

# Pitch deck



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**Haaris Entertainment Ltd, 2026**

Haaris

# Digi-Dodgy

The 3D Platformer that challenges you to think without the jump

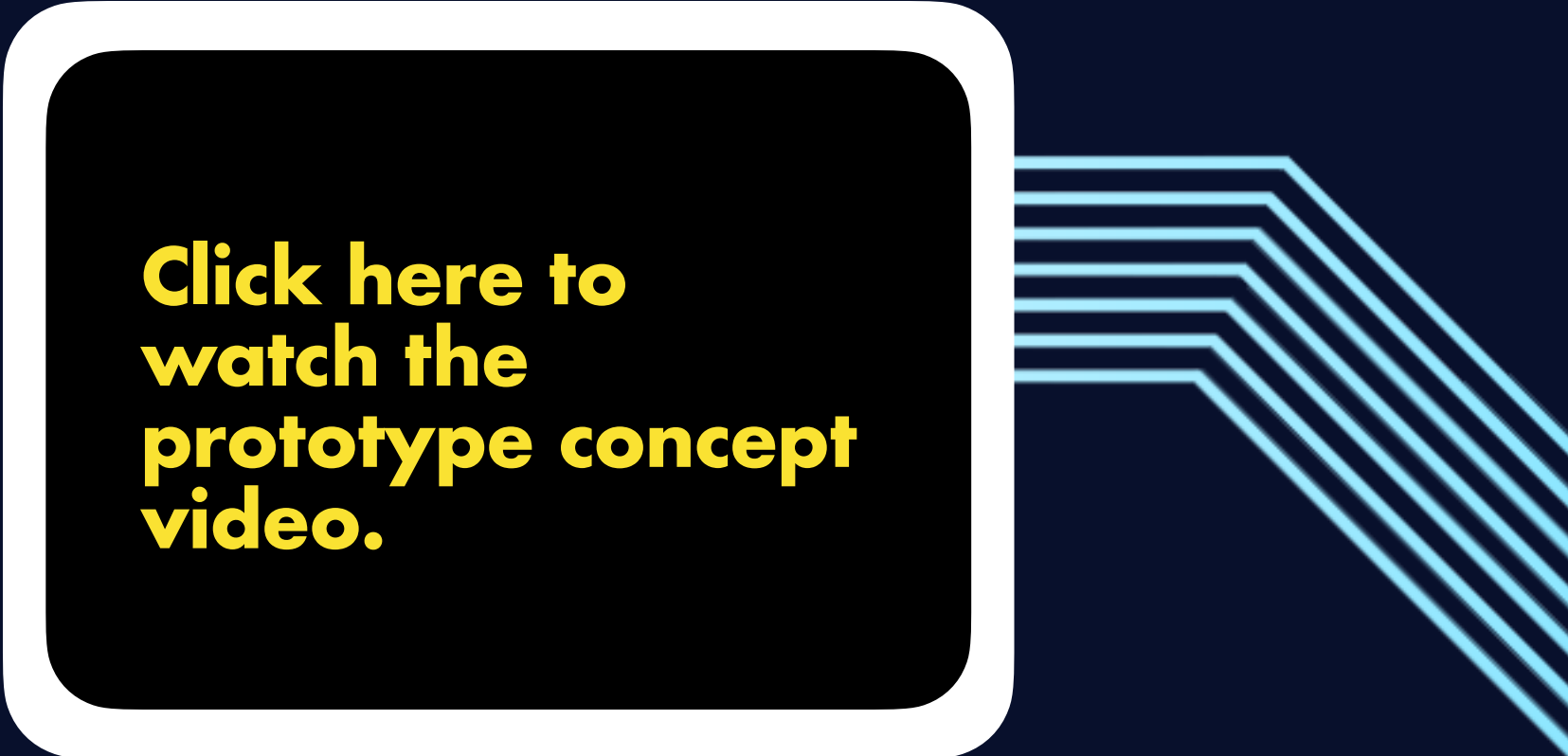


# Platforming reimagined

Digi-Dodgy is a single-player, 3D collectathon that removes the genre's most common crutch: the Jump button.

Players must master momentum, dodging, and environmental physics to traverse 200 levels. It's "Easy to Learn, Hard to Master."

The "Mascot Platformer" genre is crowded, but players are currently fatigued by standard mechanics. The breakout hits of 2024/25 aren't just about jumping; they are about mastering unique movement physics.



**Click here to watch the prototype concept video.**

**Please do not share this video, as it features the game's main theme music.**

# Story



Digi isn't like the other Bots that reside within the DigiWorld. He was created differently. Some would say he's defective, but others would say he hasn't yet found his purpose.



Then, all of a sudden, the greatest threat to his world arrived. The MegaBot! Who, in a flash, released a digital virus all over the DigiWorld. The MegaBot now controls all the innocent Bots... except for the defective Digi.



Our small hero got away, dodging all the Bots he once considered family.

