

# BLOOD FEUD

*Lord of the Flies meets Vampires and Werewolves*



**BLACK TOWER™**  
ENTERTAINMENT

Introduction	1
Blood Feud will:	1
Gameplay Overview	2
Game Features	2
Choose Your Species	2
Choose Your Creed	3
Survive the Wilds	3
Build Your Character	3
Intense Bullet Hell Action	3
Weapons Unbound by History	4
An Ominous Aesthetic	4
Create Your Own Fortress	4
Deadly Dungeons	4
Explore a Land of Gods and Carnage	4
Turn Back the Apocalypse	5
Business Opportunity	6
Market Analysis	6
Projected Steam Revenue	7
Case Studies	7
Worst Case - Edge of Space	8
Base Case - Project Zomboid	9
Great Case - Don't Starve Together	10
3D MMO PvP Survival - Rust	11
Production Costs	12
Development Schedule	12
Team	13
Alexander Dines	13
Andrew Hwang	13
Mikala Little	13
About Black Tower Entertainment	13
Summary	14

## Introduction

*Blood Feud* is a multiplayer survival game balancing savagery and civilization in a modern Gothic fantasy.

At its core the game is about human relationships, asking players complex questions about loyalty, friendship and betrayal.

## Blood Feud will:

- Redefine the 2D survival market by marrying sandbox survival with a massively multiplayer-driven emergent gameplay experience
- Immerse the player in a nihilistic, dystopian open world, where alliances are tenuous and actions are motivated by grim necessity
- Provide the most visceral bullet hell combat experience in the 2D survival genre
- Cause people to eat their friends



Mockup Screenshot

## Gameplay Overview

*Blood Feud* is a multiplayer action survival game featuring 3 playable races: Humans, vampires, and lycans. Players are tasked with surviving a cruel, Gothic world set in a post-apocalyptic land, dominated by suffocating forests, blasted wastelands, and abandoned cities. The dangers that inhabit the realm will encourage alliances to form, but as the nights grow long and food becomes scarce, those friendships will be put to the test.

The greatest threats are not those created by the designers, but rather the violent and unpredictable people playing the game alongside you.

**Game Design** – *Blood Feud* will allow players to forge their own paths in a land of monsters, gods, and legends. They carve out their own role in a completely player-driven society where survival is hard won and fates might be cast by the charity of an enemy or the knife of a trusted friend.

**Multiplayer** – Featuring a persistent world that supports up to 100 simultaneous players, *Blood Feud* is designed to encourage the natural, freeform organization of inter-player relationships and societies. Alliances will be forged and broken out of the ever-shifting needs of the different classes and creeds.

**Construction** – An involved construction system will allow players to build houses, forts, and entire villages to facilitate the survival of themselves and their allies.

**Visuals** – Featuring stylized pixel art paired with baleful lighting, harsh weather effects, and dire themes, *Blood Feud* straddles the line between approachable and haunting.

**Customization** – Become a vampire thief with a heart of gold, a lycan merchant who kills every client, a human farmer who moonlights as a slayer of gods. Players can customize their character with the skills, armor, and weapons to fulfill any role they can imagine.

## Game Features

### Choose Your Species

There are three races the player can choose from when creating a character: Human, vampire, and lycan

*Humans* – Like cockroaches, mankind is resilient and the most adaptable of the three races. Able to modify their biological makeup with potions and decoctions synthesized from the spoils of vampires and lycans, humans always have a wealth of options open to them. Gain enhanced speed for pursuits, night vision for evening ambushes, or temporary claws for close combat encounters. Ingenuity and preparation are a human's best assets when fighting for survival.

*Vampires* – Lithe, deadly creatures who feast on the blood of humans and lycans alike. Able to turn into a swarm of bats, become invisible, and sense the heartbeat of living creatures; vampires are masters of the quick kill, the silent heist, and the mind-bending manipulation.

*Lycans* – Warriors with no equal in strength, lycans can switch between human and wolf form at will. They sustain themselves by inflicting wounds upon either human or vampire and are the fastest, strongest, and most durable of all three races. Possessing excellent night vision and a keen sense of smell, lycans have the means to find, and kill, their prey, wherever/whatever it may be.

