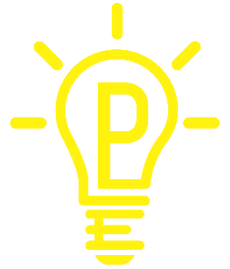# BYTE FIENDS

A Plantser Production Game

Created: 19/01/2024
Edited: 02/02/2024
Edited: 06/02/2024
Edited: 11/03/2024

# Plantser Productions

At Plantser Productions, we fly by the seat of our pants, always keeping a map in our back pocket.

## Definition

A Plantser is a writing term for someone who is a mix of a Pantser (someone who writes with no planning) and a Planner (someone who plans every little detail of their novel).

## Goals

~ Upload the Byte Fiends Demo onto Steam and/or Epic Games.
~ Get 100 downloads across both Steam/Epic Games and Itch.io.
~ To increase the Plantser Production social media counts (200 followers on Instagram and 50 on Youtube).
~ To publish the website (check!)
~ To assemble a press kit
~ Create a Competitor Analysis.
~ Create a Kickstarter.
~ Create a Business Plan
~ Create a Production Pitch

## Action Plan

Given that I will be taking the Producer rout, I am focusing on marketing and pre-production of the full Byte Fiends game. After googling "Producer" I was left with the definition of: "a person responsible for the financial and managerial aspects of making a movie or broadcast or for staging a play, opera, etc". Keeping this definition in mind, and adding a bit of my own creativity into it, I've formulated an action plan that consists of planning, prepping, and communication.

### Planning:

I will be planning out social media posts, and videos. Videos and social media post topics/contents are being planned at the start of each month.

### Prepping:

Prepping consists of filming the videos, creating the social media content, which will both be done the week before they go live. Other things that will be prepped are the website (which is already live as of completing this document), the Kickstarter, formulating a press kit.

**Communication:**

Communication not only consists of interacting with followers on social media, but also reaching out to influencers and gameplayers who might be interested in playing a game like Byte Fiends.

The hours that are expected to be spent on each of these can be found in the Time Management Spreadsheet, or down below.

## Hours

| | Pitch Weeks | | | Kickstarter Prep Weeks | | | Kickstarter Run Weeks | | | Scripting Weeks | | | | Wrap-Up | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | |
| Website Design | 4 | 4 | 2 | | | | | | | | | | | | |
| Social Media Post Planning | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| Video/Text Vlog/Blog | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| Press Kit Creation | | | | 2 | 2 | | | | | | | | | | |
| Kickstarter Creation | | | | | 2 | 2 | | | | | | | | | |
| Kickstarter Updates | | | | | | | 3 | 3 | 3 | | | | | | |
| Write StoryBeats | | | | | | | | | | 1 | 1 | | | | |
| Write Script | | | | | | | | | | | | 1 | 1 | | |
| Launch Demo | | | | 1 | | | | | | | | | | | |
| Contact Inluencers | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| | 10 | 10 | 8 | 9 | 10 | 8 | 9 | 9 | 9 | 7 | 7 | 7 | 7 | 6 | H/Week |
| | 28 | | | 27 | | | 27 | | | 28 | | | | 6 | H/Quarter |

## Marketing

My marketing plan consists of taking inspiration from game companies like Devolver Digital, Deconstructeam, 13am Games, Symphony Sonata, Maddy Makes Games, and Pirate Software, Using these inspirations I'll be able to build my press kit as well as formulate post ideas.

Knowing what platforms I'm going to be posting on, I created a calendar for when and where I will be posting. The platforms I will be posting on, it's a mix of X/Threads, Instagram/GameJolt, Youtube/TikTok, and Facebook. Types of content I'll be posting is a mix of image posts, which will consist of character art, screenshots, and game art, shorts and video logs, and text-based logs.

| Sunday | GameJolt/Website/Facebook | Blog Post |
|---|---|---|
| Monday | Content Creation | |
| Tuesday | Youtube Instagram/GameJolt/Facebook | Vlog/Game Music/Voice Lines/Behind the Scenes Character/Device Art |
| Wednesday | | |
| Thursday | Youtube Shorts/TikTok | Gameplay/Fun Character Moments |
| Friday | Content Creation | |
| Saturday | | |

In addition to social media, I will also be contacting gameplay youtubers once the demo is complete, asking them to play if you'd like, as well as to mention the Kickstarter. I know that possibly none of them will actually play it, but after I finish with my list of youtubers, I will be going to TikTok and Instagram to find more horror game content creators to try and spread the word about byte fiends.

## Finance

      After making some final adjustments and calculations, I have determined that the minimum cost for producing Byte Fiends will be $25,800 (after rounding up).

      My main financing plan is to launch a Kickstarter. Including the percent that Kickstarter takes, the campaign will be ran with the goal of raising $30,200. This will include the demo gameplay as well as adding the ability for the player to play with Zilly and one other character. Every $2,000 raised after that will unlock the stretch goal of another character. Any characters that aren't unlocked, given that this game gets fully funded, will be added in a DLC sometime in the future.

