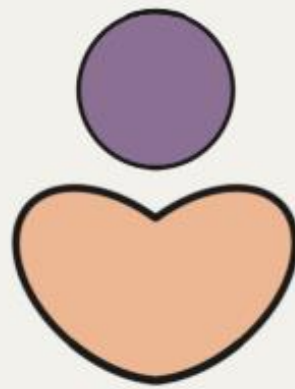
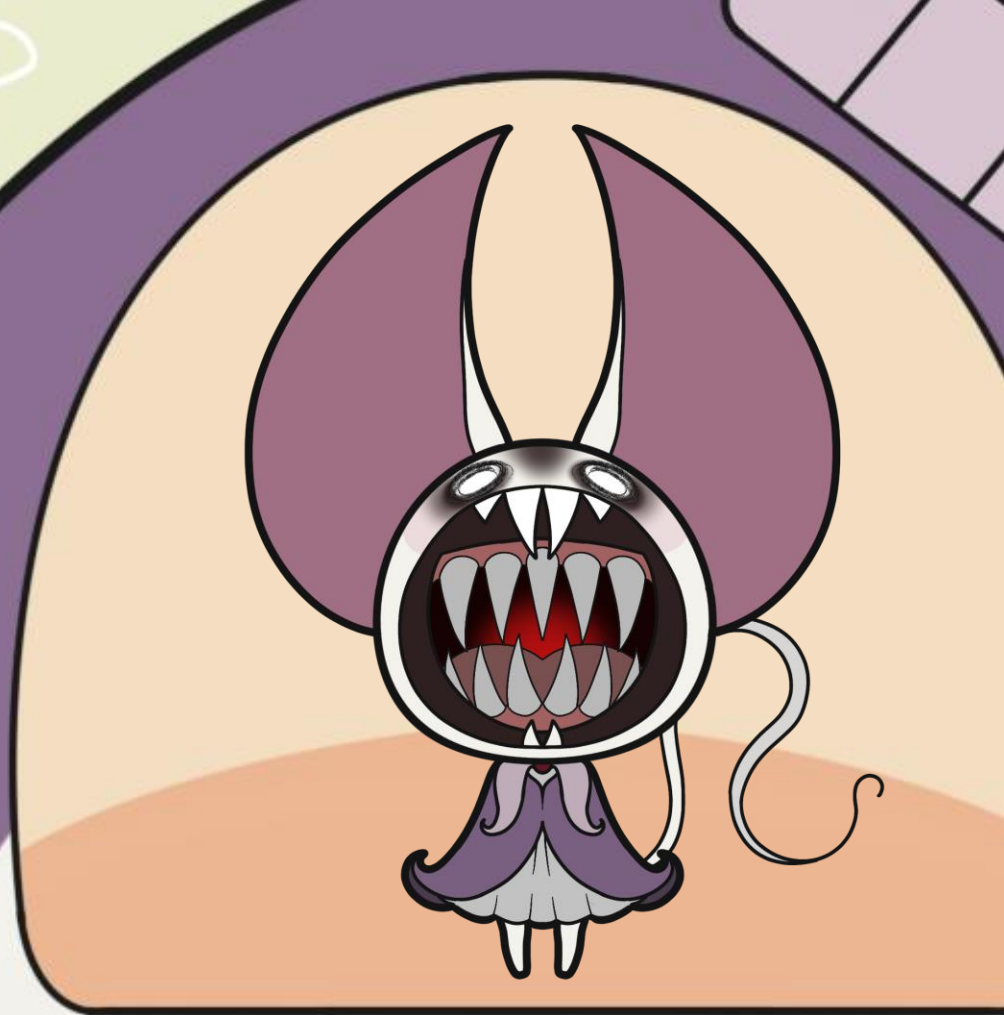
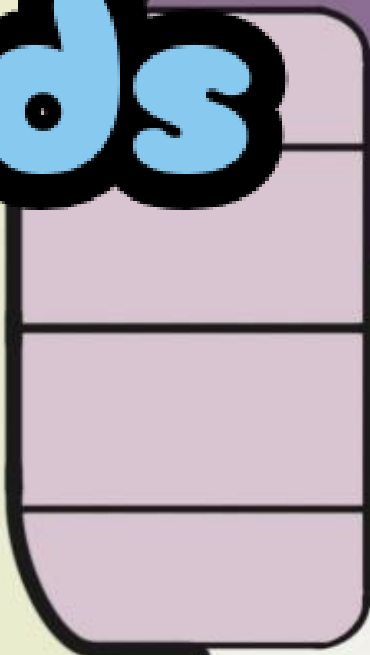