## Choose Your Creed

Upon character creation, players choose a creed to follow—though, of course, loyalty is a fragile thing. Rivalries and alliances exist between creeds, all of which players may choose to exploit; players may work with rival creed members for short-term survival but eventually turn on them in order to ascend through their own ranks.

Join the Creed of the Seer and take the eyes of your victims in order to unlock the ability to see through walls. Adhere to the Creed of the Rat and offer stolen goods to gain the ability to tunnel under the earth. There are creeds for all players and playstyles, and each comes bundled with a host of benefits and dangers alike.

## Survive the Wilds

To survive the harsh lands of *Blood Feud*, players must manage both health and hunger. When hunger is depleted, health starts to drain. Each of the three classes have differing requirements for survival. Humans must eat food, vampires must drink blood, and lycans must inflict damage. Players can try to forage for sustenance in the harsh wilderness, but it may be easier to turn on their fellow players instead.

Pick up your spade and create your own food through careful cultivation of crops and livestock, or become a barbaric highwayman and raid the settlements of others to get what you need. Trade with other players for supplies, or rob their houses in the dead of night.

## Build Your Character

*Blood Feud* features a leveling system that governs various player attributes. Initial stats are dictated by the class and creed selected upon character creation. Stats can be temporarily increased by crafting elixirs or permanently increased by ascending creed ranks. Attributes like strength and faith can increase weapon proficiency and unlock special abilities.

## Intense Bullet Hell Action

The majority of enemy mobs will have a slow projectile attack and attack the player in swarms with readable, learnable movement patterns. Players will need to utilize their speed, cunning, and dodge maneuver to avoid damage. Silver, poison, and other types of bullets can be crafted to take advantage of enemy weaknesses.

*Blood Feud* will feature twin-stick shooter controls and put a large emphasis on tight, responsive combat akin to games like *Enter the Gungeon*, *Helldivers*, and *Alien Swarm*.

## Weapons Unbound by History

Players can create specific armaments from craftable workbenches and discover new crafting recipes out in the wild. Weaponry is pulled from all across the fabric of time and is often tinged with the magics of the land. Acid-spewing machine guns, katanas forged from lightning, ballistic stakes, shotguns infused with dragon's breath- The possibilities are diverse and deadly.

Weapons and armor can be crafted at the appropriate crafting facility, with mightier tools available after the player has constructed the requisite facility upgrades. Crafted gear will also be imbued with randomized modifiers upon creation, making every item unique.

## An Ominous Aesthetic

*Blood Feud* utilizes pixel art, a muted color palette, and low-lighting to cultivate a sinister, oppressive world. The 5 distinct biomes will serve as their own characters, each with unique visual themes, valuable resources, and dastardly hazards. Lonely snow-capped hillocks with intermittent, harsh blizzards. Thick, suffocating coniferous forests drenched in shadow. Fetid bogs choked with rotting corpses. All biomes will contribute a different facet to *Blood Feud's* overarching themes of animosity, strife, and hardship.

Character design takes significant influence from the *Underworld* movie franchise and similar modern-Gothic properties. Skintight leather, belts, capes, chains, and muted colors combine to inform a vintage yet modern aesthetic tinged with a smattering of B-movie camp.

Pixel art will allow for the rapid asset creation necessary to fill out the comprehensive list of characters and settings required for *Blood Feud*.

## Create Your Own Fortress

Outpost construction plays a large role in surviving the harsh environment. Players can craft fully customizable houses, bunkers, or fortresses with manually placed walls, doors, traps, etc.

These buildings can serve as a bulwark against foes and hostile nights, and also house player workbenches, shrines, and other accoutrements. Players can construct beds to save their progress, crafting tables to create weapons, fire pits to cook food, and shrines to level up their creed. Crafting recipes can facilitate the construction of new mechanisms and carry over between deaths, providing a sense of progression for players.

