

Executive Summary

Coverstone Studios

Management: Kelsey Griffin, Lucas Wooleyhand, Cristian Villalobos

Industry: Gaming

Number of Employees: 3

Use of Funds: Publication platform fees

Business Description: Coverstone Studio is team of 3 University of Baltimore graduates working on developing a 3D interactive video games. Our current effort is the development of *Inkwell*, a 3rd person action-adventure game with a open explorable environment.

Team: Kelsey Griffin (Lead Programmer and Support Artist); Lucas Wooleyhand (Lead Writer and Support Programming); Cristian Villalobos (Lead Artist and Animator)

Product: *Inkwell* is new intellectual property driven by a unique story and backed up by solid, time tested gameplay mechanics that we have put a much needed twist on. The game tells a science-fiction/fantasy tale of young woman cursed with the ability to telekinetically control her own blood, which has been replaced with ink. The story ask moral questions of humanity's place in nature and the game delivers on action and a unique mechanic for the player to master.

Key Differentiators: The most core differentiator is the blood/health mechanic. When the player needs to attack or defend them selfe they must summon a weapon made of their own ink/blood. Doing so detracts from their health and successfully killing an opponent restores health. But if the player is hit during combat they will drop the blood-ink they are holding are must summon a new weapon, thus losing more health in the process. We think that play session length is an important to player retention. To that end we have designed to systems to account for two different kinds of player that we have identified inside our target audience. For players that can only invest shorter play session we are building a standard save system that allows the player to save at almost any time and quickly exit the game. With that the main story thread of the game has little down time between action. For players that wants to sit down and invest a

couple hours to a afternoon the main story line is surrounded by a explorable world where player can investigate a deeper story though optional interactions.

Target Customers: The target customer for our product will be PC video game players between the age of 15 and 29. We will reach out to our target base with our platform choice, game themes, and player friendly system design. Steam is the most popular PC content delivery platform and we will be targeting it, but we will also release on lower to no cost platforms like itch.io.

Market: Momodora: Reverie Under the Moonlight, developed by Bombservice and published by Playism, has a similar team size, scope and thematic elements. It has enjoyed moderate success on Steam. According to Steam Spy it has amassed 133,319 ± 10,409 owners on the steam platform during the course of the year that is has been on the market. Momodora initially sold for \$10 USD but has been on sale sever times for 30 percent off.

Competitors: The video game industry is constantly growing, especially with the introduction of more and more independent games to the market. We plan to overcome a market flush with games by carving out our own niche. We want to do that by combining elements seen in Open-World Action RPS's and Metroidvania games. Open-World Action RPS's have seen mass market success recently with high profile titles like The Witcher 3: Wild Hunt, The Elder Scrolls V: Skyrim, and most recently The Legend of Zelda: Breath of the Wild. Gameplay objectives will be similarly to the ones in those titles, but player will be able to get into the action quicker, while simultaneously providing an explorable space to players that what more depth. Metroidvania games have seen an indie game resurgence with titles like Salt and Sanctuary, Shovel Knight, the Shantae series, Axiom Verge, and Momodora. The elements we are borrowing from Metroidvania games are more closely related to theme and player progression.

Financials: Current development doesn't require any major loans, or investors, in its current state. Publication on Steam however would a sum of up to \$5,000 to pay the application fee. Any profits made from our first game would go directly back into the company for use on future games.