

Pitch deck

Email:
haarisseikh@haarisgames.com

Haaris Videogames© 2024

Haaris

Døgi- Dodgy®

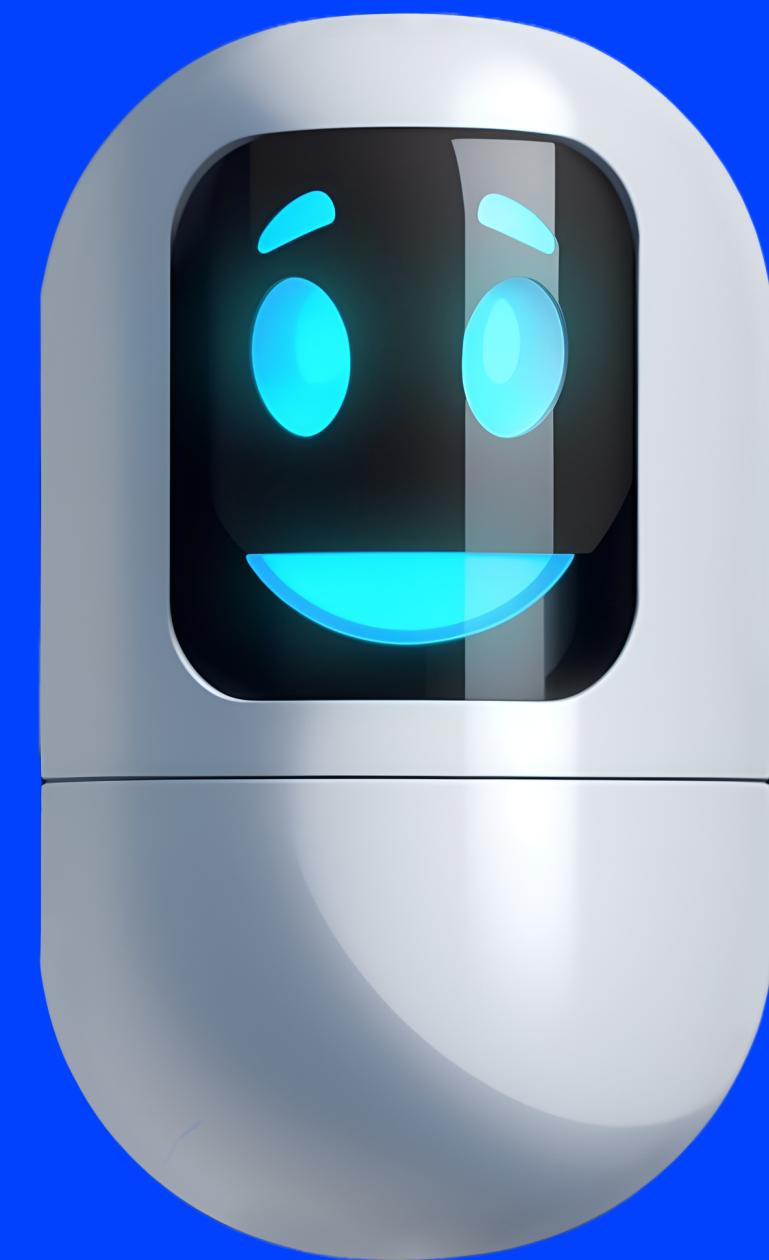


Summary

Digi get dodging!

A classic 3D collectathon platformer videogame featuring over 100 addictive mini-levels.

A digital virus has corrupted the DigiWorld. The Bots that reside within are now under the control of the evil MegaBot. The world's fate lies on the small shoulders of a bot untouched by the virus named Digi. He must dodge and overcome obstacles to collect all the antivirus DigiOrbs to save his world.