## Deadly Dungeons

Dungeons serve as Player vs. Environment adventuring areas that offer loot and items related to story progression. These play host to *Blood Feud's* more sinister monstrosities, but also its most valuable treasures. Entrances to dungeons can either be found in the wilderness or summoned through the use of specific items.

## Explore a Land of Gods and Carnage

*Blood Feud* takes place on one of the last habitable scraps of land in existence. Known as Oraphane, this diverse set of landscapes is inhabited by an even more varied set of monstrosities. Players must venture

through fetid swamps choked with the undead, ominous forests of living trees, wastelands with wounds of molten slag, and husks of dead cities filled with the innumerable ghosts of the damned.

The game features procedurally generated environments. The various biomes are unique in size, shape, and location in every game instance. Players who want to experience a completely different world need only join another server. Time also plays a large role with day/night cycles. A vampire raider may want to wait until the cover of darkness, when their night vision gives them the edge, before they raid the nearby fortress. A human merchant may choose to trade during the day, when dangers can be easily identified and avoided.

## Turn Back the Apocalypse

For millennia, vampires and lycans have struggled in secret while humanity flourished. Then the *Reckoning* reduced much of the world to a charred, uninhabitable wasteland. What caused this apocalyptic event is a mystery, but one thing is certain: The land of Oraphane is the last untouched realm on Earth...and itself was the epicenter of the cataclysm.

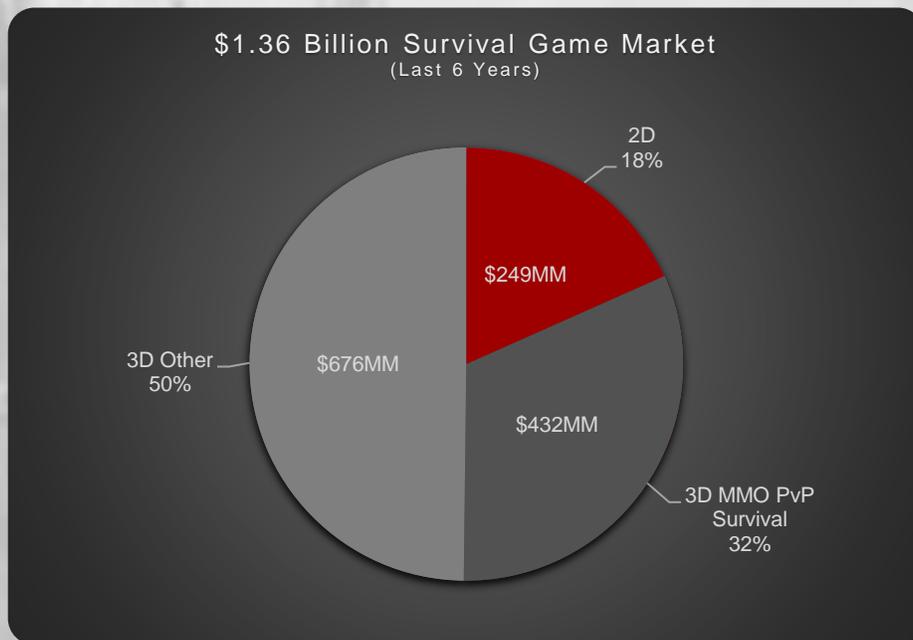
Now, beings from all walks of life flock to this divine land for answers, faith, or simply survival. Players must explore ancient ruins, defeat eldritch horrors, and scour the land for secrets as to what caused the Reckoning and how, if possible, it can be reversed.

## Business Opportunity

We see an opportunity to bring emergent competitive player interaction, a core mechanic in wildly popular 3D sandbox survival games, to the 2D survival market, which has focused primarily on cooperative gameplay.

We plan to release on Steam with a first-year sales target of 500,000 units at \$14.99 per unit. Given favorable conditions, the game can be released on Xbox and Playstation with an additional year of development time.