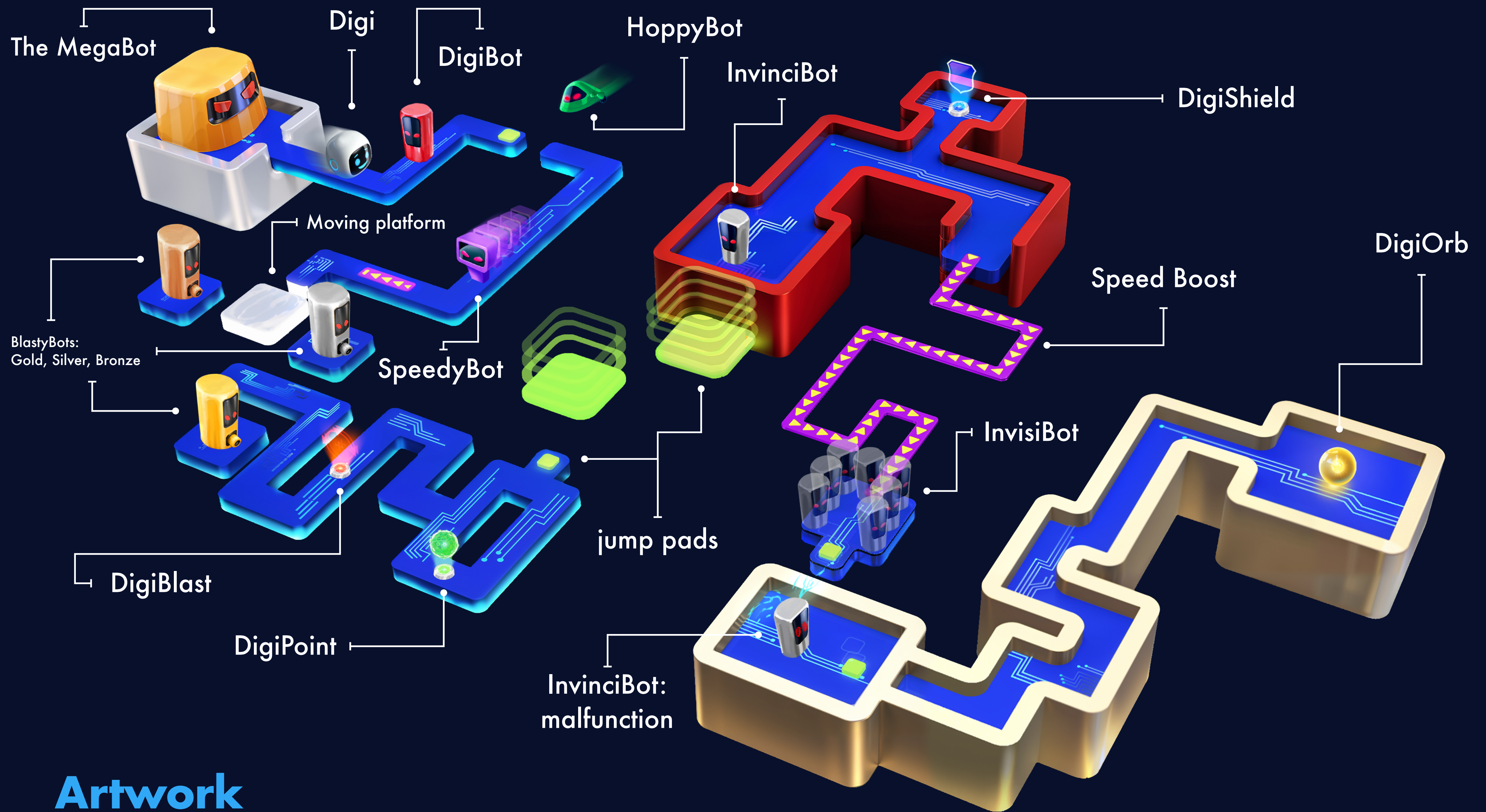
Now, all alone, Digi was scared and lost in what to do. Then suddenly, hundreds of DigiOrbs descended from the sky.

These antivirus orbs are released when DigiWorld is corrupted. The bot that collects all the orbs can eradicate the threat of DigiWorld.

Maybe this was Digi's purpose all along! He may be too small to face his obstacles head-on, but he can dodge his way to his destiny. So...

Digi get dodging!





# Key features

- Technology-based colourful story, characters & levels.
- To complete a level, the player must collect all DigiOrbs. As they progress, platforming and puzzles become more challenging.
- There is no jump button.
- Enemies cannot be killed; they can only be temporarily stopped to aid player dodging.
- New enemies and gameplay components are added from chapter to chapter to keep the gameplay engaging.
- 200 addictive collectathon levels that last between 2 and 10 minutes.
- Each of the four chapters contains 50 levels. The final level of a chapter will always be a boss level against the MegaBot.

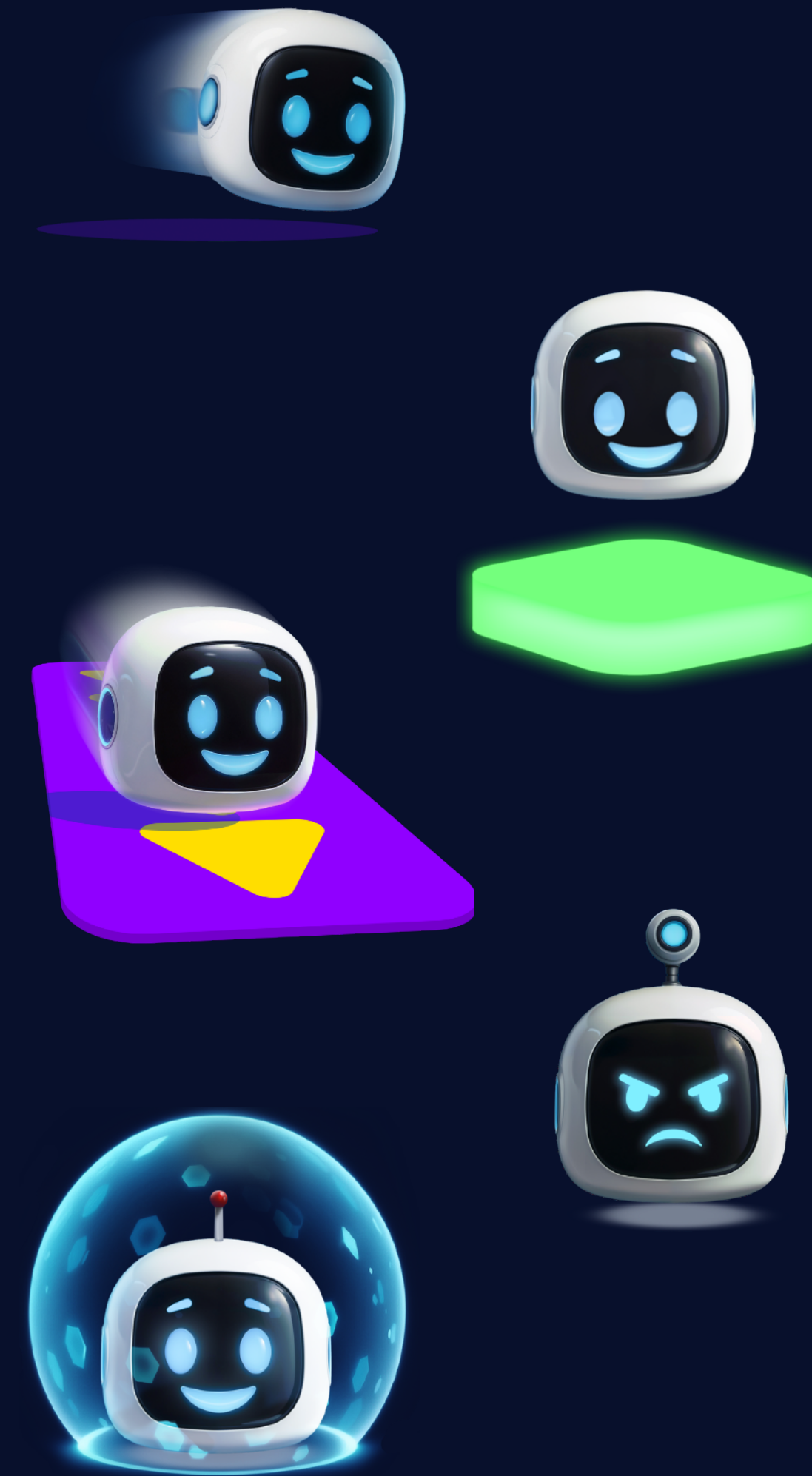
**Release:** Q4 2027/ Thursday 14th October 2027