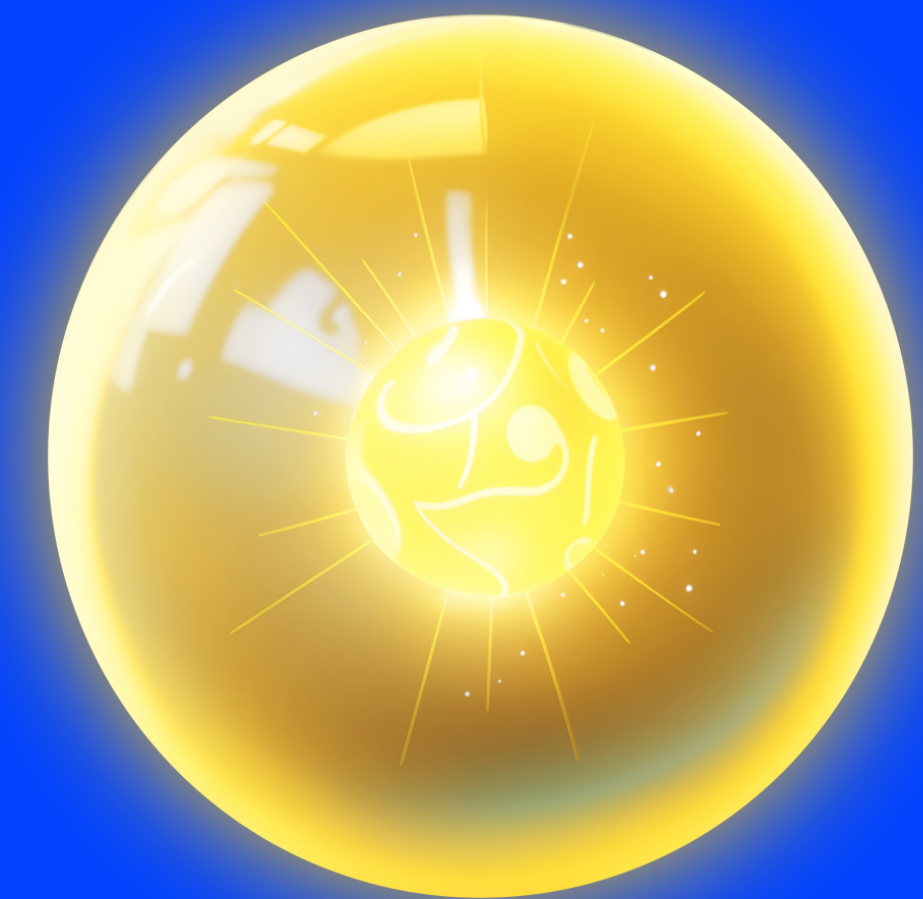
Key features

- Over 100 addictive collectathon mini-levels.
- Easy to pick up yet challenging puzzles and platforming gameplay.
- New gameplay mechanics and enemies are added as the player progresses from chapter to chapter. Keeping the video game engaging.
- Iconic and memorable colourful characters.
- Franchise iconic technology-based elements such as the environment, items, story, music and soundtrack.

Release: April 2025 estimated.

Price: £5 (negotiable).

Platforms: Steam, Playstation, Xbox, Nintendo Switch and PC.
Possibly have mobile versions in the future.



Play the demo

A 10-level demo is available which showcases the video game's core mechanics. Please search for 'Digi Dodgy' or click the links.

- **Steam: Windows version (recommended).**
- **Itch.io: Mac version.**

(The assets in the Demo are prototypes and do not convey the final look of the video game).



[https://
store.steampowered.com/
app/3017980/DigiDodgy/](https://store.steampowered.com/app/3017980/DigiDodgy/)



[https://
haarisvideogamesofficial.it
ch.io/digi-dodgy-demo](https://haarisvideogamesofficial.itch.io/digi-dodgy-demo)