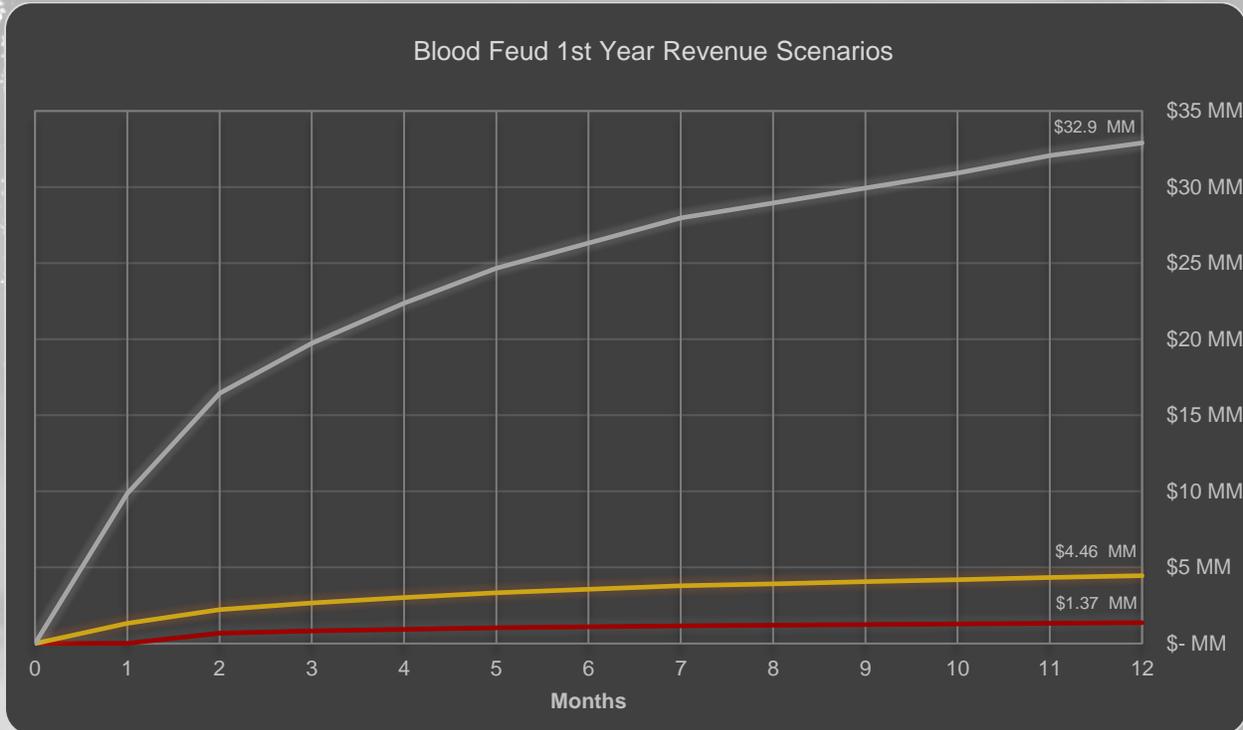
## Market Analysis



Using SteamSpy, we analyzed 45 games in the action sandbox survival game category on Steam, a market worth approximately \$1.36 billion. 3D MMO PvP survival games comprise approximately 26% of the total market.

2D sandbox survival game sales total approximately \$250 million, an 18% share of the total sandbox survival market. There are very few 2D games with the player driven competitive interaction that is a central pillar of *Blood Feud*. We believe it is uniquely positioned to capitalize and expand on this underserved niche.

# Projected Steam Revenue



Worst Case	Base Case	Best Case
\$1,370,000	\$4,460,000	\$32,900,000

We have constructed 3 possible scenarios of *Blood Feud's* 1st year performance on Steam. These revenue projections, consisting of worst, base, and best cases, were calculated by estimating the 1st year Steam sales, adjusted for discounts, of 3 comparable games. We believe each case is achievable by *Blood Feud*, depending on industry trends and general market conditions.

## Case Studies

A competitive analysis of each scenario follows:

## Worst Case - Edge of Space



*Edge of Space*

Sold ~235,000 units at ~\$8.99/unit, earning ~\$2.1 million in revenue since 2012

*Edge of Space* is a sci-fi themed, multiplayer sandbox survival game that shares many mechanics with *Blood Feud*, such as resource gathering, crafting, base building, and cooperative exploration.

