



Cosmic Cowboy

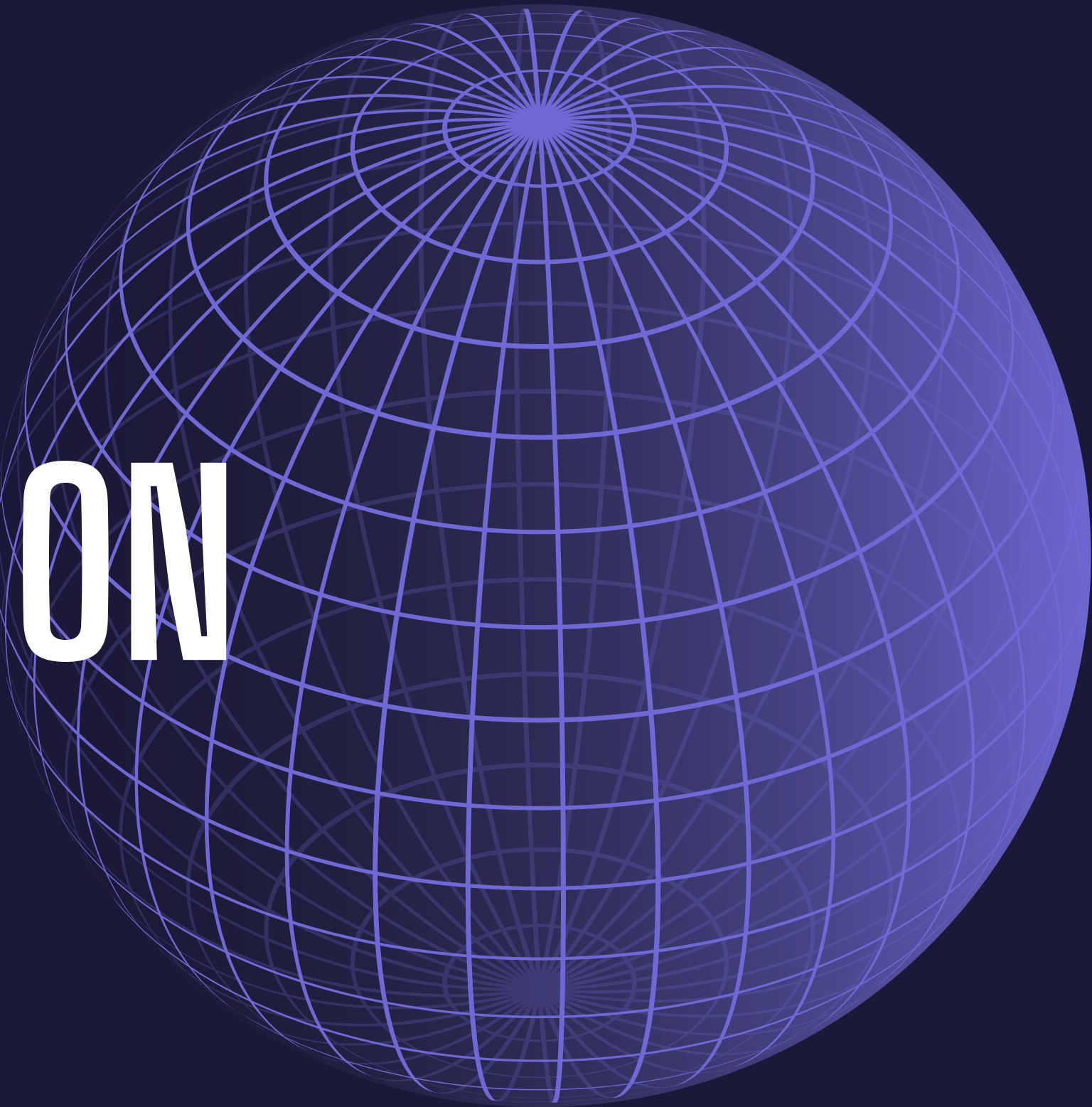
A Tactic turn-based RPG inspired by
Borderlands, Fallout and XCOM



SUMMIT
STUDIOS



INTRODUCTION



ABOUT US

We are Summit Games Studio, a small up-and-coming indie game studio based in Cornwall. Currently developing our debut indie game, “Cosmic Cowboy”

As a very small team, this allows us to be very flexible in terms of scoping, creative direction and development iteration. Our passion is at the centre of this project and we have very high standards and aims for this project.



