

# Pitch deck



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Haaris Videogames© 2025

## Haaris Digi- Dodgy





**Digi-Dodgy is a single-player, family 3D collectathon platformer video game that doesn't feature a jump button.**

**The player's movement and stage-to-stage gameplay upgrades are prioritised for its platforming.**

**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 found his purpose yet.



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.

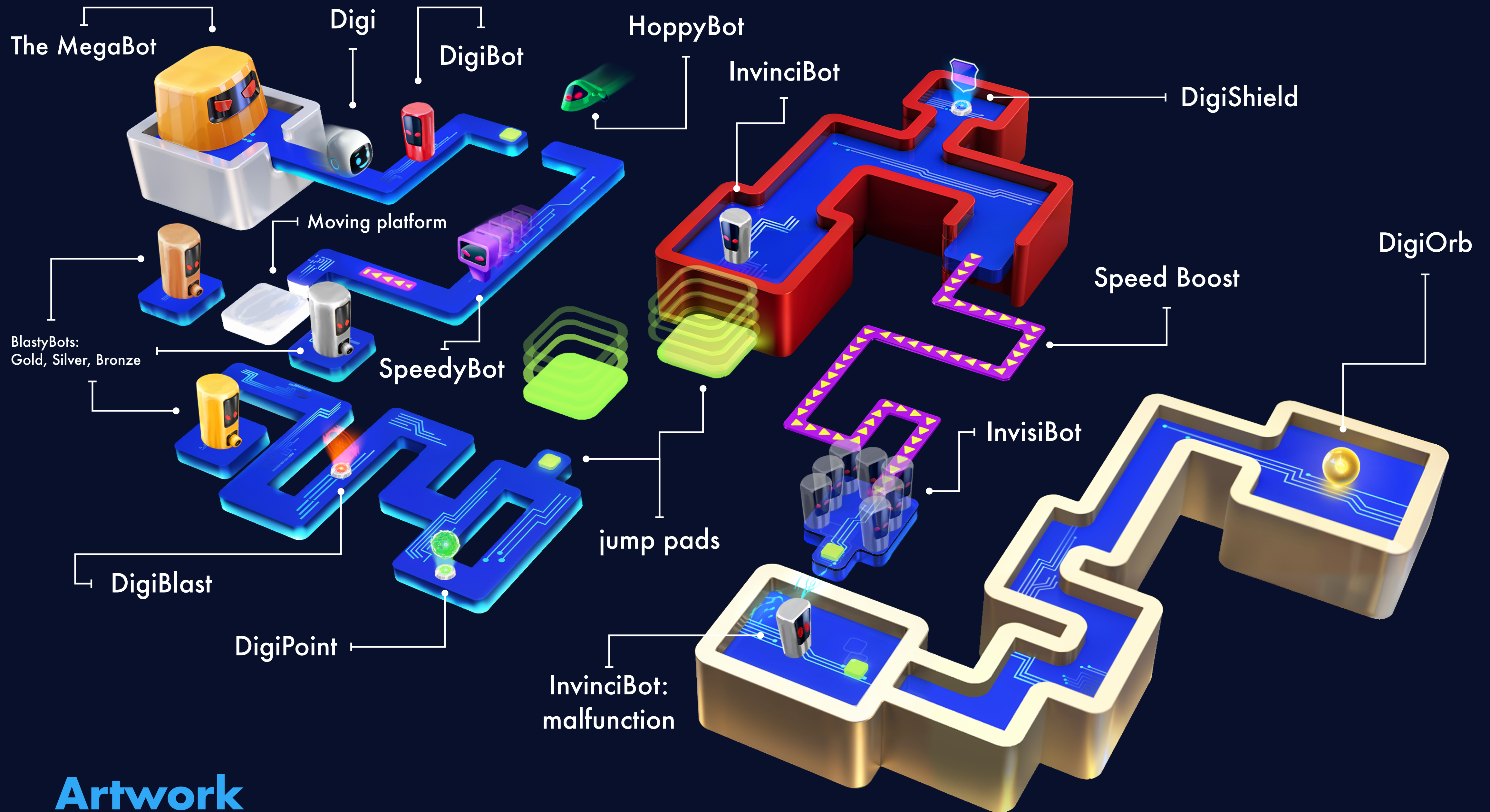
These antivirus orbs are released when DigiWorld is corrupted. The bot that collects all the orbs can eradicate the threat of DigiWorld.