      If the Kickstarter does not get fully funded, I plan on applying for grants with companies like Weird Ghosts, WINGS Fund, and more.

      If none of these avenues play out, then I will fund the game from my own pocket, which will take much longer than the 12-month projection I'm aiming for.

## Funding calculator

Enter the total amount you think you'll need to make this project and fulfill your rewards. Build out a budget that includes shipping, materials, research, vendors, and labor costs.

| | | |
|---|---|---|
| **Estimated budget:** | CA$ | 25800 |

**Taxes:** 5 %      CA$  1358

0%      40%

We can't provide tax advice. See a professional adviser for additional guidance.

**Kickstarter fee: 5%**      CA$  1509

**Processing fee: 5%***      CA$  1509

*Average processing fee—this number varies based on your location and total number of backers.

**Suggested goal:**      **~ CA$ 30,200**

We're providing this estimate to help you define your own funding goal. It's your responsibility to set the final amount.

Select

# Byte Fiends

## Current Game

Byte Fiends has aesthetically changed a lot since workshop two. Max has re-coded the entire game, as well as re-designed the UI and Byte-Buddy devices. Not much else has changed between then and now.

The current story of the game followed the player who has bought the newest tech-pet: The Byte Buddy. As the player, you play with him until things turn dark. Teo—the Byte Pal within the device—murders another Byte Pal and takes over its device. After this moment, the player keeps interacting with Teo, unlocking one of two endings as they go.

After completing both endings, the player is met with the ghost of the defeated Byte Pal and tasked with defeating Teo.

For more detailed information, read the Byte Buddy Demo Game Bible.



## Game Expansions

*Any and all game changes are being made over the course of the next year and will not be made during Capstone.*

### Story

Expanding upon the game means that I get to add *lore*.

I've decided to put a Pandora's Box spin on the game. The comparisons will not me exact, but each creature will be based off one of the 7 evils with the Player being Hope. The title page will be changed to be the box that holds the Byte Buddies within it, to represent the box Pandora was given.



### Characters

Some of the characters have not fully been thought out yet, leaving them being not as... dark as Teo. More development will be made on them, these are still early concepts.

**Teo:** Teo's evil is Gluttony, which fits due to his hungry nature. His appearance is based off a chinchilla, as are his new devices.

*Interactions: Feed, Play, Dance*

**Zilly:** Zilly's evil is Despair, met with her reoccurring death in the demo/beginning of gameplay. When the player is able to play with her, she will be crying in almost every interaction. She is based off an axolotl.

*Interactions: Cry, Scream into Plushie, Flop on Ground Crying*

**Neo:** Neo represents Vanity. She is based off a jackalope. When interacting with her, things get very dark every time the player chooses the makeover option, with Neo replacing parts of her body to look more beautiful.

*Interactions: Tea Party, Admire Self, Makeover*

**Saroph:** Saroph represents Lust. Based on a fox, she hides behind her fluffy tail, only peaking out one eye as she interacts with the player.

*Interactions: Swallow Entire Eggplant, Blow Kiss, Strike a Pose*

**Juk:** Juk's evil is Anger. He is designed after a hedgehog, his fur constantly standing on end.

*Interactions: Hunt, Break Guitar, Rock Out*

**Lula:** Lula represents Sloth. Although I thought about making her a sloth, that would be to on the nose, so she is based on a weasel.

*Interactions: Drink (slowly), Hang Upside Down, Nap*

**Clay:** Clay is based on Jealousy. He was the hardest to figure out. After some brainstorming, I based him off a rabbit and gave him a dark twist where he is jealous of Teo. He takes this jealousy to an extreme as he wears Teo's face and copies his interactions.

*Interactions: Eat Broccoli, Play with Ball, Dance*

## Music

While in the original Workshop 2 Demo l (Lizz) made the music, we now have a composer on the team who will make the music for the official demo as well as the full game. The type of music we are aiming for is called Chiptune, which is commonly related to 8-bit and 16-bit games.

Each character has its own track as well as variants of that track that involve the ending rout the player is headed down.

Tracks that will be included in the demo will be:

**Title Screen Track**

**Teo's Theme**

**Teo's Darkness**

**Teo's Lost-Self**

**Save Zilly Track**

The above tracks will also be in the full game, as well as the following:

**Zilly's Theme**

**Zilly's Loneliness**

**Zilly's Lost-Self**

**Neo's Theme**

**Neo's Vanity**

**Neo's Lost-Self**

**Saroph's Theme**

**Saroph's Dance**

**Saroph's Lost-Self**

**Juk's Theme**

**Juk's Anger Show**

**Juk's Lost Self**

**Lula's Theme**

**Lula's Lulaby**

**Lula's Lost-Self**

**Clay's Theme**

**Clay's Fall**

**Clay's Lost-Self**