THE TEAM

003

Although we are currently undergraduates and only a team of 4, we are committed to creating fun, replayable and memorable games. Our small team size has allowed us to adapt to our working environment, forcing us to learn and pick up new skills that are out of our comfort zone. We have also received guidance and advice from professional industry developers.

Jack Mulford - Team leader // Level designer // Social media manager // QA Lead

Blue Probert - Game design // Mechanics design // Voice Actor Director

Ronnie Rawlings - Programming

Felix Klein - Concept art // Animation // Shaders // Character modelling // Art



HOW THE TEAM HAS WORKED

004

The team has worked extremely well, we have at no point experienced crunch, stress or any issues internally with each other. We have managed to avoid all crunch, mainly because of our passion and staying on top of the workload effectively.

We value our communication the most and each member has the same amount of say in different features and development, no one should feel unheard or left out if someone isn't happy with a feature. Furthermore, we work to assess how that feature can further be improved.



TRAILER

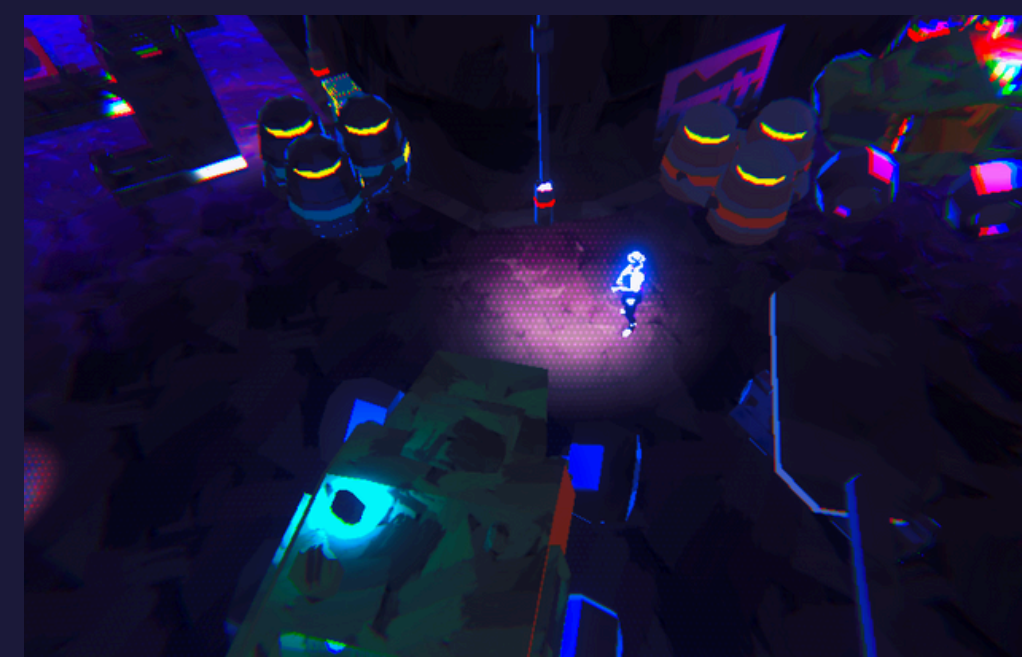
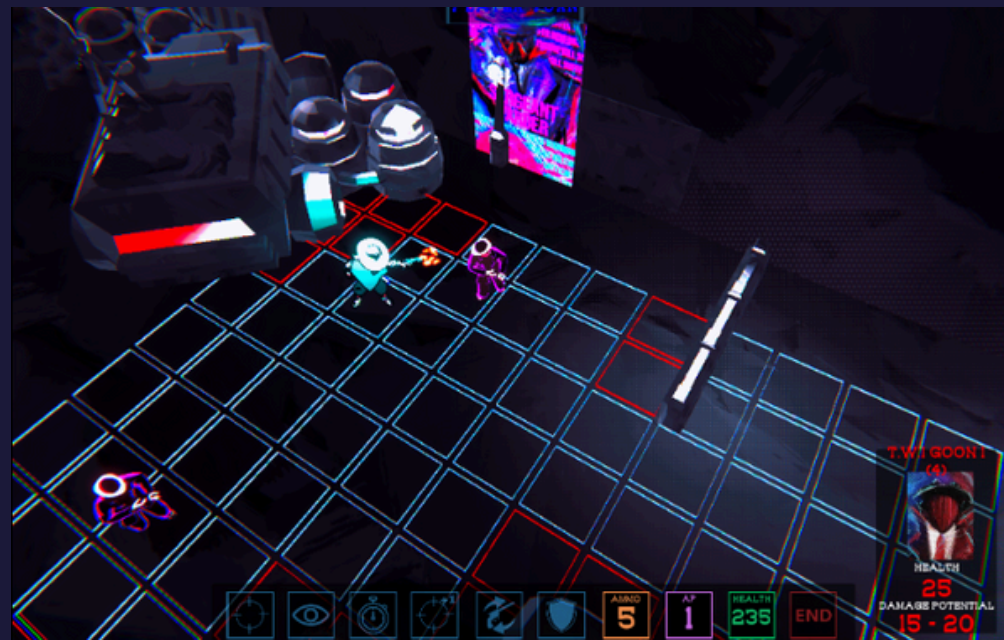
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ELEVATOR PITCH