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 2-10 minutes.
- Each of the four chapters contains 50 levels. The final level of a chapter will always be a boss level against the MegaBot.

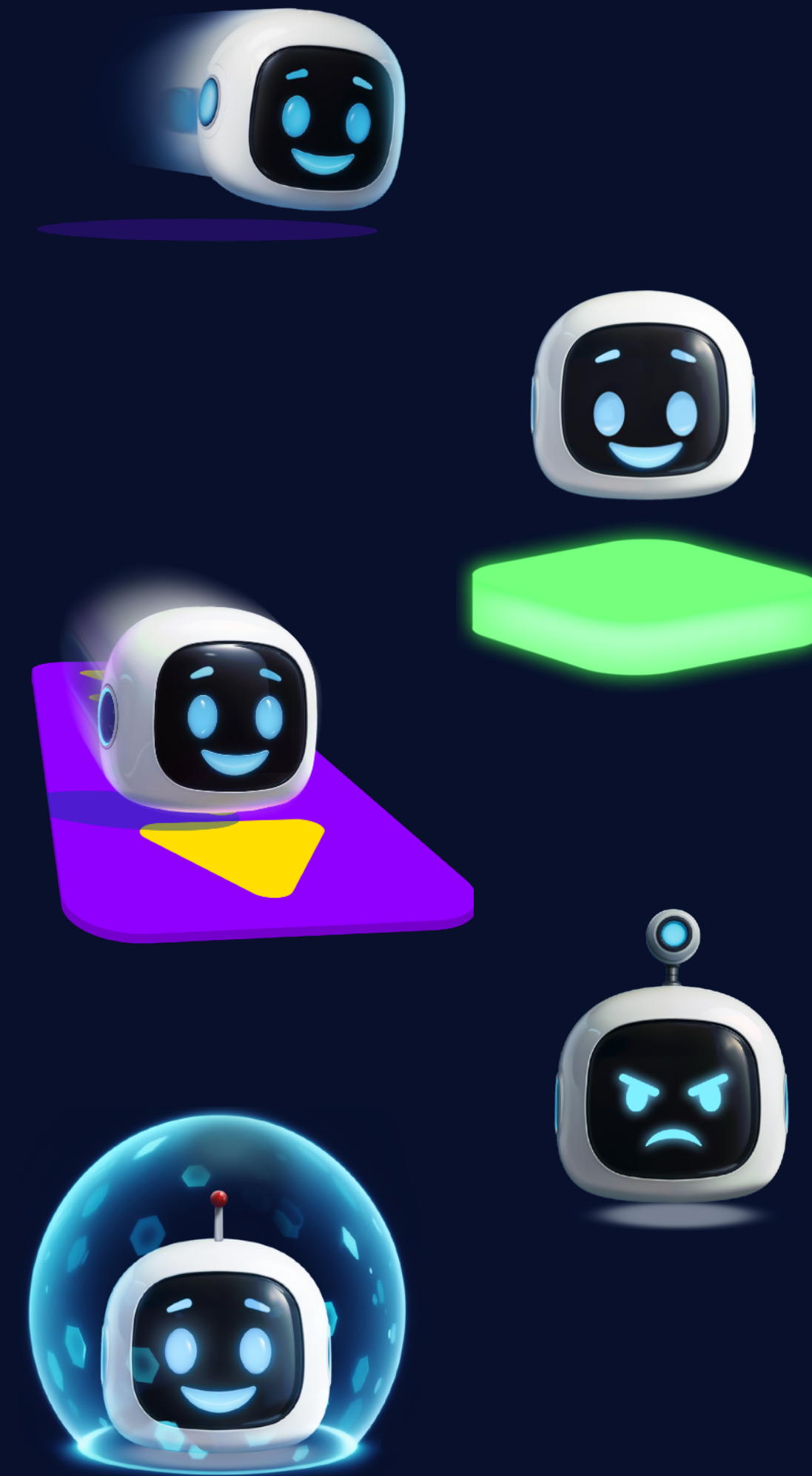
**Release:** Q1 2027/ 8th February 2027.

