

The background features a stylized, isometric cityscape at night. Buildings are illuminated with various neon colors like red, blue, and yellow. A prominent sign on the left reads "Furr City" in a pink, cursive font, topped with a white cat mask icon. Other signs include "stuffer" and a red arrow pointing right. The scene is set against a dark background with stylized, pixelated mountains and a waterfall on the right side.

Furr City Survival

Hyper-casual cyberpunk adventure

from **Kintsugi**

Overview & USPs



Hyper-casual survival game.



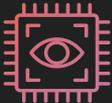
Set in a cyberpunk post-apocalyptic world dominated by animal gangs.



Collect resources, build facilities and face constant threats.



Pick-up & Play approach



Strategic choices and action gameplay.



Target Audience



We aim at a **PEGI 16** rating. From 16 up we're sure any age group will find something to like in FurCity



Seasoned **survival fans and newcomers alike** will fall for the pick-up and play approach



The peculiar setting and characters design will possibly **attract even non-gamers** to visit FurCity



We believe **Mobile market**, and its massive audience, to be the natural environment for our game

Gameplay & Mechanics

Explore FurCity:

- Explore a **tile-based world** and enjoy the futuristic FurCity
- Invest resources and wipe the dense fog from the tiles to unlock them
- Experience mystery and desire to discover more, even with short game sessions

Collect:

- Collect scraps, plastic and more to survive and fight other gangs
- **Upgrade** your tools to enhance your harvesting power!
- Collecting resources is **easy!** Get close enough and collect with the paw-er of technology!

Gameplay & Mechanics

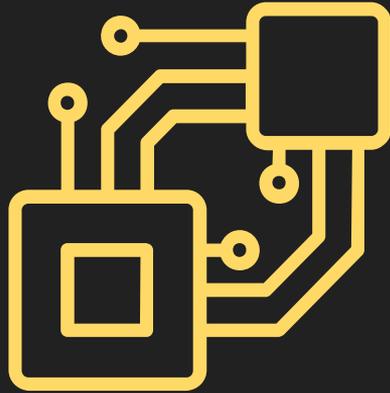
Build:

- Manage resources to **expand** your gang influence by building facilities
- Facilities can **refine** raw materials or **defend** your gang's base!

Attack:

- Invest resources to **upgrade your weapon**, from paws to laser guns!
- Unleash your feline rage against rival gangs and **destroy** their HQs
- Purr your rivals off of the tiles of FurCity and rule the town!

Gameplay loop



**Explore and
Gather
Resources**

**Invest
Resources**

**Defend and
Attack**



Macro Gameplay and Retention

Max 24 hours of
passive resources
stacking



Short term
retention

Daily quests and
rewards streaks for
weekly access



Short and mid
term retention

Seasonal events, city
updates and new
gangs



Long term
retention

Theme

Cyberpunk and Gangs:

- The game is settled in a cyberpunk post-apocalyptic city controlled by animal gangs



Cyberpunk 2077 - CD Projekt Red

Not your ordinary bag:

- The main character uses a futuristic radar-equipped backpack that detects resources and helps collecting them



Death Stranding - Kojima Productions

The sound of FurCity:

- Gloomy atmosphere, slapping sounds, electronic vibes. This town will sound similar to another famous and violent city



Hotline Miami 2 - Dennaton Games

Moodboard and Art





FurCity Art

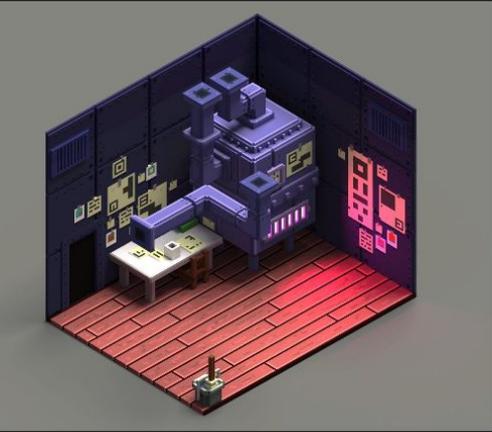
- FurCity art employs a unique visual style, blending the simplicity of **3D low-poly style with pixel art**.
- The **isometric - 3rd person perspective** and vibrant color palette evoke a distinct urban cyberpunk aesthetic, with vaporwave influences. This approach aims to reach a sense of immersion, inviting viewers to feel as if they are in a **tiny world**.
- The presence of **animal gangs** in the game and the focus on the cat figure make the theme more interesting and **attractive**, reinforced by the chosen aesthetic.

