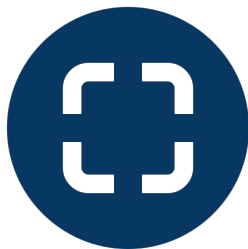




Project Winter

Pitch Deck

BUILDING GROUNDS



**First-person
experience**



**Story
Driven**



**Environment
Survival**



**Full Diegetic
Interface &
Immersivity**



**Mountain
Setting**



**Survival
Horror**



GAMEPLAY

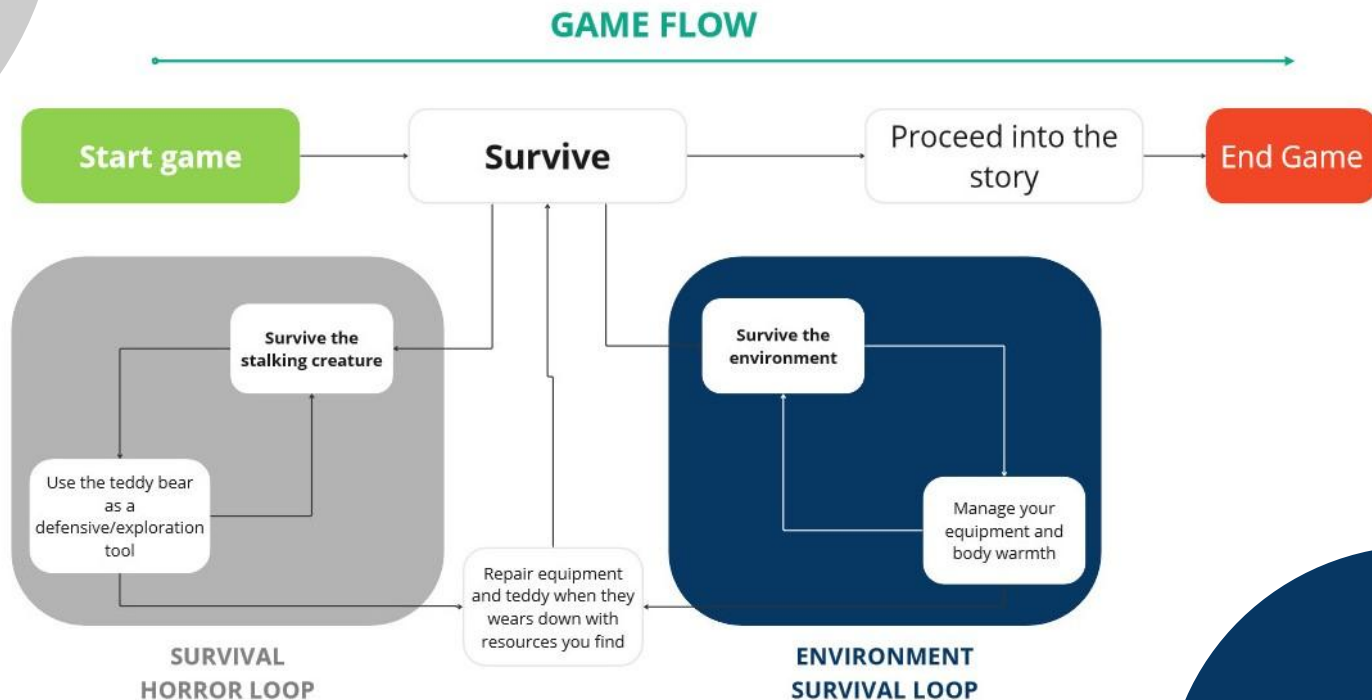
- **Progression:** Unveil the storyline by finding clues in your journey back to your family using your teddy bear to help you finding the correct path out of the storm.
- **Survival:** Resist the cold snowstorm keeping yourself warm and escape from a dangerous stalking creature.
- **The snowstorm effects:** Clothes and the teddy bear deteriorate over time due to the snowstorm. While damaged, this equipment loses its usability.

GAMEPLAY

- **Creature Encounters:** If the creature catches you, it damages your clothes, teddy bear and makes you drop it bringing you back to the last campfire. Run from it!
- **Teddy Bear:** The teddy bear helps you in avoiding the creature and find footstep trails to the next safe place.
- **Game over:** If the character is exposed to the cold for too long, the character freezes to death, resulting in a game over.



GAMEPLAY LOOP



USPs

also called a *unique selling point*, is a marketing statement that differentiates a product or Brand from its competitors.

U1.

Narrative

A narrative driven survival horror game that pulls players into a freezing nightmare

U2.

Monster

The creature will be constantly on your trail. Impactful sfx and Vfx will emphasize the player's immersion in the horror

U3.

Diegetic UI

Grant complete immersion through a completely diegetic UI.

U4.

Teddy Bear

Keep Teddy bear safe to progress through the game and flee from the creature, or hug it to unveil cold truths

U5.

Emotional Storyline

Experience loneliness, melancholy, terror, anxiety.
Get emotional over the heartbreaking story but also...RUN!