Digi-
DEMO Dodgy®

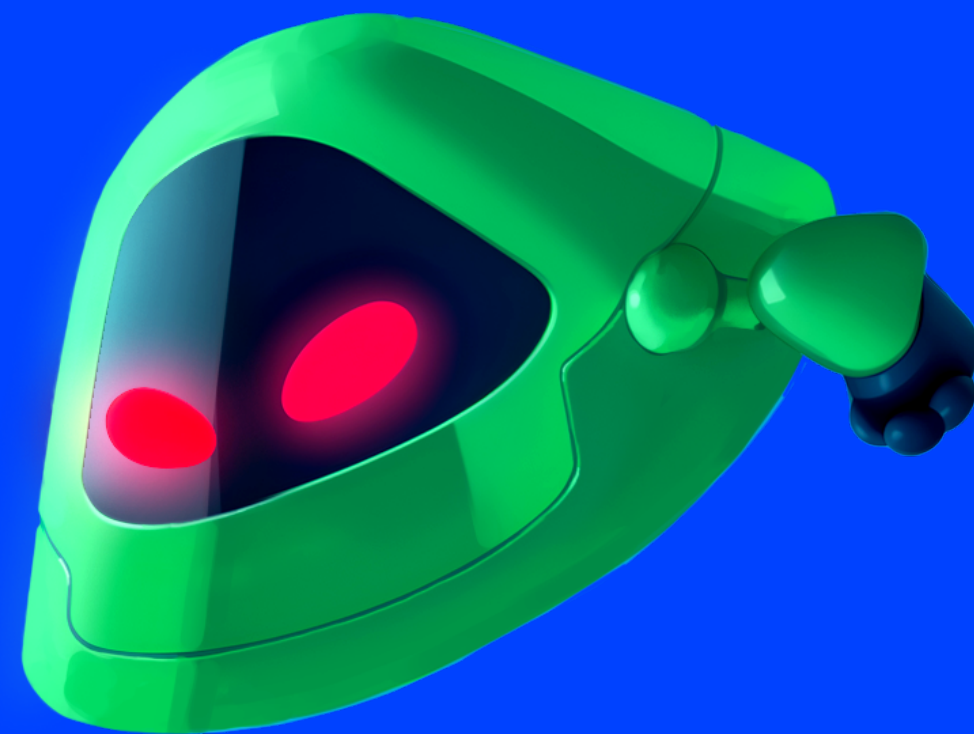
The bad bots

Digi will have to dodge these Bots to save his world.



DigiBots

DigiBots will chase you down if you get near them.



HoppyBots

HoppyBots hop around and are a threat from above.



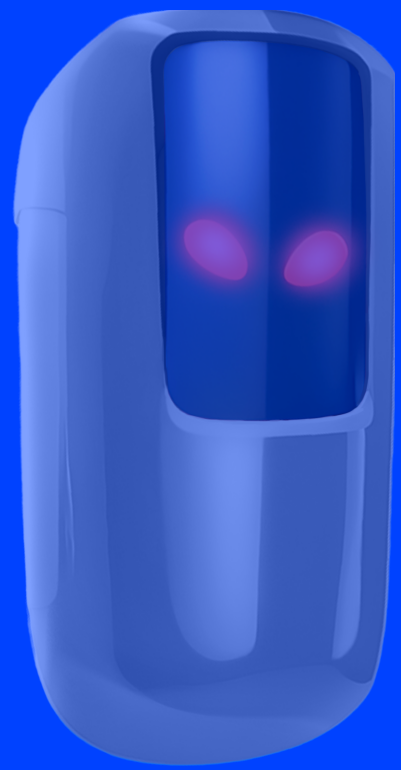
SpeedyBots

SpeedyBots move extremely fast and leave a harmful trail in their circuit.



BlastyBots

BlastyBots shoot at you and they come in 3 different versions: Gold, Silver and Bronze.



InvinciBots

InvinciBots are invincible and slightly camouflaged but cannot move.



InvisiBots

InvisiBots are invincible and well camouflaged but cannot move.



InvinciBots: malfunctioning

InvinciBots that are malfunctioning and will bounce around unpredictably.