Despite strong initial player enthusiasm, *Edge of Space* failed to meet the expectations set in Early Access, with minimal support for the game after leaving Early Access in 2015. Reviews emphasize a lack of content and buggy combat. As a result, Steam classifies the game's overall reviews as Mixed, with recent reviews classified as Very Negative.

We estimate *Edge of Space* earned approximately \$1.37 million in its first year after release based on general game industry sales trends and discounts. With the proper resources, we expect *Blood Feud* to mitigate the possibility of hitting this worst case by focusing on responsive, satisfying bullet hell combat and implementing the massively multiplayer, competitive interaction from games such as *Rust*, *H1Z1*, and *DayZ*.

## Base Case - Project Zomboid



Project Zomboid

Sold ~763,000 units at ~\$8.99/unit, earning ~\$6.9 million since 2011

*Project Zomboid* is a hardcore zombie survival sandbox game. It features exploration in a hostile world, resource gathering, a crafting system, base building, and multiplayer support, with optional PvP.

*Project Zomboid* sold well, earning an estimated \$4.46 million in its 1st year after release, based on general game industry sales trends and discounts. However, after 5 years the developers appear unable to continually create content and recent reviews have all pointed out the dramatic slowdown in updates.

Given the gameplay similarities, *Project Zomboid* serves as a convincing base case for *Blood Feud's* projected performance. We fully expect to hit and even surpass the base case, given *Blood Feud's* heavier emphasis on emergent competitive player interaction, which will prolong engagement in the game without the constant need for new content.

## Great Case - Don't Starve Together



Don't Starve Together

Sold ~5,630,000 units at ~\$8.99/unit, earning ~\$50.6 million since late 2014

*Don't Starve Together (DST)* is a survival game featuring resource gathering, crafting, and base construction in a world where up to 6 players can cooperate and / or compete.

*DST* is widely regarded as a breakout success in the hardcore 2D survival market, earning an estimated \$32.9 million in its first year after release, based on general game industry sales trends and discounts.

*Blood Feud* will incorporate the sandbox survival mechanics of *Don't Starve Together*, while improving on *DST*'s basic combat system. In addition, unlike in *DST*, PvP will be a primary focus of *Blood Feud*, where the 100 concurrent player cap will dramatically increase the chance for more varied, complex interactions to arise.

## 3D MMO PvP Survival - Rust



Rust

Sold ~5,150,000 units at ~\$11.99/unit, earning ~\$61.7 million in revenue since late 2013

One of the most popular titles in the best-selling 3D survival genre, *Rust* revolves around player interaction and emergent gameplay. Players are dropped, unarmed and alone, into a dangerous world, and are challenged to survive in a harsh environment. *Rust* is also conducive to streaming and virally markets itself through social media, with *Rust* videos accruing an average of 2.5 million views per week as of Feb 1, 2017. We intend to bring this emergent player interaction to *Blood Feud*, where it will provide a compelling survival experience in a stylized 2D world.