Narrative

When you're lost and in despair, little things can bring you to your safe zone

If your loved ones are lost, you are capable of doing anything crazy to find them. After a car accident you discover that your family is nowhere to be found and you decide to go inside the mountain with your son's teddy.

Holding on anything that can give you a clue to where you loved ones are, even they are blurry footprints on the snow.

As you move forward you start to feel how something lurks in your surroundings, you want to escape but the creature plays with your mind, making you fall into despair.

Don't fall in his game, keep moving forward until you find them.



Theme

Game setting in a snowy wooded mountain and a small abandoned town.



The Long Dark (2014) – Hinterland Studio



The Long Dark (2014) – Hinterland Studio



Pacific Drive (2024) – Ironwood Studio



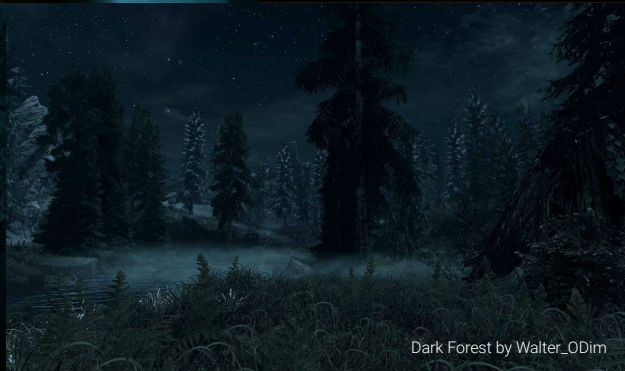
Pacific Drive (2024) – Ironwood Studio

Nocturnal, heavy and gloomy atmosphere, with nature sounds and snowstorm.



TARGET

- Who want to live a survival experience loaded with pathos and anxiety-provoking elements
- Who want to experience a involving story that blends with the game and never break the immersion.
- A semi-realistic graphic style tones down a little the aesthetics of the setting and allows easier fruition opening the experience to a wider audience.



Moodboard and Art

Style Realistic Low poly



Realistic forest vegetation low poly by ReginaModels

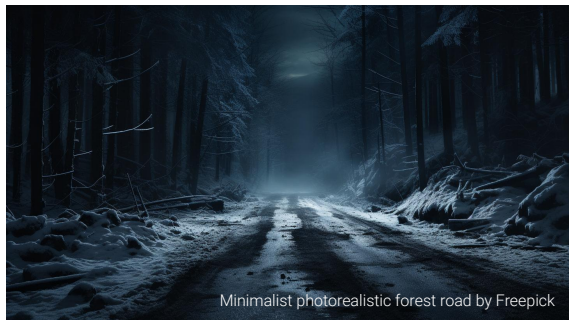


Snow forest open world biome by ReginaModels



Snow forest open world biome by ReginaModels

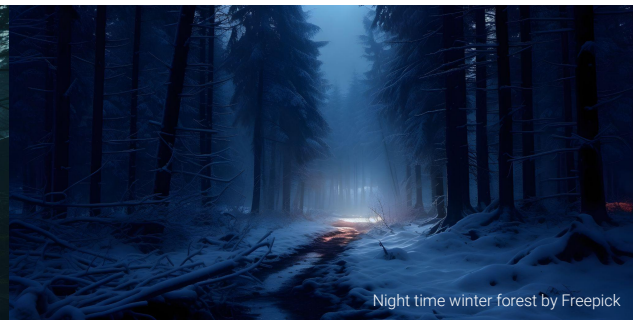
Mood color



Minimalist photorealistic forest road by Freepick



Spooky dark forest by Freepick



Night time winter forest by Freepick

Risk Analysis

Potential Risk	Description	Impact	Mitigation	Level of Risk
CutScene	Intro and cutscenes might require high effort in terms of assets/animations	Without those, the player might feel loss or missing some context	Directorial devices to narrate without directly showing, like audio and fade-in	High Risk
Animations in first person and for the teddy bear	Animated interaction between player's hand and the teddy bear might prove too complex	Immersion break and feeling of non-polished product	Clever use of the camera to mask those interactions	High Risk

Risk Analysis

Potential Risk	Description	Impact	Mitigation	Level of Risk
Damage teddy bear and clothes	Necessity to provide feedback on the status of the equipment	Player might undervalue in-game events, also the diegetic interface may suffer from it	Reduce related animations and focus on the meshes instead	Low Risk
Essential but exhaustive tutorial	The tutorial still needs to be consistent with the diegetic style choice	Lack of explanation will leave the player confused. Too much explanation and the immersion will break	Finding a compromise by explaining the basics without being overly didactic	Low Risk

Risk Analysis

Potential Risk	Description	Impact	Mitigation	Level of Risk
Monster Behavior	The monster will have to make the player feel constantly hunted down	The game experience may become less engaging	Avoid implementing too complex logic for monster management	High Risk
Audio Manager	Audio manager with a high amount of assets	User immersion and general quality	Invest as many resources as possible into it (including developers and time)	Medium Risk



THANK YOU!

From Team 1

If your loved ones are lost, you are capable of doing anything crazy to find them.