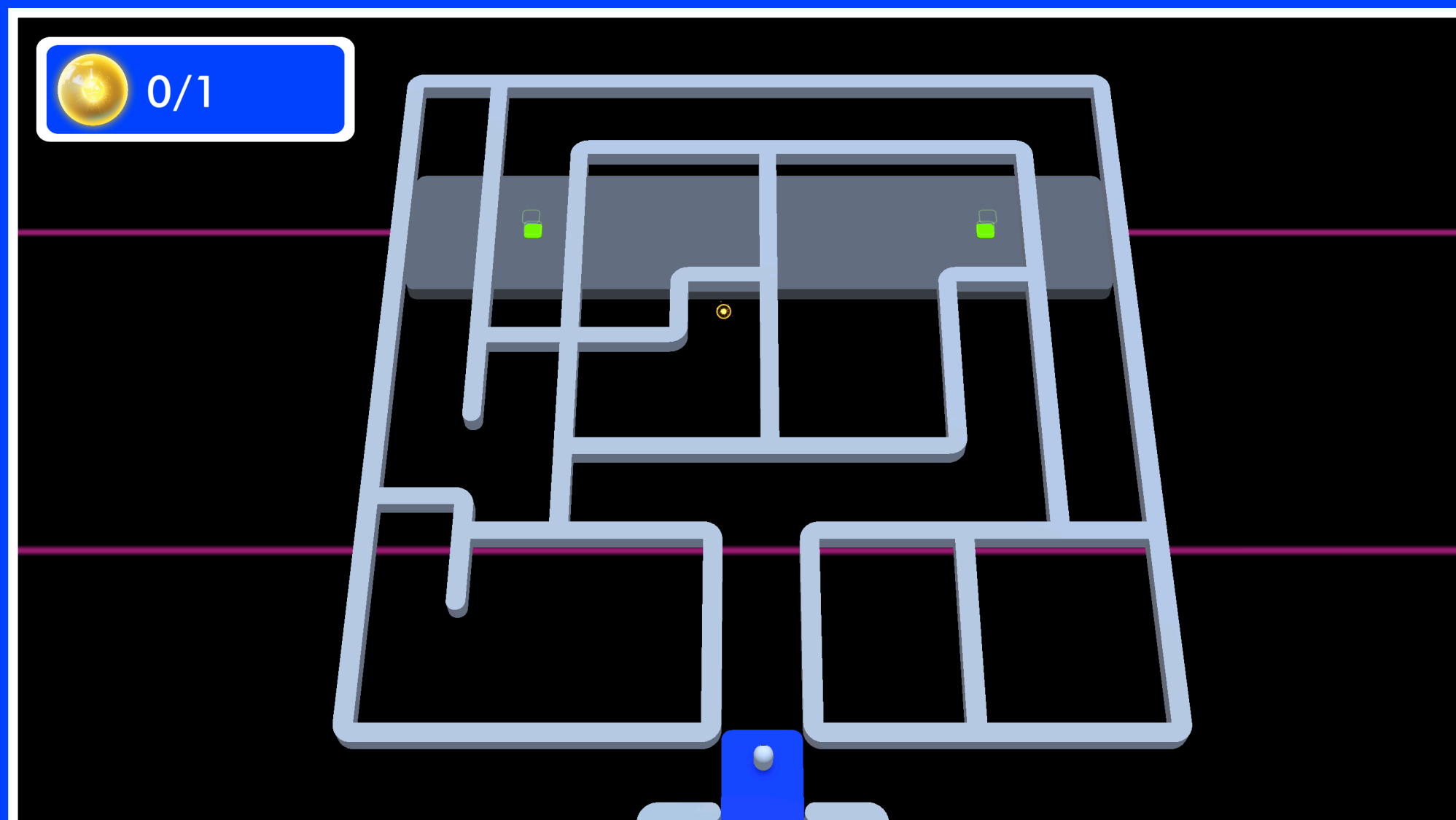
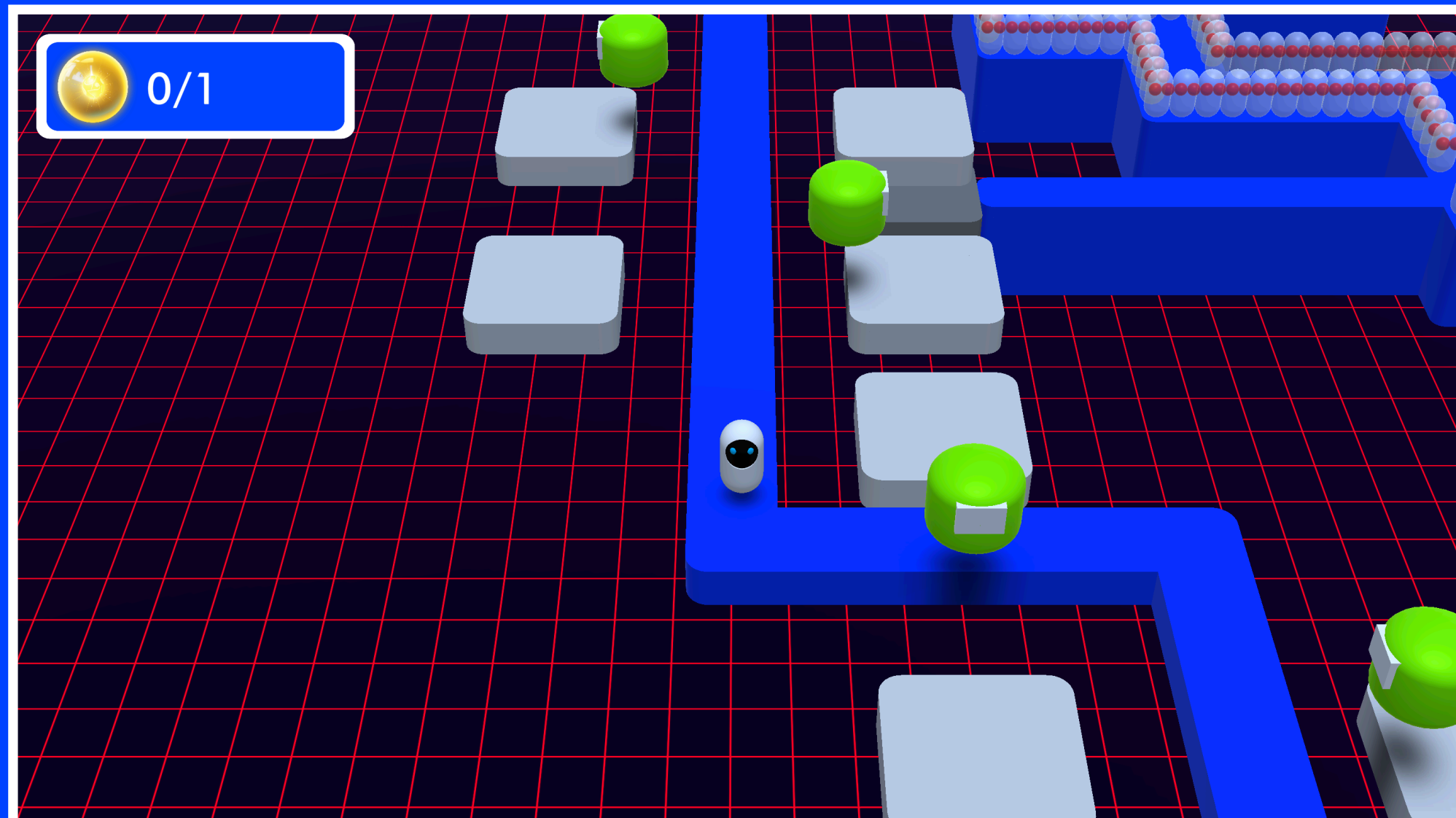