**Genre:** Family 3D collectathon platformer.

**SRP:** \$12.99.

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

**Game engine:** Unity.





# Target audience

- Age: Mainly young adults (18-34) and children under 18, with adults aged 33-42 often purchasing for their families.
- Gender: Mostly male-skewed (around 80% male), but family-friendly titles attract a more balanced audience.
- Platforms: Consoles are key for family play, and Steam attracts young adult indie fans.
- Market considerations: The indie family platformer market is growing quickly, with the indie game sector expected to reach \$5.42 billion in 2025. Success relies on offering unique, accessible experiences that stand out in a highly competitive and crowded landscape.





# Comparable games

## 1. Animal Well (2024)

- Platforms: Nintendo Switch, PlayStation 5, Windows (Steam), Xbox Series X|S
- Price: \$24.99
- Sales: selling an estimated 650,000 copies on Windows, PlayStation 5, and Nintendo Switch by August 2024, with Steam revenue alone estimated between \$9.4–\$12 million.



## 2. Ori and the Will of the Wisps (2020)

- Platforms: Nintendo Switch, Xbox One, Xbox Series X|S, Windows (Steam, Microsoft Store).
- Price: \$29.99
- Sales: Surpassed 2.8 million players by 2022, with strong sales on all platforms and inclusion in Game Pass.



## 3. Pizza Tower (2023)

- Platforms: Windows (Steam)
- Price: \$19.99
- Sales: Sold over 1 million copies on Steam by early 2024.

## 4. Pacman (1980 - present) (Franchise comparability)

- Platforms: Arcade, Atari 2600, Nintendo consoles, Xbox consoles, PlayStation consoles, PC & other various home consoles spanning multiple generations.
- Financial success: Estimated \$10 billion franchise value, with \$14 billion in total revenue as of 2025, including \$7.6 billion from arcade versions alone & significant ongoing revenue from re-releases & merchandise.



# The development team (1/2)



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

- Role: Video game designer, developer & producer.
- [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.
- [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](#)