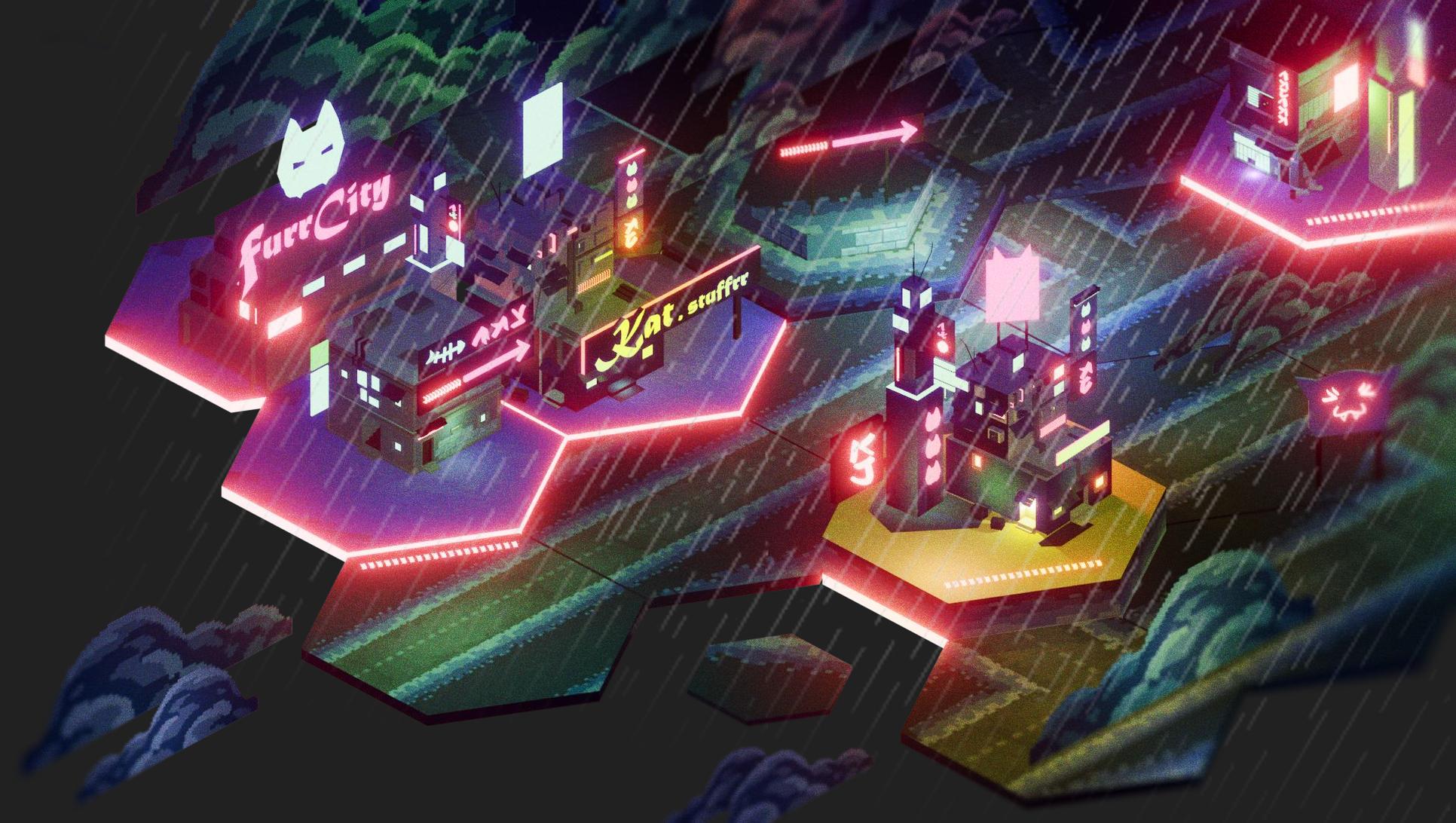
FurCity Art

TIME PERCEPTION

- In Furcity, **time appears to stand still**; this is to say that the environment maintains a constant state of lighting, neither experiencing daylight nor complete darkness.
- The **balance between light and shadow** is strategically employed to draw the eye towards various points of interest.

Moodboard / Environment





Characteristics/ Grainy coat

The final touch consists in this **grainy and noisy coat on textures**; this element gives more taste and emphasis to the game atmosphere and look.



Characters

Characters keep **stylized anthropomorphic forms**, while maintaining **well-balanced body proportions**.

The overall style remains cartoonish and non-realistic, utilizing low-poly 3D models with pixel art textures.

The characters' outfits blend cyberpunk and urban gang themes, which are applied to the cat body shape.

The upper body is always prioritized, while the lower body is slightly smaller. This is due to the position of the third-person camera.



DETAIL CONCENTRATION (BECAUSE OF CAMERA POSITION)



A LITTLE LOWER BODY



Moodboard / Characters



Moodboard / Characters outfit



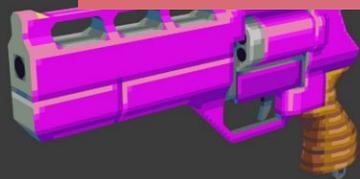
KITTY MAFIOSA

 @cyberpunkpets



ASSHOLES FOR HIRE

Moodboard / Props



@violxiv



@ARTOFSULL



310 TRIS 32 X 32PX





Moodboard / UI

FLOOR
2
1
3
2



CHOOSE YOUR VESSEL!



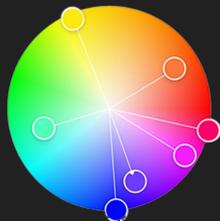
RED ROCKET

MOVE SPACESHIP SHOOT / ACTION



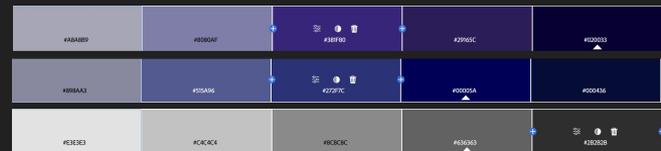
Color palette

Main color palette



