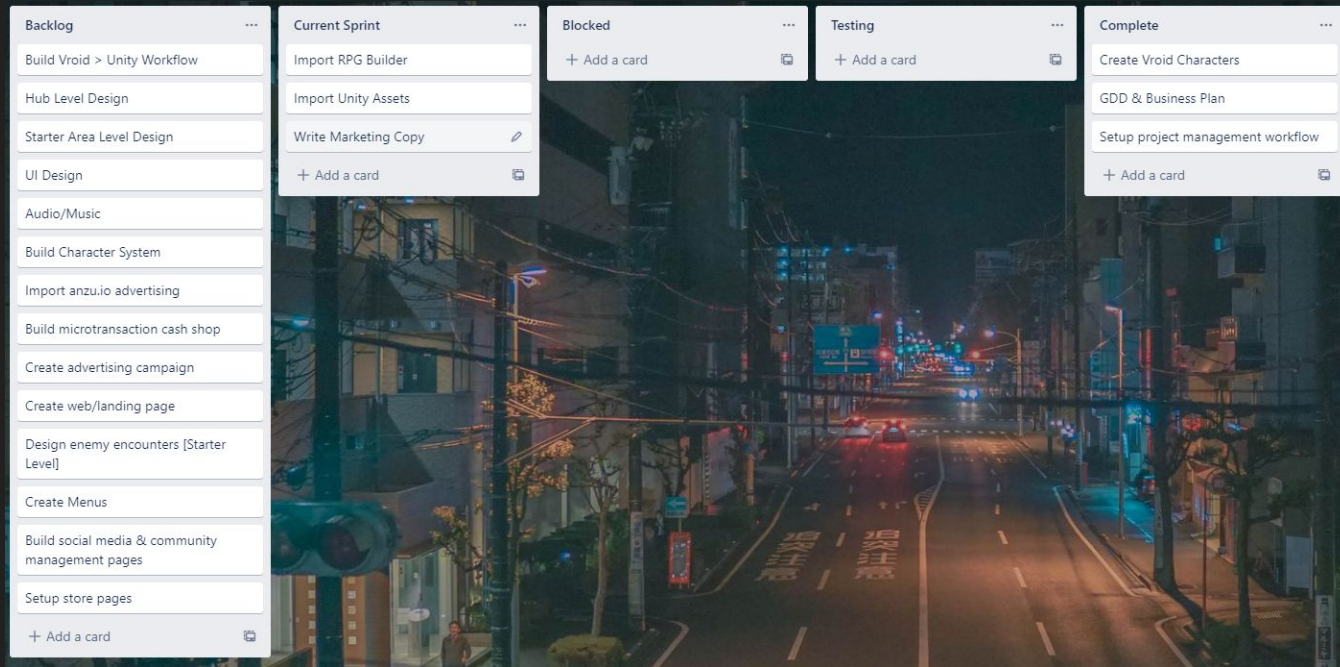- £100,000 Personal investment

Income From Operations

Money In Bank

Project Management

Agile project management methodology with **weekly sprints**.

Backlog
- Build Vroid > Unity Workflow
- Hub Level Design
- Starter Area Level Design
- UI Design
- Audio/Music
- Build Character System
- Import anzu.io advertising
- Build microtransaction cash shop
- Create advertising campaign
- Create web/landing page
- Design enemy encounters [Starter Level]
- Create Menus
- Build social media & community management pages
- Setup store pages
- + Add a card

Current Sprint
- Import RPG Builder
- Import Unity Assets
- Write Marketing Copy
- + Add a card

Blocked
- + Add a card

Testing
- + Add a card

Complete
- Create Vroid Characters
- GDD & Business Plan
- Setup project management workflow
- + Add a card

Milestones

- Planning - February 2022

- Initial pre-production for MVP/Vertical slice - March 2022

- Core feature production - April to May 2022

- Testing - Early June 2022

- MVP release - Late June 2022

- Planning and pre-production of additional assets based on user feedback - July 2022

- Production of 1.0 game - July 2022 to April 2023

- Final testing and fixing - April to May 2023

- 1.0 Launch - June 2023

- Post-production - June 2023 to indefinitely

Marketing Plan

Long term products need long term marketing…

- Traditional marketing
  - SEO
  - Advertising
- Social media marketing
  - Facebook
  - Instagram
  - Twitter
- Community management
  - Social Media sites
  - Discord
  - Reddit

Me :)

Questions