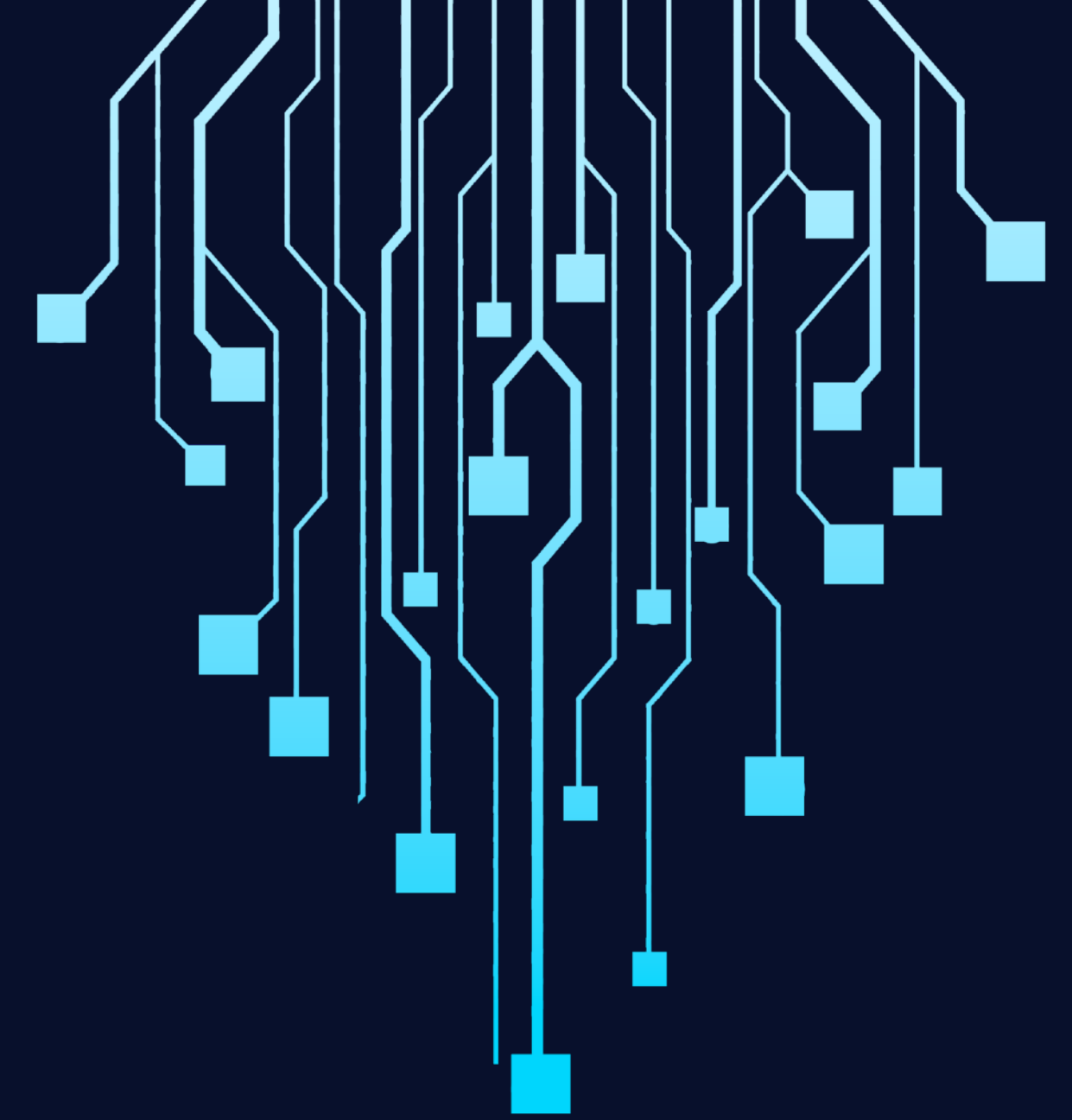


**Gavin Miller Music & EY Music**  
(BBC & Netflix experience)

- 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](#)

# 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 = \$19,000.**
- 4. Music & SFX creation:**
  - [Detailed list link.](#)**4 months = \$60,000.**
- 5. Playtesting:**
  - [Gotestify website link.](#)**5 months = \$3,920 estimated.**
- 6. Game design, level design & producer:**  
**11 months = \$65,120/ \$5,920 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.**  
  
**12 months of the production total cost needed with a 15% buffer:**  
**= \$227,467.**





# 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.



February 2026  
(Start)

March

April

May

June

July

August September

Demo during Steam: next fest June  
2026. 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.



October

November

December

January

February 2027  
(End)