Byte Fiends

By Plantser Productions



PLANTSER
PRODUCTIONS



Game Overview

Name: Byte Fiends

Player(s): 1

Genre: Point-And-Click Horror

Play Time: 50min

Target Audience: 17+

Target Rating: Mature

Trigger Warnings: Dark Imagery, Violence, Gore

Art Graphics: 2D

Platform/Device: PC, itch.io

Language: GML, GameMaker

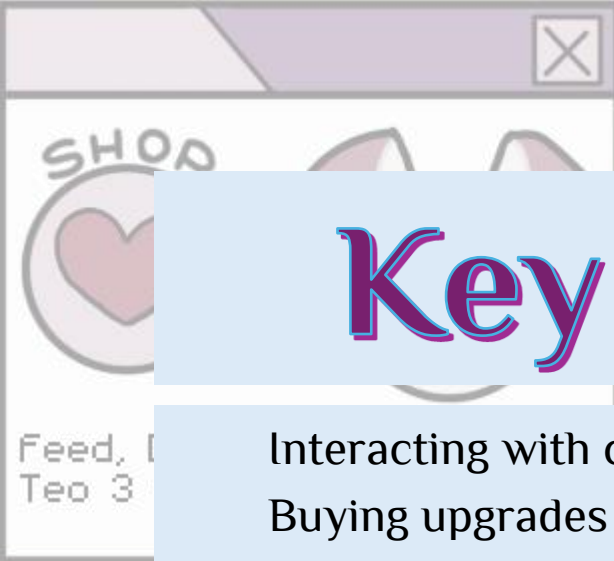
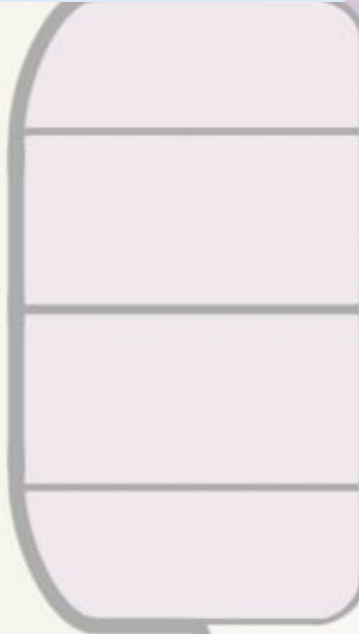


Key Features

Interacting with cute digital friends

Buying upgrades in the shop

Watching the cute critters turn into morbid beasts.



Vertical Slice – 3M

The vertical slice for Byte Fiends Consists of:

- One character (Teo, with assistance from Zilly)
- Three Endings/Badges to collect
- A satisfying CRUNCH



Full Game – 12M

The full game consists of:

- Three Characters (Teo, Zilly, Neo)
- Four Expansion Characters (Either DLC or Stretch Goals with the Kickstarter)
- Two endings/badges per character to collect
- Individual gory-goodness for each character



Milestones

Demo: May 2024. The demo must be finished and online by the end of May.