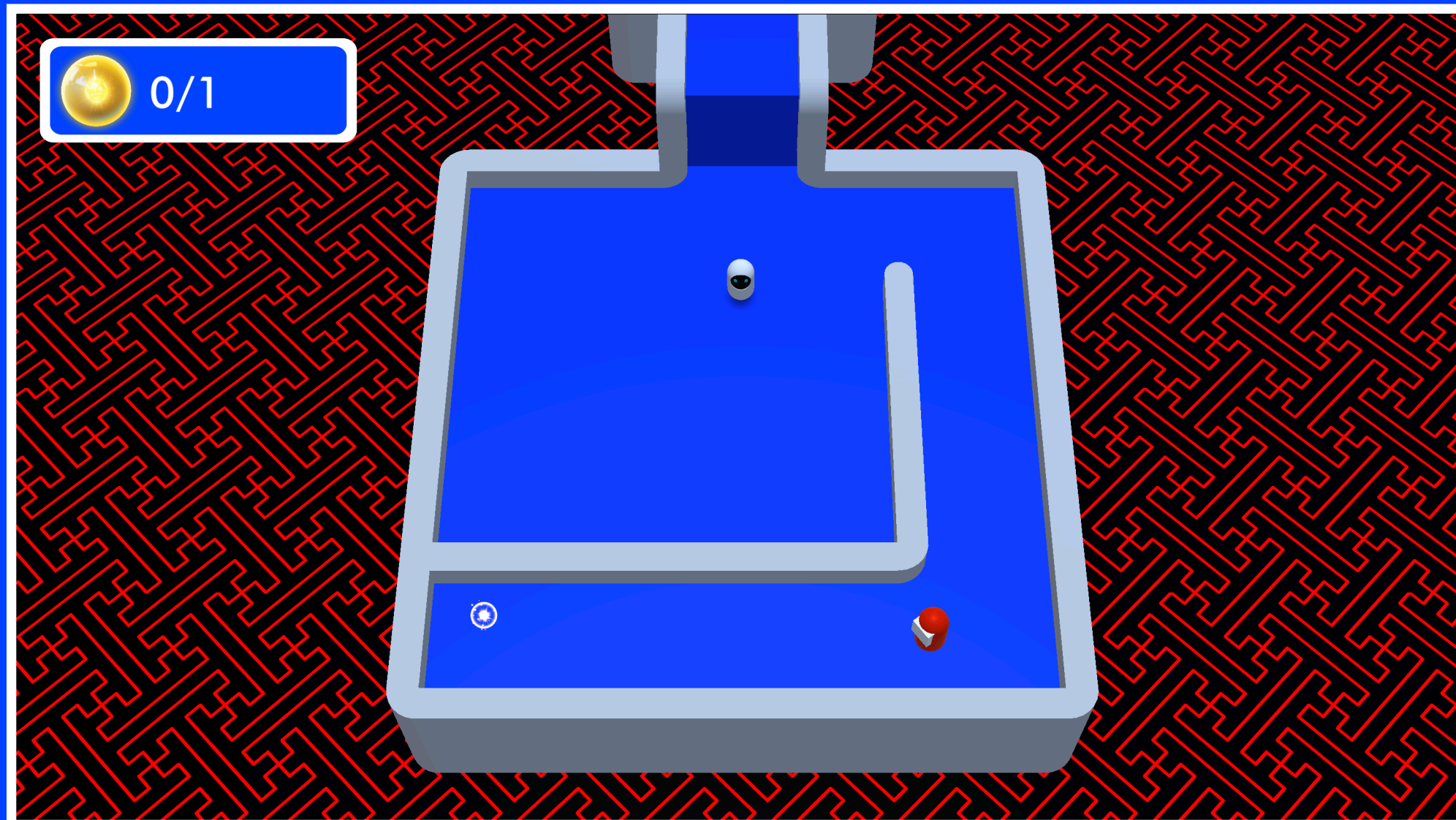
MegaBot