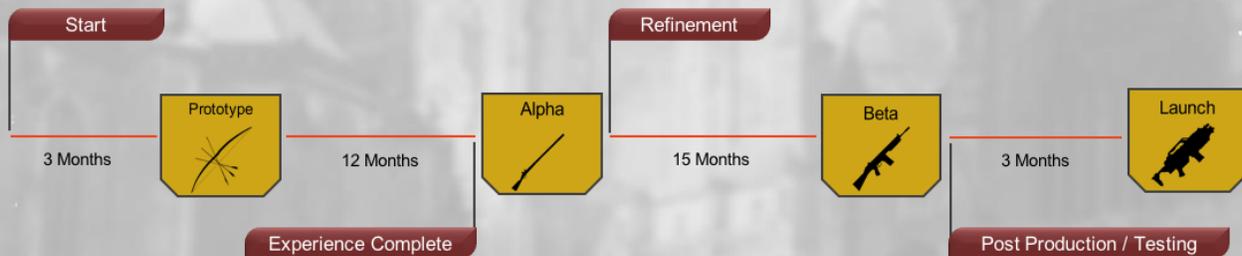
## Production Costs

Black Tower Entertainment currently consists of 2 programmers and 1 artist. We would hire an additional graphics/gameplay programmer and a general artist for a total of 5 employees. During the alpha we will host a small number of servers to establish a baseline support for multiplayer functionality, with players able to host their own custom servers. We allocate \$10,000 monthly for employees #1 – 4, and \$8,000 monthly for employee #5, including overhead expenses.

*Blood Feud* will be created on a 3-year development cycle.

<b>Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
Personnel	576,000	576,000	576,000	<b>1,728,000</b>
QA	57,600	57,600	57,600	<b>172,800</b>
Marketing	8,333	8,333	33,333	<b>50,000</b>
Servers	-	19,200	19,200	<b>38,400</b>
<b>Total Annual Expenses</b>	<b>\$641,933</b>	<b>\$661,133</b>	<b>\$686,133</b>	<b>\$1,989,200</b>

## Development Schedule



## Team

### Alexander Dines

Alex began his game development journey with C++ at age 7. In high school, he interned at Flowplay and worked on their Flash MMO, *ourWorld*. As an undergraduate at Western Washington University he produced *Blood on the Dance Floor*, which was a top seller on Xbox Live Indie Games. After graduating from Western Washington University with a Bachelor of Science in Computer Science, he attended DigiPen for postgraduate studies before leaving in 2013 to co-found Black Tower Entertainment. In addition to his role as CEO, he designed and built the MMO technology capable of hosting 50,000 concurrent users for Black Tower's first game, *Iron Vice*.

### Andrew Hwang

A lifelong gamer, Andrew attended the University of Washington where he graduated with a Bachelor's of Science in Economics. After working in the finance industry for several years, he realized his true passion was in making games and attended Code Fellows, where he earned a certificate in Full-Stack JavaScript Development. Since joining Black Tower in 2015 as a software development intern building the in-browser game editor for *Iron Vice*, Andrew now balances his dual roles as software development engineer and head of business development.

### Mikala Little

Mikala graduated in 2013 from Case Western Reserve University with a Bachelor's in Computer Science and Minors in Art and English. He worked as a Concept Artist and Animator at Gas Powered Games, as a UI/UX designer at Quadstreaker Labs, and as an Artist at Wire Labs. In 2014, he teamed up with Alexander Dines and Doug Morrison for Black Tower's first game, *Iron Vice*, on which he served as designer, artist, sound designer, and composer. He's excited to take Black Tower's MMO technology and create games that feature player-driven societies and emergent gameplay scenarios.

## About Black Tower Entertainment

Black Tower Entertainment is a boutique Seattle game studio founded in 2013 by Alexander Dines and Doug Morrison, two multidisciplinary developers who met at DigiPen. They believed engaging multiplayer experiences should be accessible to everyone. In pursuit of this dream, they bootstrapped Black Tower for over three and a half years with \$140,000 and created a 3D HTML5 MMO engine. Mika Little joined the team to handle game design and art duties as the company's first game, *Iron Vice*, was built using the engine, and Andrew Hwang came on to help develop the game client. Following Doug's tragic passing in 2016, the team rallied and completed the game in Doug's honor. With a shipped game under their collective belt, Black Tower Entertainment is now seeking a partner to bring a 2D sandbox survival game with thrilling emergent social interaction to the desktop and beyond.

## Summary

Open world survival is currently the strongest trend in PC gaming. The market has exploded with 3D MMO survival games driven by player interaction. We are uniquely positioned to bring the tried and true gameplay established in 3D to the 2D sandbox survival market by leveraging the technology and experience gained from shipping our first game. With its grim and sinister tone, emphasis on massively multiplayer emergent interaction, and visceral bullet hell combat, *Blood Feud* will bring a fresh gameplay twist to the 2D survival experience.