# 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).*

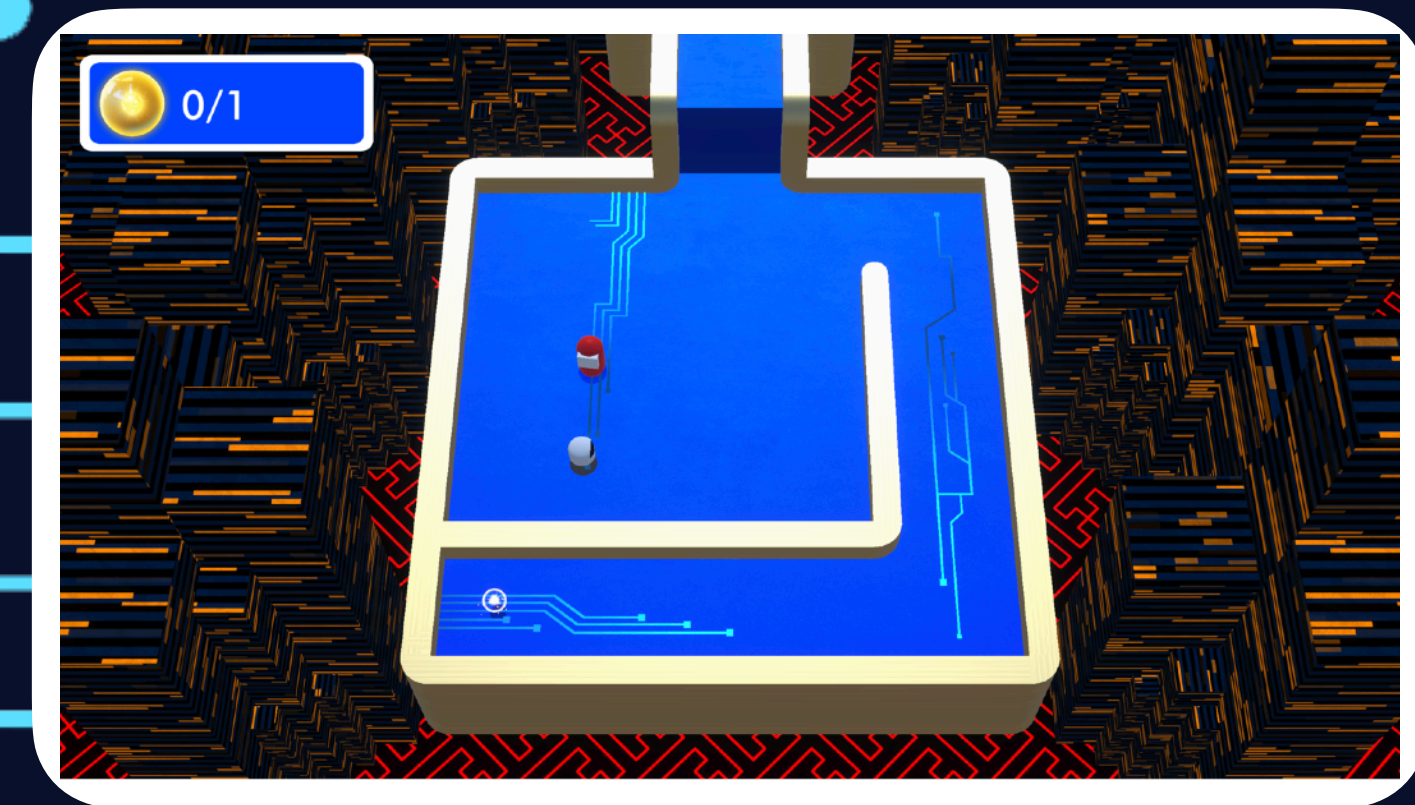
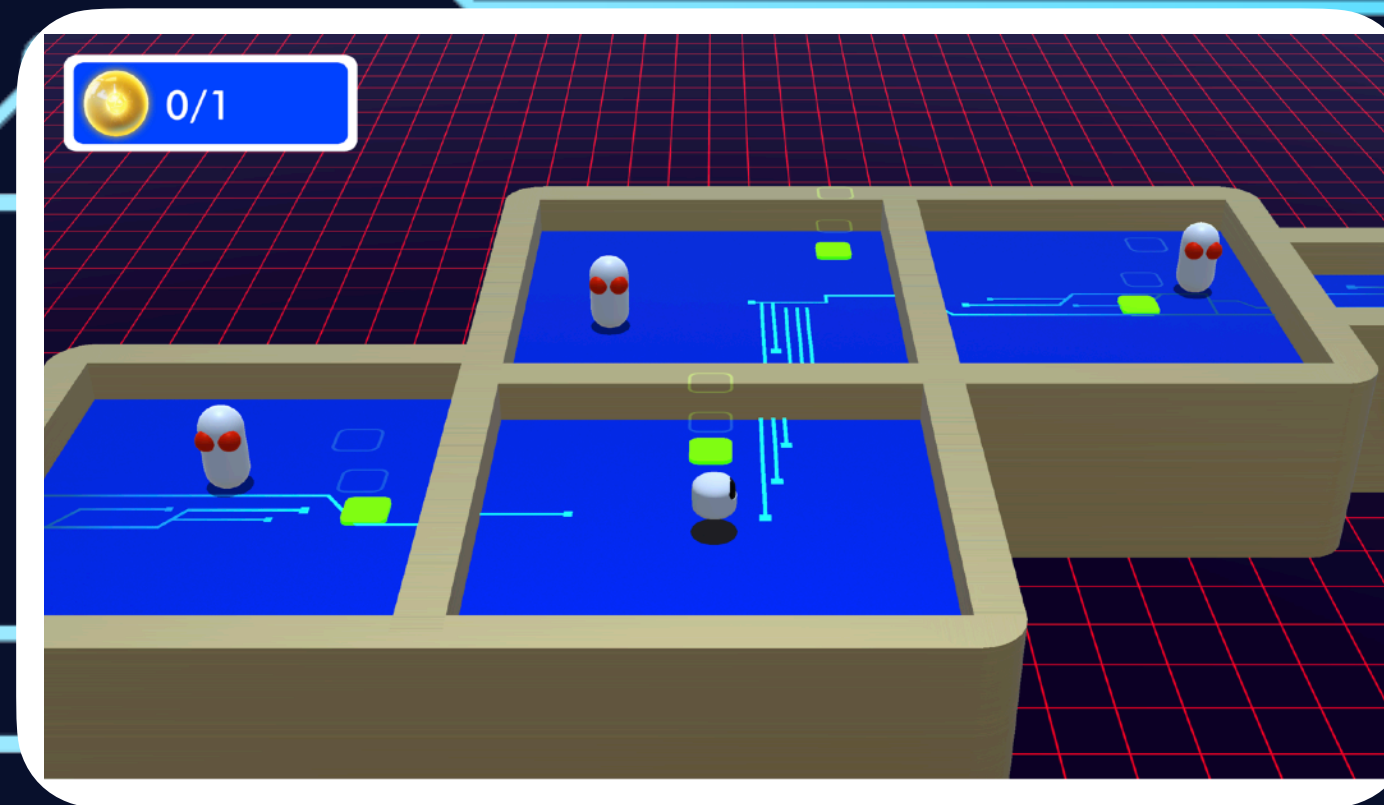