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Cosmic Cowboy is a tactic turn-based RPG inspired by the original Fallout, Borderlands and XCOM, where the player must navigate the distant planet of Armstrong and its dangerous inhabitants in this character-driven Space Western narrative.



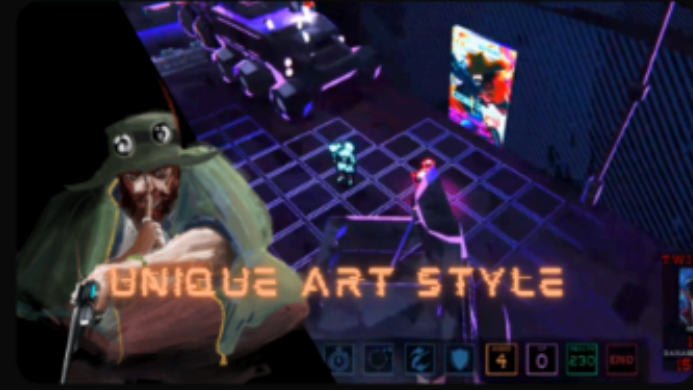
USP

007



Turn Based Strategy

Turn-based combat inspired by the likes of XCOM and the original Fallout, Cosmic Cowboy aims to bring a strategic and thought-provoking twist to this combat genre. With a variety of abilities and enemy types for these mechanics to interact with.



Unique Art Style

Featuring a diverse cast of characters, fully voiced by up-and-coming actors with a range of experiences under their belt, to help bring the world of Cosmic Cowboy to life and to help immerse you fully in this compelling narrative experience.



Customise Skills

Make each play through unique with the choice of customising over 5 different skills and choosing from 3 different classes. Each allowing for every play through to open up different aspects of attack and tactics. With each skill being carefully balanced.



Fully Voiced Dialogue

With a fusion of neon and Western aesthetics, Cosmic Cowboy aims to bring a bold new visual flare to the space-western genre, with a carefully curated appearance, aims to deliver a memorable visual experience.