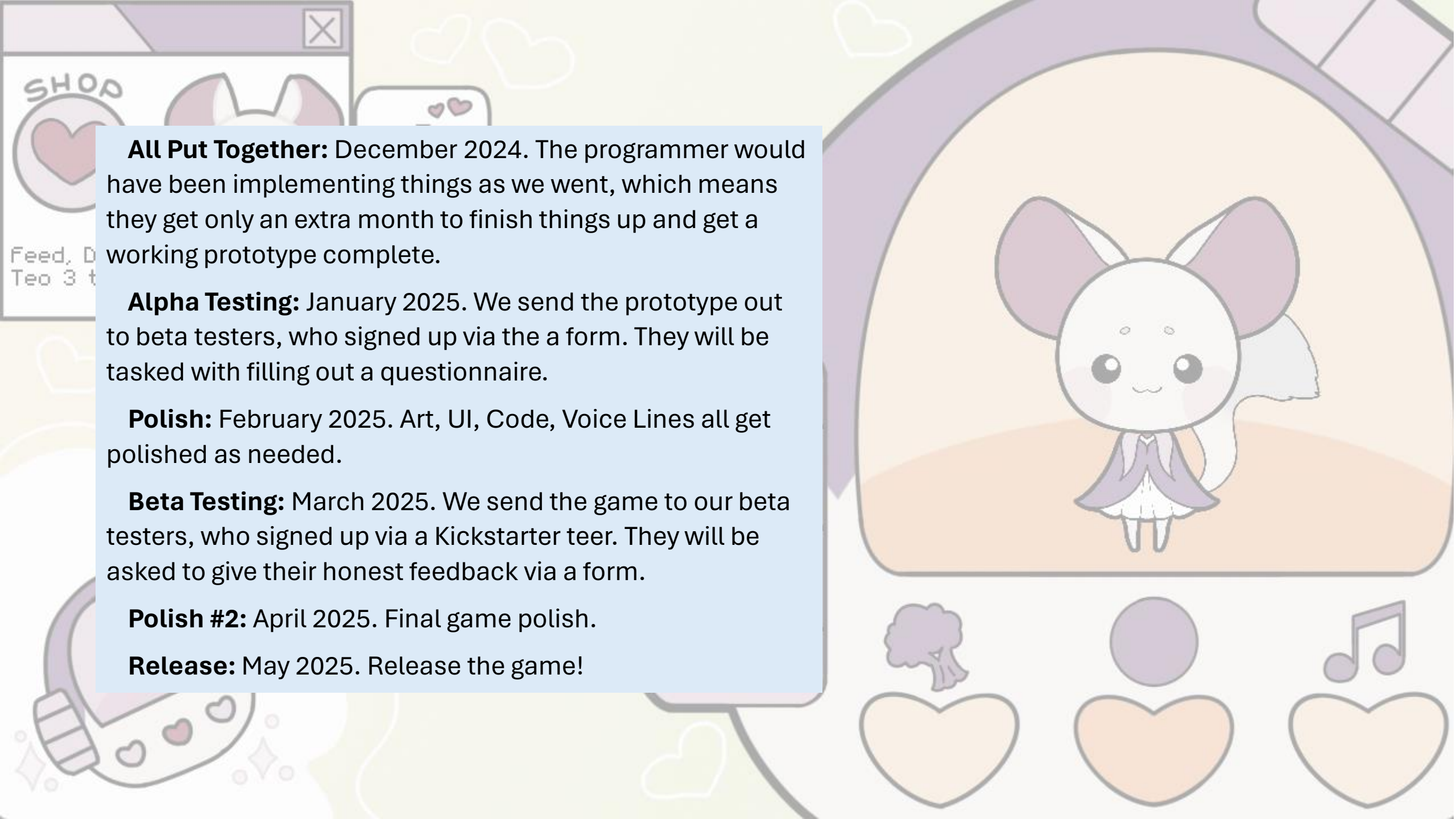
Kickstarter Launch: June 2024. The Kickstarter will launch and run the duration of June.

Funds Process: July 2024. The funds from the Kickstarter will be processed and put into the business checking account.

Script and Voice Actors: September 2024. The script and voice lines must be finished by the end of September.

UI and Art Assets: November 2024. The UI and other art assets must all be complete by the end of November.





All Put Together: December 2024. The programmer would have been implementing things as we went, which means they get only an extra month to finish things up and get a working prototype complete.

Alpha Testing: January 2025. We send the prototype out to beta testers, who signed up via the a form. They will be tasked with filling out a questionnaire.

Polish: February 2025. Art, UI, Code, Voice Lines all get polished as needed.

Beta Testing: March 2025. We send the game to our beta testers, who signed up via a Kickstarter teer. They will be asked to give their honest feedback via a form.

Polish #2: April 2025. Final game polish.

Release: May 2025. Release the game!