Yellow is the accent color, especially for the environment (selected tiles are yellow, as the UI graphics in the game environment).

Dark themes



Tones



Color palette

Possible combinations





KINTSUGI  12  8




FurrCity

→ → →
KAT

Kat. stuffer

KJ



x2 x6 x1

RESOURCES   

Risk Analysis

Risks

Complexity of Gameplay



Mobile Challenges



Resource Integration



Art



Mitigation

Constant testing and game balance evaluation

Prioritize, Cross-Platforms dev tools and code optimization

Clear guidelines and multidisciplinary team

Constant reuse of characters and animations to obtain diversification.

Extension



Reaching the mobile market would open up the possibility to make the game free-to-play and to add **micro-transactions** to it, to obtain cosmetics or equipment. This in turn would allow to **keep developing** the game and publishing updates and game expansions.



Future updates will include a tracker that **tracks the influence gangs have** on FurCity every 24 hours



New cities to explore, **collabs** and **multiplayer!**

End

FurCity Survival is a competent game in which no aspect has been overlooked, and the care that every department of the team took stands out in every futuristic feline low-poly pixel.

From the vibrant colored urban cyberpunk aesthetic, to the strategic depth and the easy pick-up and play gameplay, **every choice has been carefully considered** in order to develop a project that will deliver and thrill a large audience with its irresistible concept.

See you in FurCity!

THANK YOU!

Kintsugi

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Pietro Biasotti

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Chiara Orsi