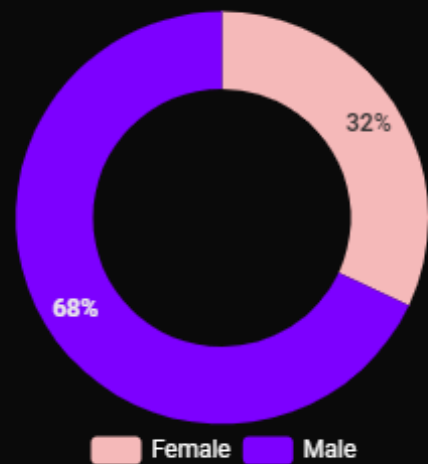
We believe that these 4 key features clearly show our USP, especially with the customising skill aspect as this will help the replayability of the game, encouraging players to have multiple play-throughs with different classes. Many people have also commented on the art style of game, mainly with how aesthetically unique and pleasing/eye-catching it is. Many are immediately drawn into the game when seeing this art style. We have successfully created a fun and engaging blend across multiple games and genres, it is clear where our influence has come from.



TARGET DEMOGRAPHIC

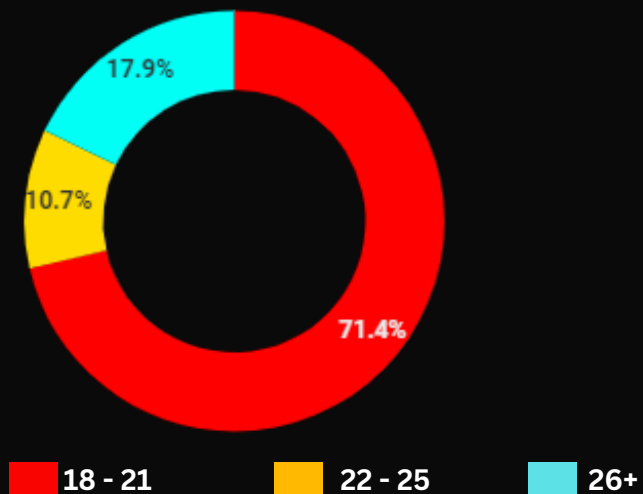
008

by gender



Although gaming has become much more open and inclusive, it appears to remain that those who favour turn based games are predominately male.

by age



It appears to be that Cosmic Cowboy draws in a younger audience of late teens and young adults. This is to be expected due to the action nature of the game, but surprising that older adults aren't as a larger statistic.

These results gathered from our surveys do reflect what the true gaming demographics are for a game of this type.

It is typical to see 60% of a turn-based game player base to be male and within the age range of 18 - 34.

Player demographic:

Those who enjoy turn-based games/strategy games (many have compared to XCOM).

Players who enjoy challenging and hard gameplay.



→ *Please note that although we have mentioned only 2 genders, we are aware that others identify as different genders, this is purely for market research purposes. - Survey conducted with 38 participants.

ROADMAP

009

PROCESS	QUARTER 1				QUARTER 2				QUARTER 3			
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
Pre-development	█											
Development				█								
Design Process	█											
QA testing		█										
Final Implementations									█			
Global Launch											█	