**Genre:** Family-friendly 3D collectathon platformer

**SRP:** \$14.99

**Platforms:** PC, Steam, Switch 2, PS5, Xbox

**Game engine:** Unity



# Target audience

**The "Day One" Buyer (Steam):** *The Nostalgic Collector.* Seeking a retro challenge.

- **Demographics:** Ages 25–40 | High disposable income.
- **Profile:** Grew up on the "Golden Era" of 3D platformers (*Crash Bandicoot*, *Mario 64*).
- **Motivation:** They are fatigued by generic "jump-and-run" games. They crave the mechanical novelty of the "No Jump" challenge.
- **Role:** The **Purchaser**. They discover/find the game via Steam Next Fest and Reddit/Discord communities.

**The "Gatekeeper" (Purchaser):** *The Guardian Parent (Ages 30-45).* Buying safe, skill-based games for kids.

- **Demographics:** Ages 30–45 | Parents of children aged 7–12.
- **Profile:** Value-conscious parents curating their child's digital library.
- **Motivation:** Searching for "Safe" content that isn't "mindless." They want skill-based gameplay that teaches persistence (dodging/timing) without graphic violence or microtransactions.
- **Role:** The **Vetter**. They approve the purchase on the family Steam Deck or Switch.

**The Growth Player:** *The Roblox Graduate (Ages 8-14).* Drives mass-market sales on Console/Switch.

- **Demographics:** Ages 8–14.
- **Profile:** Used to high-agency, physics-based games.
- **Motivation:** Attracted by the colourful "YouTuber-friendly" aesthetic and the high-skill ceiling.
- **Role:** The **Trend Follower**. They don't buy day one on Steam, but they drive the mass-market sales once the game hits Nintendo Switch/Consoles, and validate the family-friendly vibes. The Growth Player also contributes to Vetter's purchasing decisions as outlined above.



# Solving Platformer fatigue



## 1. Lil Gator Game (2022)

- **Platforms:** Nintendo Switch, PlayStation 4, PlayStation 5, Windows (Steam), Xbox One, Xbox Series X|S
- **Price:** \$19.99
- **Sales year 1:** 25k units (\$500k gross / \$350k post-fees)
- **Sales year 2:** 15k units (\$300k gross / \$210k post-fees)

## 2. Tinykin (2022)

- **Platforms:** Nintendo Switch, PlayStation 4, PlayStation 5, Windows (Steam), Xbox One, Xbox Series X|S
- **Price:** \$24.99
- **Sales year 1:** 35k units (\$875k gross / \$610k post-fees)
- **Sales year 2:** 20k units (\$500k gross / \$350k post-fees)

## 3. Demon Turf (2021)

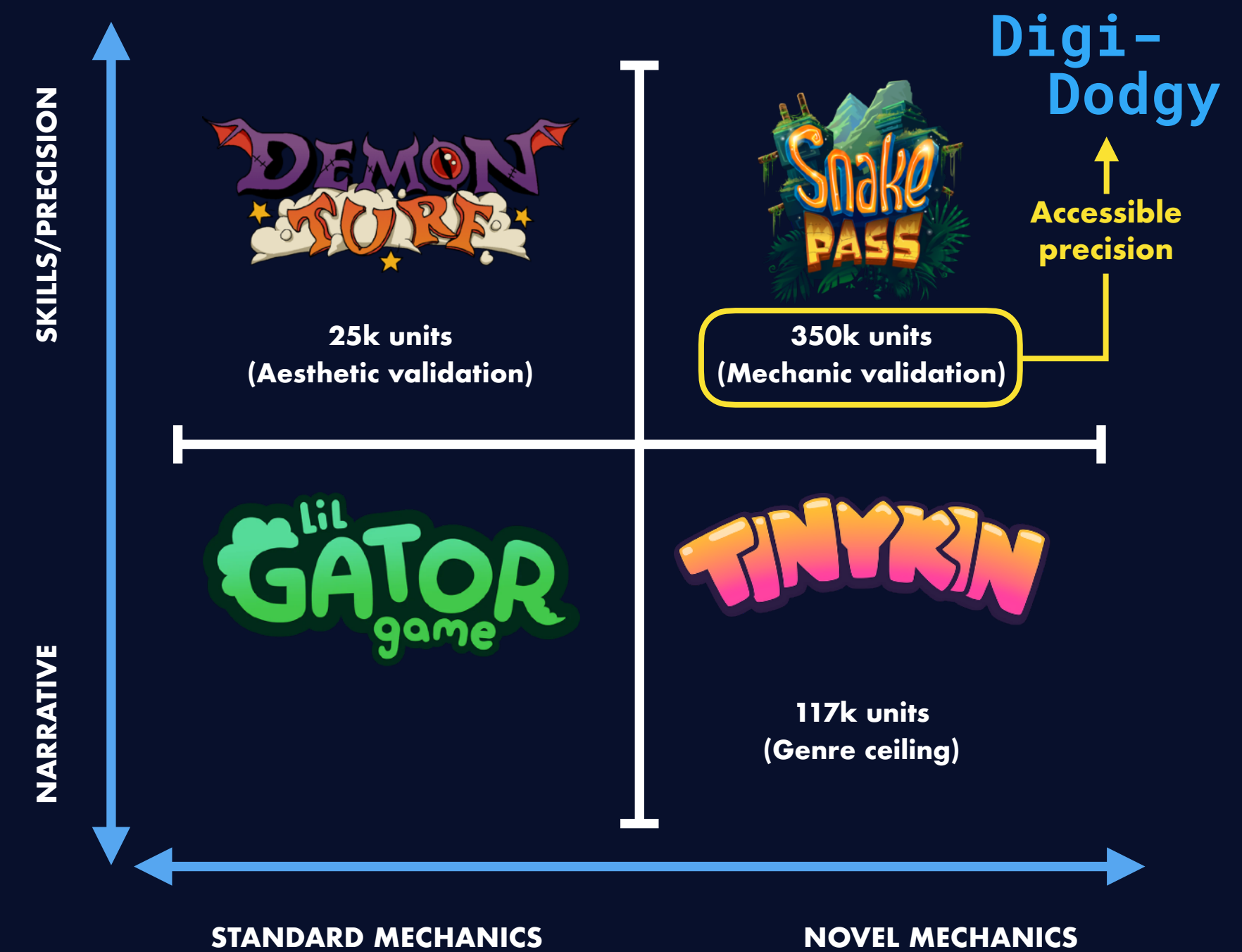
- **Platforms:** Nintendo Switch, PlayStation 4, PlayStation 5, Windows (Steam), Xbox One, Xbox Series X|S
- **Price:** \$29.99
- **Sales year 1:** 18k units (\$540k gross / \$380k post-fees)
- **Sales year 2:** 10k units (\$300k gross / \$210k post-fees)