The main villain of the video game.

Currently no concept art for this character.

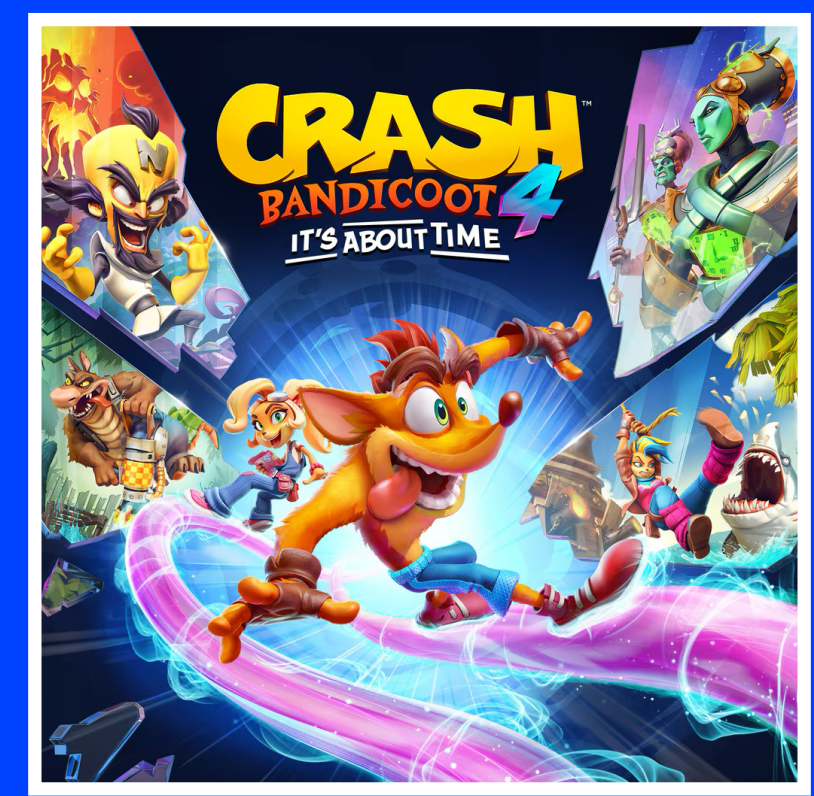
Demo screenshots

The next page showcases 4 screenshots of the current demo available.



Market & comparative analysis

Digi-Dodgy® is inspired by classic collectathon and platformer video games that are made up of iconic gameplay, characters and stories that have expanded to other entertainment mediums, genres and merchandising.



Market landscape overview

Industry Overview

- **Resurgence in 3D Platformers:**

The 3D platformer genre has seen a notable resurgence, driven by nostalgia and advancements in gaming technology.

- **Rich History:**

Iconic titles like "Super Mario 3D World" and "Crash Bandicoot" continue to attract a broad audience.

- **New Entrants:**

Newer games like "Astro's playroom" showcase the enduring appeal of well-crafted platformers.

Market trends

- **Nostalgia-Driven Demand:**
Older gamers are drawn to new releases that capture the essence of classic 3D platformers.
- **Innovative Gameplay:**
Unique mechanics and innovative control schemes are increasingly popular.
- **Cross-Platform Availability:**
Ensuring games are available on multiple platforms maximizes accessibility.
- **Enhanced Graphics and Art Styles:**
High-quality visuals and distinct art styles attract players who prioritize visual fidelity.
- **Community and Online Features:**
Features like leaderboards and user-generated content enhance player engagement.

Target audience analysis

- **Casual Gamers:**
Prefer easy-to-pick-up games for relaxation and entertainment.
- **Nostalgic Players:**
Seek modern games that evoke experiences of classic platformers.
- **Family and Younger Players:**
Accessible gameplay and vibrant aesthetics appeal to families and younger audiences.
- **Hardcore Gamers:**
Value challenging gameplay and the satisfaction of achieving full completion.