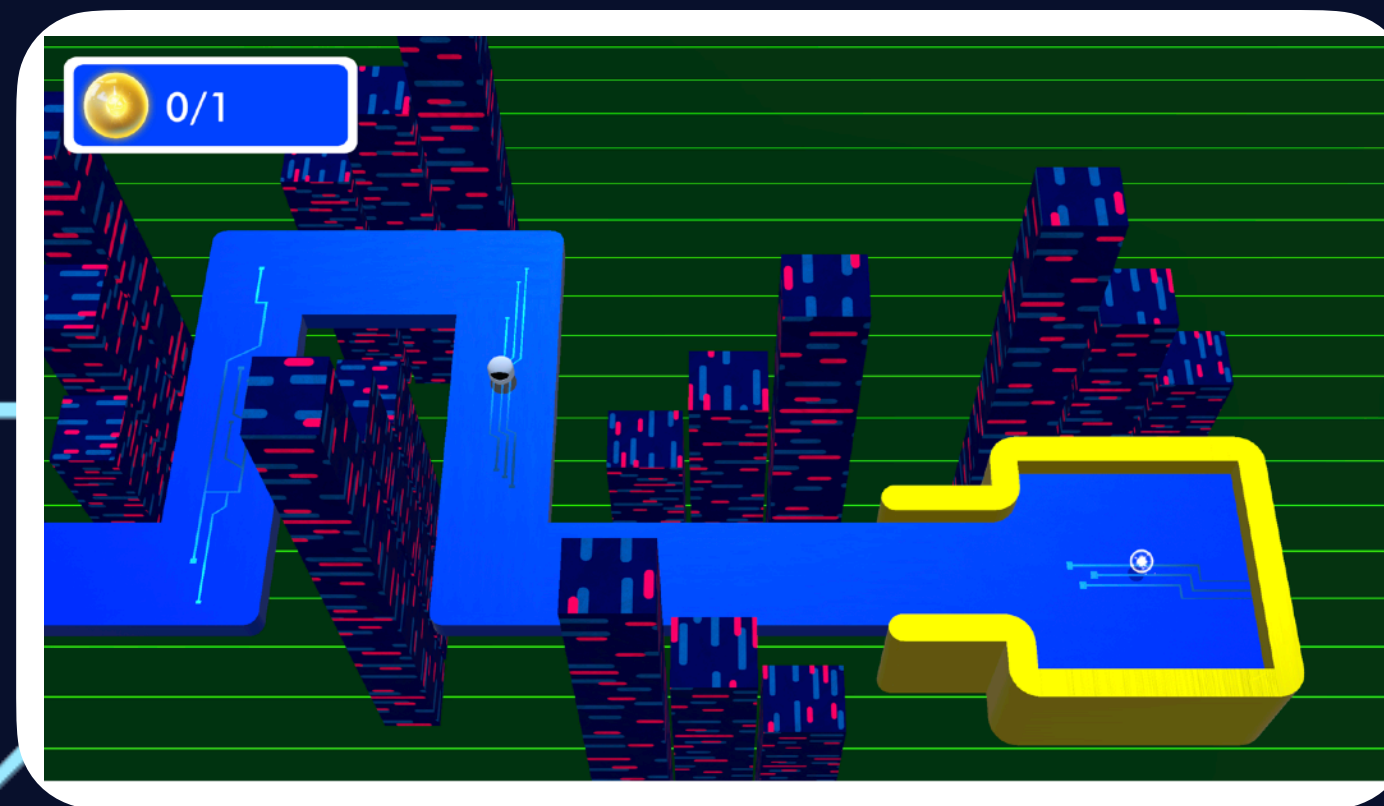
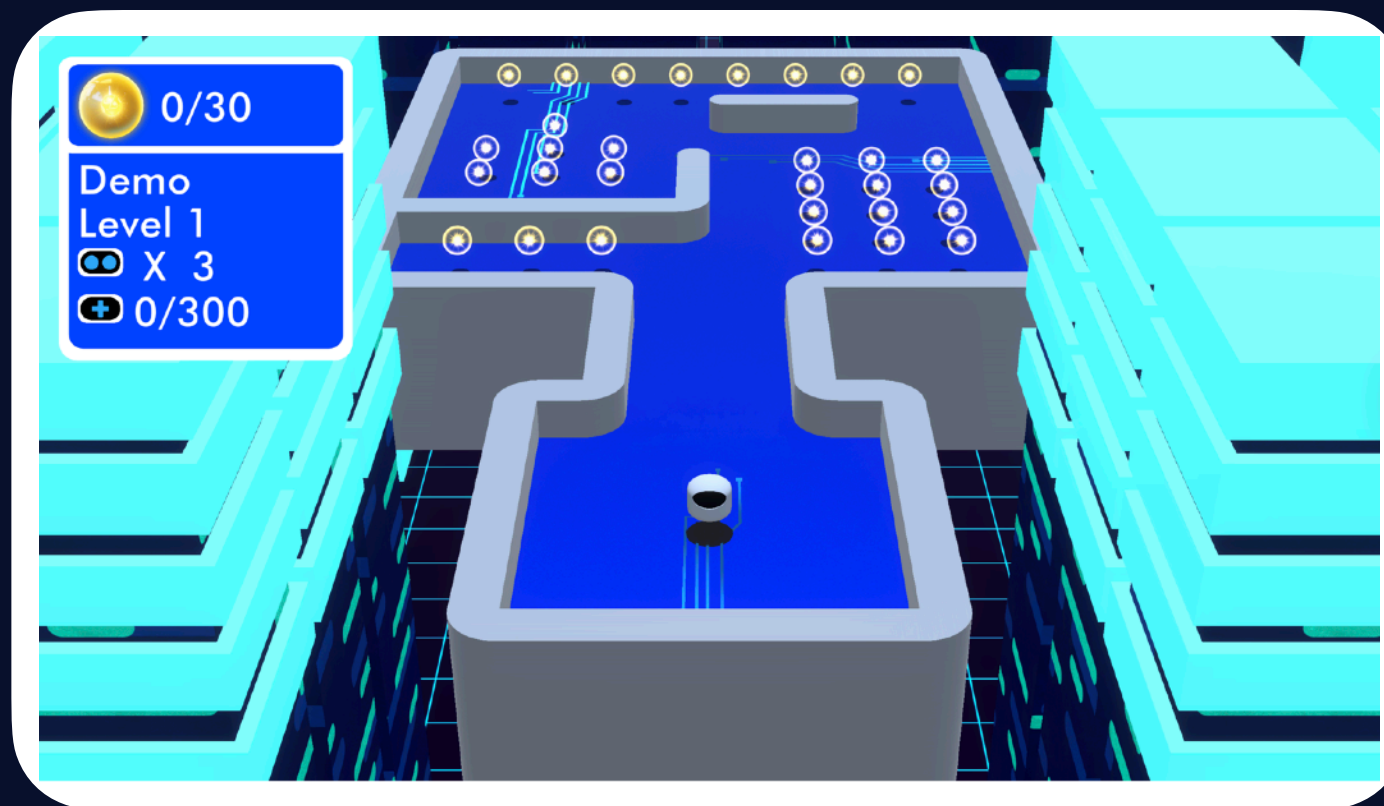