## 4. Snake Pass (2017)

- **Platforms:** Nintendo Switch, PlayStation 4, Windows (Steam), Xbox One
- **Price:** \$19.99
- **Sales year 1:** 170k units - first week (\$3.4 million + first week)
- **Lifetime sales:** 352k units - Steam only

## Digi-Dodgy with Publisher support projects:

- **Sales year 1:** 25k units (\$373k gross / \$262k net post-fees)
- **Sales year 2:** 20k units (\$299k gross / \$209k net post-fees)
- **Total 2 years:** 45k units (\$672k gross / \$471k net post-fees)



**Key insight:** We've identified players who are starving for new titles that are accessible precision Platformers, like Snake Pass & Captain Toad.

# Revenue scenarios for Digi-Dodgy (Year 1)

- **Price point:** \$14.99
- **Net revenue/unit:** ~\$9.00 (Est. after 30% Steam cut + VAT/Taxes)

Scenario	Unit sales (year 1)	Gross revenue Est.	The narrative
Conservative (Organic)	4,000 - 8,000	\$60k - \$120k	<b>Basis: Mail Mole ( ~6k units).</b> Launch relies solely on organic Steam traffic and small community building. A "base hit" that recovers dev costs.
Target (Publisher)	20,000 - 30,000	\$300k - \$450k	<b>Basis: Demon turf ( ~25k units).</b> Assumes a publisher partnership to secure placement in major showcases (Wholesome Direct, etc.) and the Steam front-page visibility.
Breakout (Viral)	80,000 - 120,000	\$1.2M - \$1.8M	<b>Basis: Tinykin / Snake Pass trajectory.</b> Driven by a viral social media moment (TikTok trend regarding the "No jump" difficulty) or a major console port launch (Switch 2).

# The development team (1/2)



**Haaris Sheikh**  
(Graduate graphic & creative design experience)

- **Role:** Studio founder, creative director & Unity expert.
- [YouTube studio channel link](#)
- [Graphic design portfolio link](#)



**Nicholas Whysall**  
(Has worked on various projects such as Hyde's Haunt and Seek)

- **Role:** C# coder & Unity expert.
- [CV with portfolio links](#)
- [MLC engineering deck](#)



**MLC Studios: Magna Ludum Creatives**  
(Multiple talented & experienced individuals in this field)

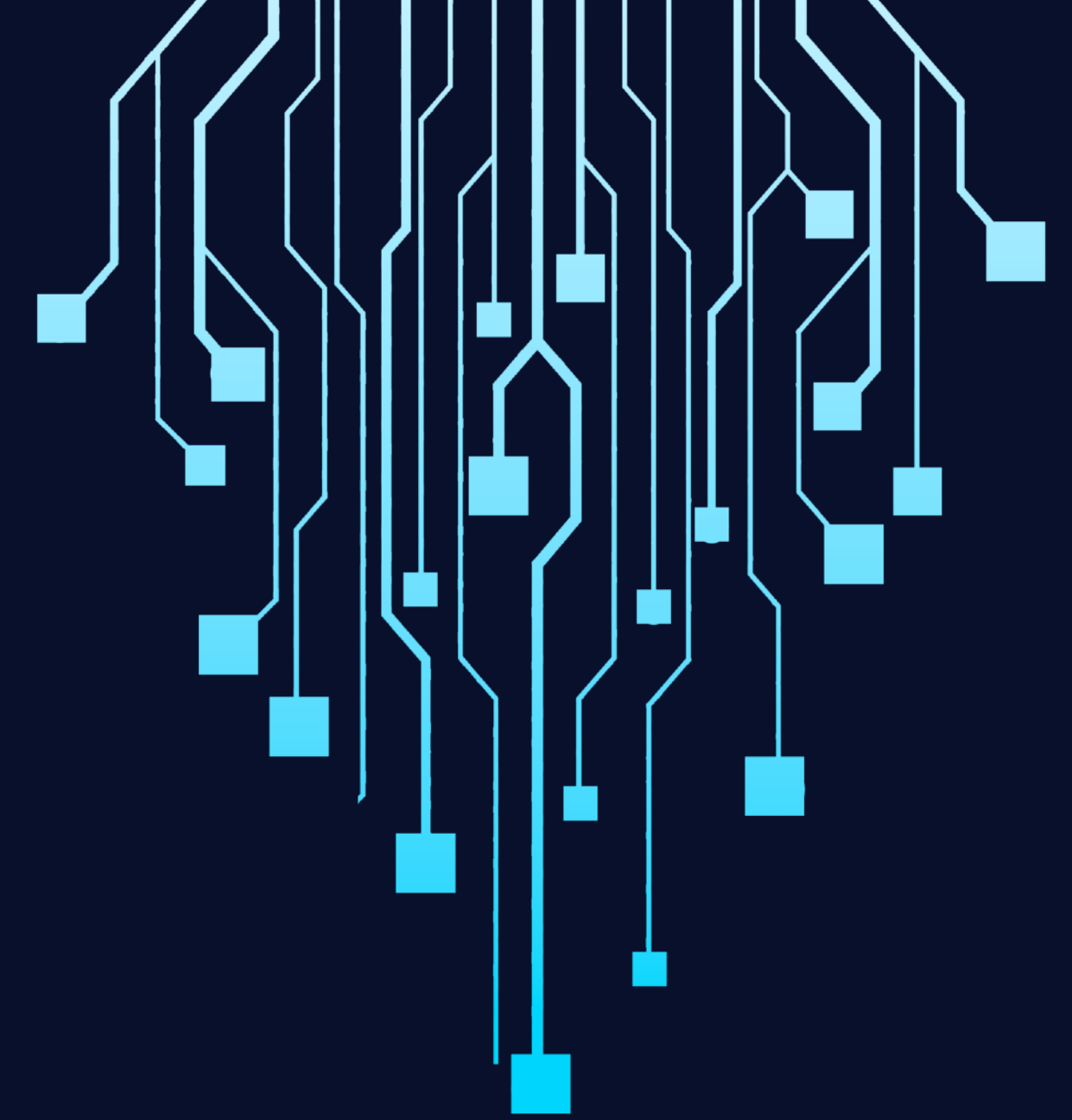
- **Role:** 3D modelling, animation & VFX creations.
- [MLC introduction deck](#)