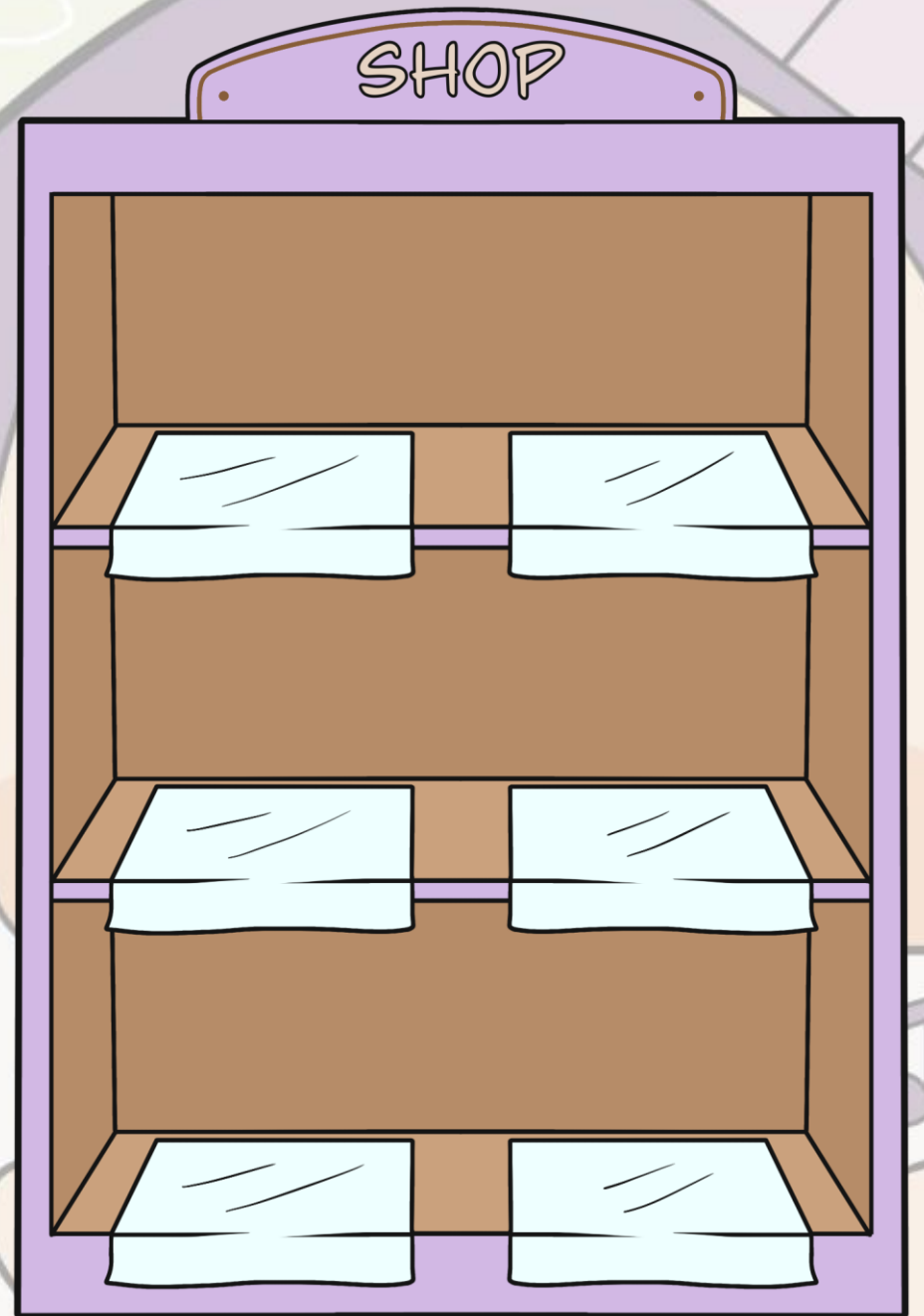


Financing Plan

Source 1: Kickstarter

Source 2: Ontario Creates & Other Grants

Source 3: Producer's Wallet



Feed, I
Teo 3



Marketing Plan

Free marketing is the best marketing.

- Social Media posts via Twitter, Facebook and GameJolt
- Reels/Shorts via YouTube, Instagram, and TikTok

The possibility of looking into financing to hire on a social media person is definitely in our future, but for now this will be done by the Producer.



Expected Challenges

Finances are the biggest challenge for this project.

The first biggest challenge would be the Kickstarter falling through.

The second biggest challenge would be if we are unable to get funding through grants.

There is still the fail-safe of the producer paying for things out of pocket, but that will stretch the timeline of completion out by an unknown amount of time.