[Demo link \(Windows version\).](#)

**Digi-**  
**DEMO Dodgy**



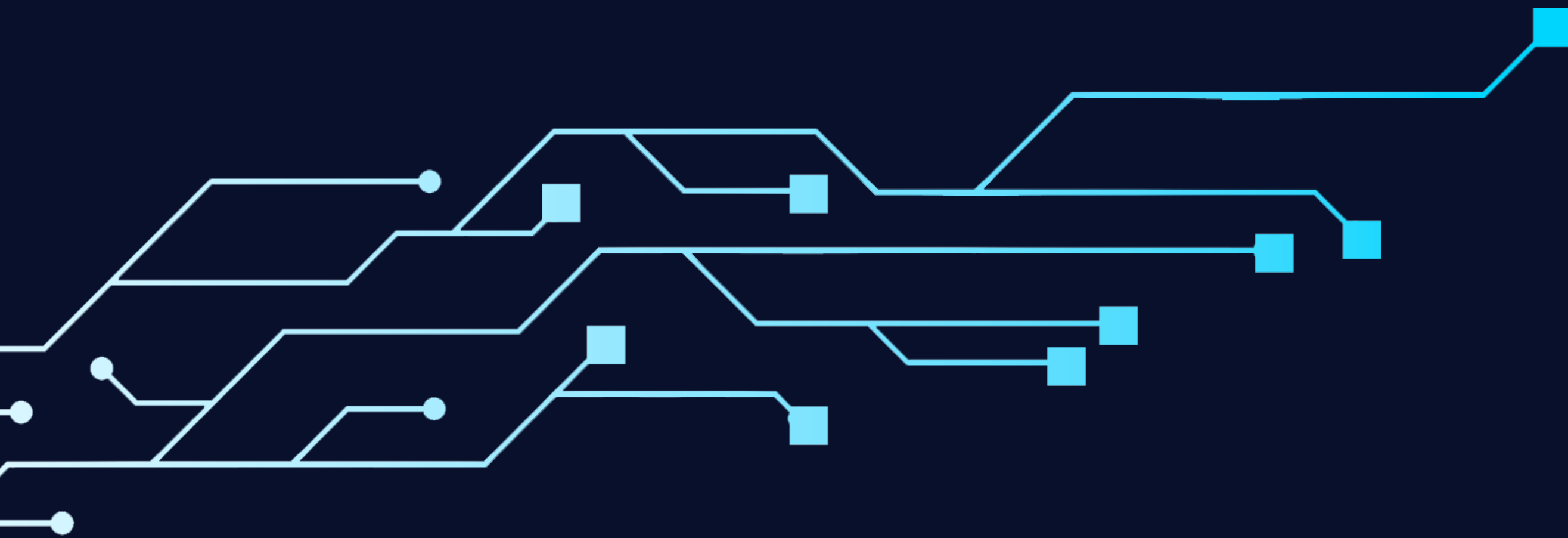
# Demo screenshots





# Thank you, let's connect!

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



Haaris