**Gavin Miller Music & EY Music**  
(BBC & Netflix experience)

- **Role:** Music & SFX sound creation.
- [Gavin's Music portfolio link](#)
- [E&Y Music's Instagram link](#)
- [E&Y Music website link](#)

# The development team (2/2)



**Mojtaba Naderloo**  
(Freelance work for multiple video games)

- **Role:** Concept artwork creator.
- [Portfolio link](#)
- [Upworks contract](#)



**Muhammet Mustafa Abay**  
(Freelance work across the world)

- **Role:** 2D cutscene animator.
- [CV link \(includes portfolio\)](#)
- [Upworks contract](#)

# Project advisors



## Mark Washbrook

30+ year AAA studio leader for Activision, Rockstar, and Nintendo, delivering major titles including Call of Duty: Strike Team, Max Payne 3, Midnight Club LA Remix, Manhunt 2, and Battalion Wars.

- **Current role:** Meta: head of Studio - Beat Games.
- [beatsaber.com](https://beatsaber.com)
- [LinkedIn profile](#)



## Tracey McGarrigan

Running her own businesses since she was 19, Tracey uses her own experiences to help digitally creative CEOs and founders navigate and grow their own businesses.

- **Current role:** CEO & Founder, Ansible Comms.
- [ansiblecomms.com](https://ansiblecomms.com)
- [LinkedIn profile](#)



## Stuart De Ville

Award-winning entrepreneur, CEO, Co-founder & Director.

- **Current roles:** CEO - Game Dev Local, Co-founder - Game Business Consultant, Director - Fribbly Games.
- [gamedevlocal.com](https://gamedevlocal.com)
- [LinkedIn profile](#)



## Mia Seljubac

Has an MSc in Law and Business Management and 6 years of Legal experience.

- **Current Role:** A Legal Consultant specialising in the Indie Games sector and supporting creative start-ups.
- [8-Bit Consultancy website link](#)
- [8-Bit Consultancy LinkedIn profile](#)

# Investment overview

- 1. Preproduction & Demo:**  
**\$6,030** (Out-of-pocket expense. 2 years)
- 2. Blender 3D modelling, animations & VFX work:**
  - [MLC Studios detailed Digi-Dodgy list.](#)  
**3 months = \$35,285**
- 3. C# coding work:**
  - [Detailed coding work list from MLC Studios for Digi-Dodgy.](#)  
**3 months = \$19k**
- 4. Music & SFX creation:**
  - [Detailed list link.](#)  
**4 months = \$60k**
- 5. Playtesting:**
  - [Gotestify website link.](#)  
**5 months = \$3,920 estimated**
- 6. Game design, level design & producer:**  
**14 months = \$65,120/ \$4,651 per month**

- 7. 2D cartoon cutscenes:**
  - Opening scene (4 minutes long).
  - End scene (2 mins long).  
**3 months = \$14,100 estimated**
- 8. In-game artwork:**
  - [Detailed link.](#)  
**1 month = \$372 estimated**
- 9. Publisher support needed for: Marketing, QA, Porting & localisation:**
  - **Marketing (Influencers, PR Agency, Events) = \$75k**
  - **Porting (Switch/Console optimisation) = \$40k**
  - **QA & L10N (Certification & Localization for 7 Languages) = \$35k**

**16 months of the production total cost needed with a 15% buffer:**  
**= \$227,467**

**Total project cost:**  
**= \$337,467 estimated**



# Timeline

(The number is located when that task will be completed.)



Funded & started production.  
Alpha/current demo released.

8. In-game artwork.

2. Blender 3D modelling,  
animations & VFX work.

4. Music & SFX creation.

7. 2D cartoon cutscenes.



June 2026  
(Start)

August 2026

September 2026

October 2026

November 2026

January 2027

Demo during Steam: next fest June  
2027. This will be the Beta demo.

5. Playtesting.

3. C# coding work.

6. Game design, level design & producer.

9. Publisher support needed for:  
Marketing, QA, Porting & localisation.  
(Should begin 6 months before launch)  
The game has gone gold.



June 2027

July 2027

August 2027

October 2027  
(End/Release)

# Play the demo/prototype

A 10-level demo of the video game's core mechanics is available on Steam. Please search for '**Digi Dodgy**' or click the link below. The demo is playable on a Steam Deck as well.