Competitor analysis

Detailed competitor analysis	Snake pass	Astro's playroom	Super Mario 3D world + Bowser's fury	Crash Bandicoot 4: It's about time
Overview	Control a snake navigating obstacles.	Free platformer included with the PS5, showcasing DualSense features.	Enhanced port with new content.	A modern sequel to the classic series.
Key features	Unique snake movement and collectables.	DualSense features and nostalgic elements.	Multiplayer and creative levels.	Multiple playable characters and challenging levels.
Strengths	Innovative and relaxing gameplay.	DualSense features and nostalgia.	High-quality graphics and multiplayer.	Nostalgic appeal and high difficulty.
Weaknesses	Steep learning curve and camera issues.	Short length and limited depth.	Repetitive boss fights and short expansion.	High difficulty and control issues.
Pricing	\$19.99	Free (pre-installed on the PS5).	\$59.99	\$59.99
Platform availability	PlayStation, Xbox, Nintendo Switch, PC.	PlayStation 5.	Nintendo switch.	PlayStation, Xbox, Nintendo switch, PC.
Market position	Niche, innovative platformer.	Showcase for the PS5 and nostalgic appeal.	Family-friendly and iconic franchise.	Hardcore platformer and nostalgic appeal.

Feature analysis	Digi-Dodgy	Snake pass	Astro's playroom	Super Mario 3D world + Bowser's Fury	Crash Bandicoot 4: It's about time
Unique features	Over 100 mini-levels. Evolving mechanics. Introducing new enemies and challenges as the player progresses. Technology-themed environments and characters.	Realistic snake movement mechanics that require players to think and move like a snake with unique controls in a puzzle-platformer.	Comprehensive use of the PS5's DualSense controller's haptic feedback and adaptive triggers. The game is pre-installed with every PS5. References to PlayStation's history for nostalgia.	Combination of classic 3D platforming with new open-world exploration in Bowser Fury. The dynamic environment changes as Fury Bowser awakens. Along with online and local multiplayer modes.	Introduction of the quantum masks that possess unique abilities that alter the gameplay. The video game contains multiple playable characters that have distinct abilities. Multiple different types of levels such as N.Verted mode which flips the levels and also gives them a new visual style. Flashback tapes provide a look into Crash's training under Cortex.
Innovative mechanics	Dynamic dodging mechanics that evolve throughout the game.	Snake-like control mechanics that require coiling and slithering through obstacles with realistic movement.	Showcases DualSense controller's advanced features. Interactive mini-museum of PlayStation artefacts.	New abilities and faster character speed in the 3D world. Open-world dynamic mechanic changes in Bowser's Fury.	The quantum masks create new engaging mechanics for specified levels. Multiple characters with unique abilities. Challenging levels with high replay value.
Thematic elements	Technology-based aesthetic and environments.	Relaxing and vibrant environments with a soothing soundtrack.	The adorable chibi-robots art style and the nostalgic journey through PlayStation's history.	Vibrant and nostalgic graphics. Combination of classic and new content.	High-quality graphics with a mix of nostalgic and modern elements. Detailed and varied environments.
Collectibles	Players will return to play new DLCs that will feature new collectables, a good number of new levels and a new narrative.	Keystone, blue orbs and gold coins are scattered throughout the levels.	PlayStation artefacts and easter egg collectables on every level.	Green stars and cat shines in both 3D world and Bowser's Fury.	Hidden collectables. Time trials and flashback tapes provide bonus levels.

Competitor SWOT	Digi-Dodgy	Snake pass	Astro's playroom	Super Mario 3D world + Bowser's Fury	Crash Bandicoot 4: It's about time
Strengths	Innovative mechanics, affordable pricing, extensive mini-levels, multi-platform, technology-themed aesthetic.	Unique snake movement, relaxing gameplay.	Showcases the PS5's features, free with a PS5, nostalgic elements, high production value.	High-quality graphics, nostalgic appeal, multiplayer.	Nostalgic yet modern gameplay, challenging levels.
Weaknesses	Lack of brand recognition, potential content limits, simpler graphics, small team.	Limited replayability, niche appeal.	Limited length, perceived as a tech demo, lacks depth in gameplay, no replay value.	Repetitive elements, high pricing.	High difficulty, frustration for casual gamers.
Opportunities	Franchise potential, community engagement, mobile expansion, crowdfunding.	Expansion to other platforms.	Expansion of Astro franchise, updates with new content, potential for merchandise, collaboration with other PlayStation IPs.	Leveraging the brand for more expansions and merchandise.	Merchandise, franchise expansions.
Threats	Intense competition, rapid tech changes, market saturation, economic downturn.	Niche market, competition from mainstream titles.	Intense competition in platformers, limited appeal beyond PS5 owners, rapidly evolving gaming technology, economic downturn affecting the gaming industry.	Market saturation, economic downturn.	Competition from established franchises, high expectations.