*(The assets in the Demo are prototypes and do not convey the final video game. The video game is still in development.)*

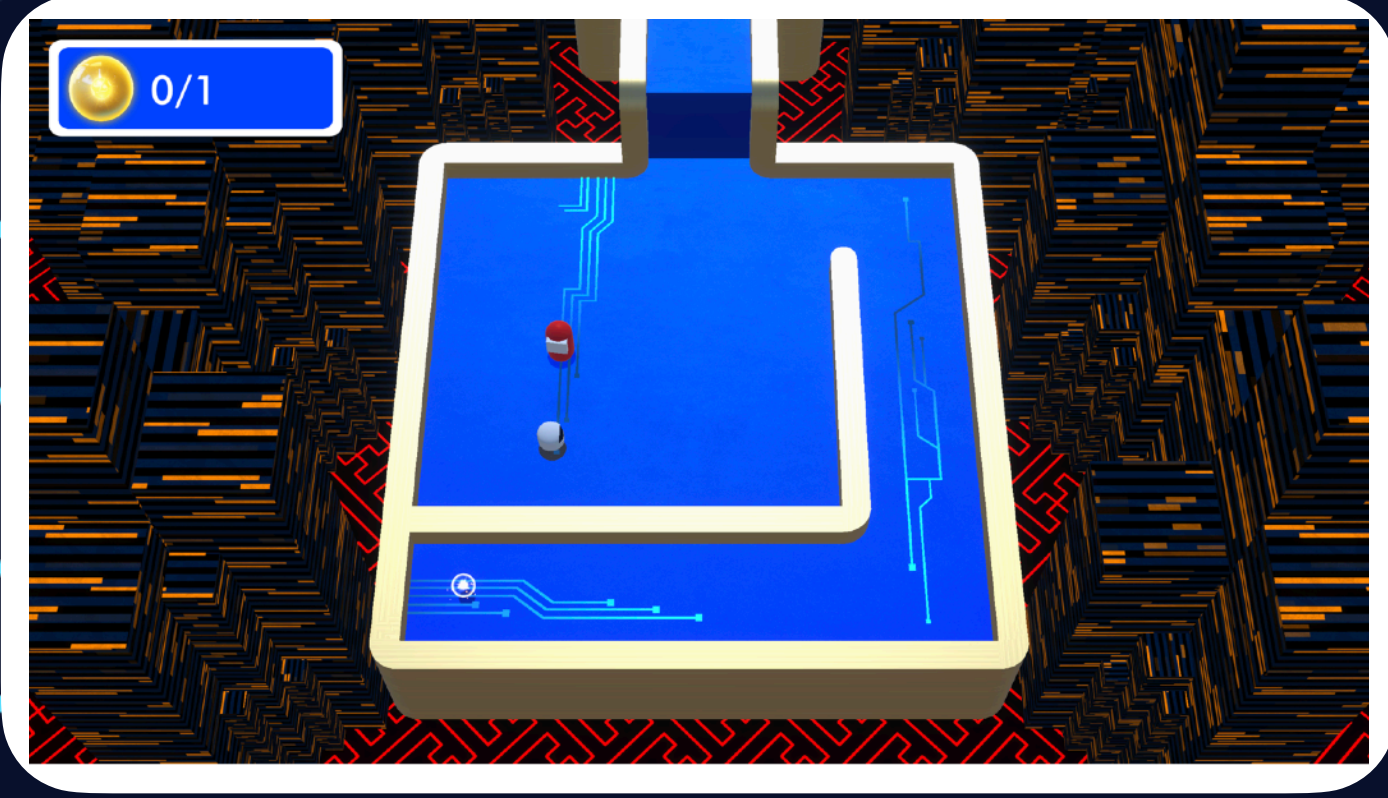
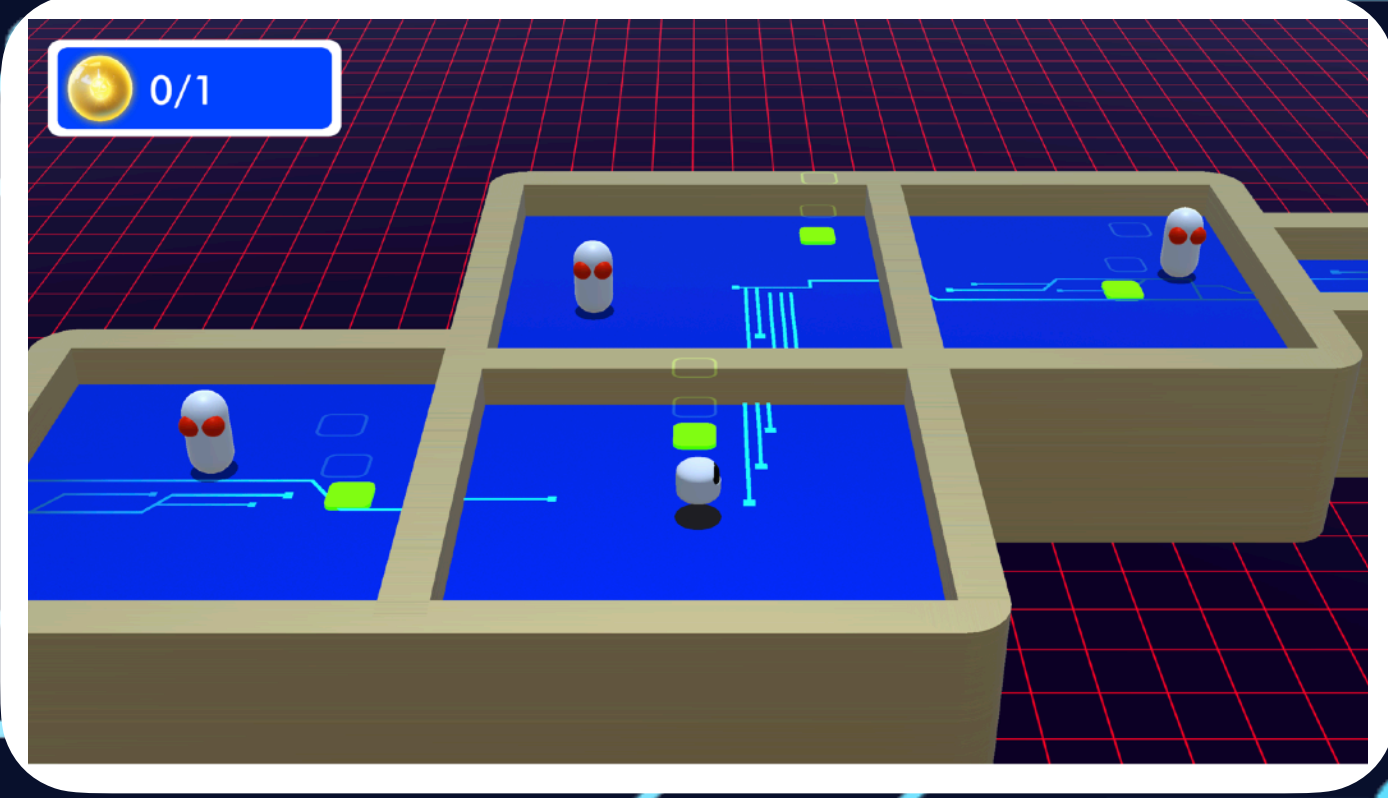
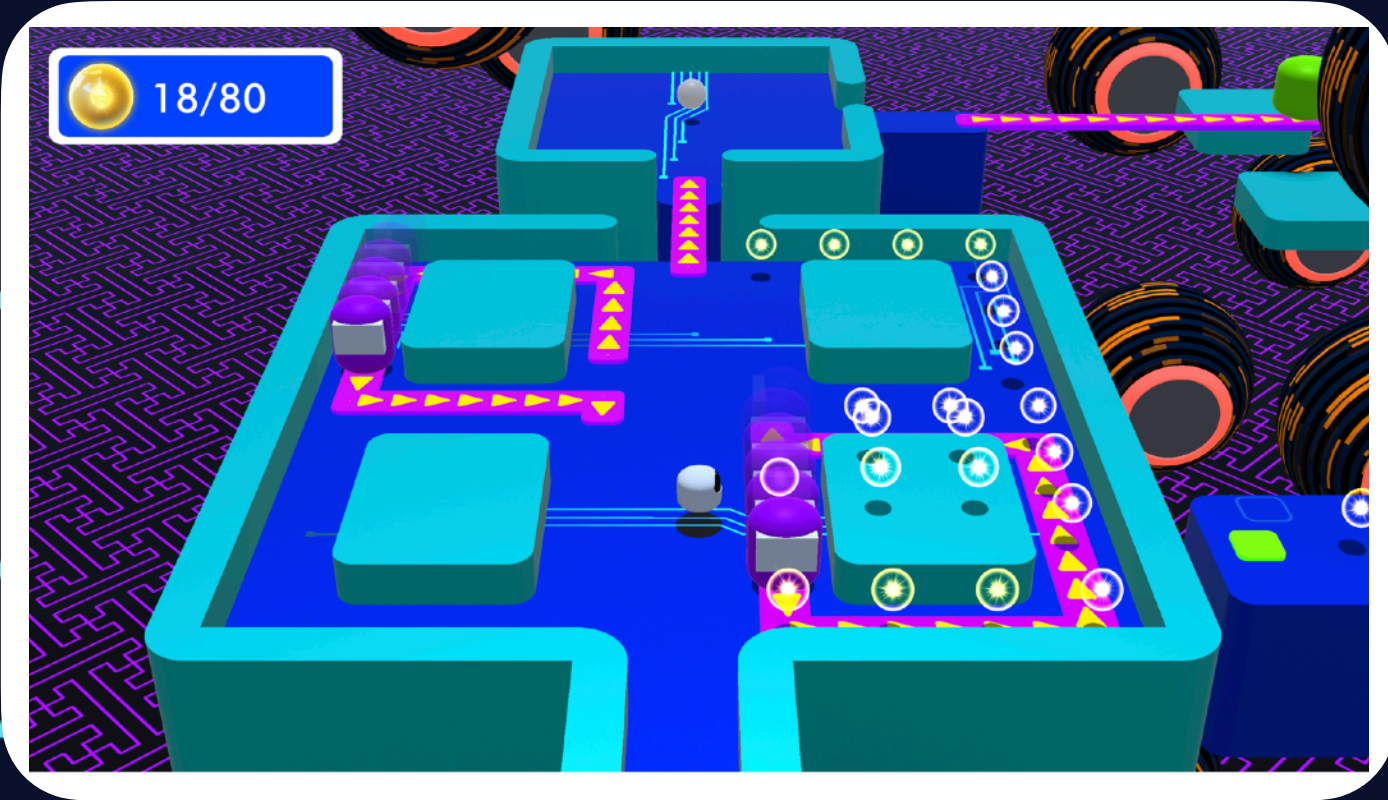
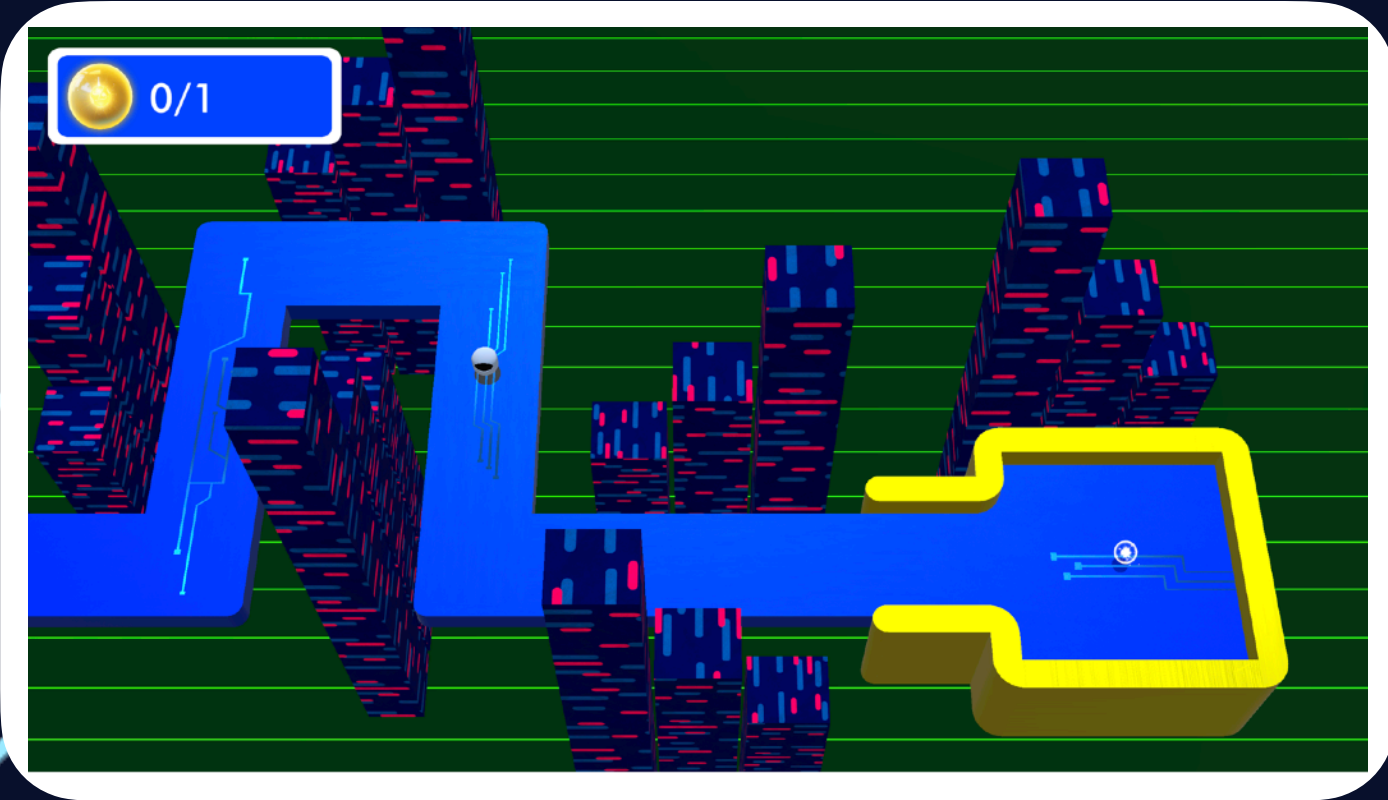
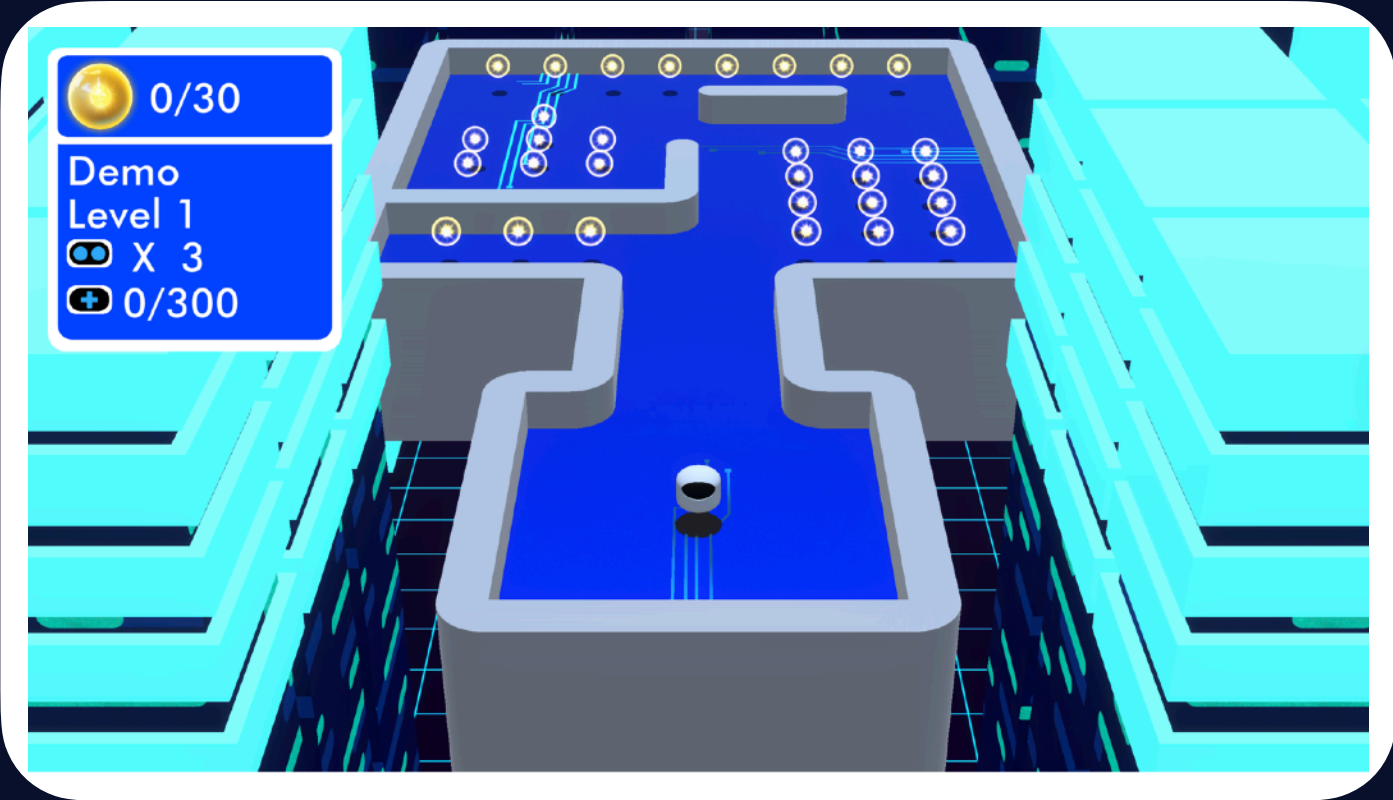


[Demo link \(Windows version\).](#)

**Current Wishlists on Steam = 153**

# Digi- DEMO Dodgy

# Demo/prototype screenshots



# Let's reinvigorate the Genre!

Digi-Dodgy offers the nostalgia of the 90s with the mechanics of the 2020s.

## Contact:

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- [My LinkedIn](#)
- [Digi-Dodgy website page link.](#)
- [haarisgames.com](http://haarisgames.com)