Competitor marketing strategy	Digi-Dodgy (Proposed marketing strategy)	Snake pass	Astro's playroom	Super Mario 3D world + Bowser's Fury	Crash Bandicoot 4: It's about time
Positioning strategy	Accessible, engaging, affordable, 3D platformer with evolving mechanics.	Unique snake movement, challenging yet relaxing.	A delightful introduction to the PS5, showcasing the capabilities of the DualSense controller.	Classic and new content, high-quality graphics, online play.	Nostalgic yet modern gameplay, challenging levels.
Value proposition	Extensive mini-levels, dynamic gameplay, technology-based aesthetic.	Innovative snake mechanics, colourful environments.	Free, charming platformer pre-installed on the PS5 that highlights PlayStation's history and DualSense features.	Fast-paced gameplay, nostalgic appeal, online multiplayer.	Classic platforming with new mechanics, multiple playable characters.
Marketing strategies	Social media campaigns, demo availability, influencer partnerships, community engagement.	Social media presence, influencer reviews, engaging with snake-themed communities.	Bundled with the PS5, leveraged in promotional campaigns showcasing DualSense, highlighted in PlayStation store and media reviews.	Leveraging Mario brand, social media, Nintendo direct features, influencer partnerships.	Nostalgia-driven marketing, social media, influencer collaborations, event promotions.

Production Timeline

The 10-level demo showcases that the core mechanics are precise and functional. The next steps can only be completed with funding:

1. Hire a Blender 3D or Maya character designer to complete the character modelling and animations. Then export the models into the Unity game.
1 month = £2,000/\$2,584 estimated.
2. Hire a music composer to create the official soundtrack and SFX music.
2 months = £2,000/\$2,584 estimated.
3. The text of the video game needs to be localised too.
1 month = £1,000/\$1,292 estimated.

4. Further C# coding elements. I have a good project relationship with a freelancer named Thomas Laurie on upworks.com. He has helped me throughout the development of the video game, but more work needs to be done such as the player's save system, other gameplay mechanics and the functionality of the user interface
(I'm also open to recruitment support to get the video game completed.)

3 months = £4,000/\$5,167 estimated.

5. Once I have all the quality produced assets I will need time to put together and finalise the development of the video game.

5 months estimated = £15,000/\$19.302 negotiable.

6. Marketing.

£100,000/\$128,673 estimated = support with funding and how to market the video game.

**Total estimated
cost:**

£124,000

\$159,556.22

Future opportunities

The Digi-Dodgy® franchise has the potential to expand to other profitable opportunities such as merchandising, and sequels which would expand on the story, and introduce new characters and gameplay mechanics.

Even delve into other video game genres such as racing.
E.g. Digi-Dodgems (working title).

Other entertainment mediums also such as movies and TV shows.

Digi-
MOVIE **Dodgy®**



Digi character school backpack merchandise concept artwork.

Future opportunities	Description	Benefits
Expansions and sequels	Develop new levels, characters, gameplay mechanics and release sequels.	Keeps players engaged, attracts new players, provides ongoing revenue.
Merchandising	Create branded merchandise and in-game purchases and DLCs.	Diversifies revenue, increases brand visibility, engages fans.
Other media	Expand into movies, TV shows or animated series.	Reaches broader audiences, increases brand recognition, creates additional revenue.

Strategic recommendations

- **Enhance Brand Recognition:**
Invest in marketing and partnerships with gaming influencers.
- **Regular Content Updates:**
Consistently updated with new levels and mechanics.
- **Improve Graphics Quality:**
Enhance overall graphics to attract more players.
- **Expand to Mobile Platforms:**
Develop a mobile version to increase the player base.
- **Foster Community Engagement:**
Build a strong community on platforms like Discord.
- **Leverage Crowdfunding:**
Launch a campaign to raise funds and engage the community.
- **Explore Franchise Opportunities:**
Consider sequels, spin-offs, and merchandising.
- **Monitor Market Trends:**
Stay updated with trends to remain competitive.

Me

My name is Haaris Sheikh and I was a graduate Graphic designer who decided to pursue his goal of creating a video game studio.

Haaris Video Games Studio will create entertainment experiences with iconic gameplay, characters, worlds and stories that will expand to other forms of entertainment and merchandising. Interactivity that grows and creates special memories.

My video game studio website:

haarisgames.com



Thank you

Email: haarissheikh@haarisgames.com

Haaris®