WHAT WE HAVE SO FAR

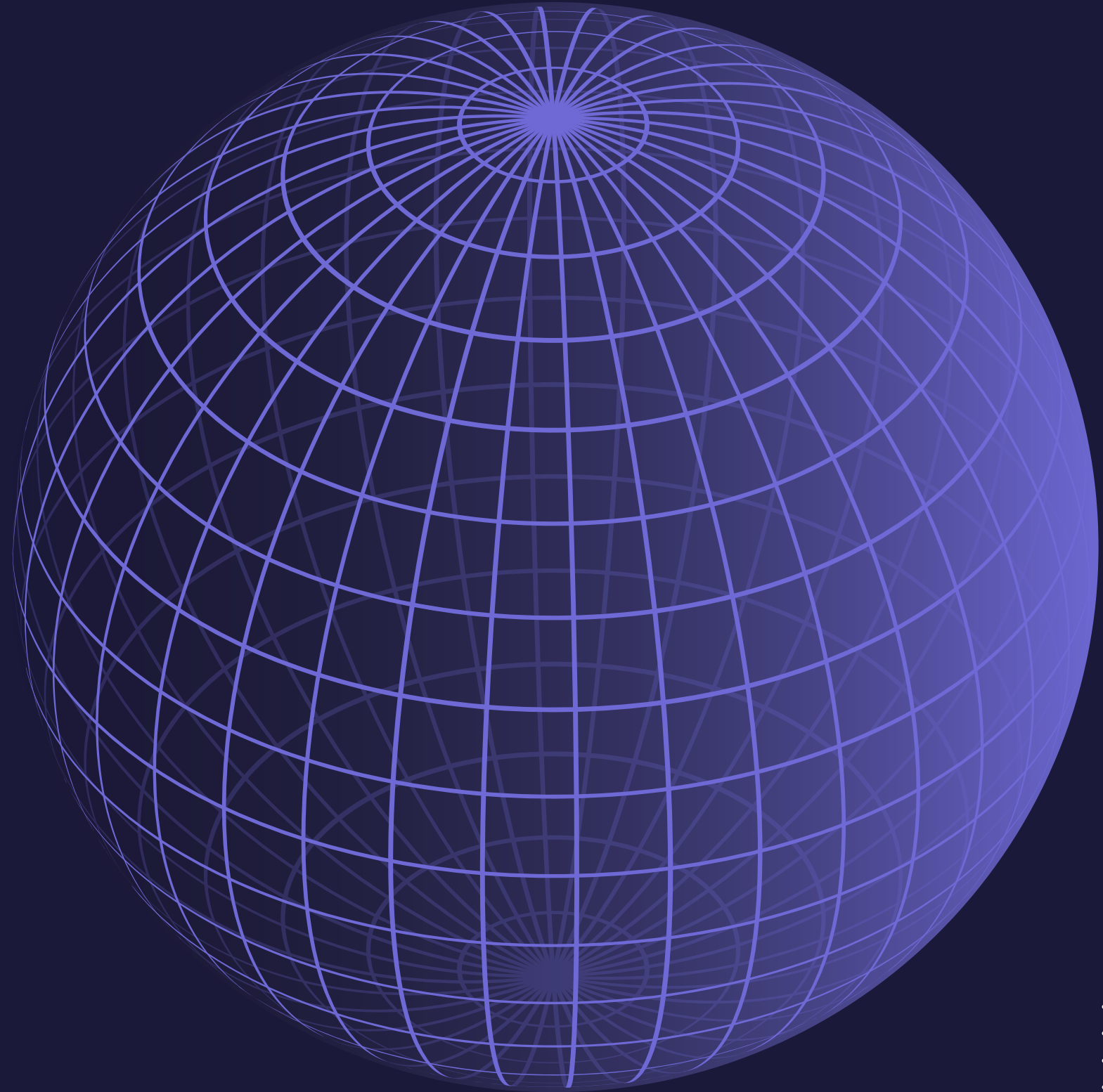
010

- 3 playable levels (each level gets quicker to build now).
- Itch.io page with over 1000 views and over 170 downloads.
- Submissions to the Rookies and Transfuser competitions.
- Small social media presence on both LinkedIn + Instagram.
- Over 100 playtests completed so far.
- Currently on track for a Steam release.
- Gameplay trailer.
- Skill/class customisation system.





MARKET RESEARCH



SIMILAR INDIE GAMES 1/3

012

We have conducted research into similar indie games to see whether our game is a good fit in the market:

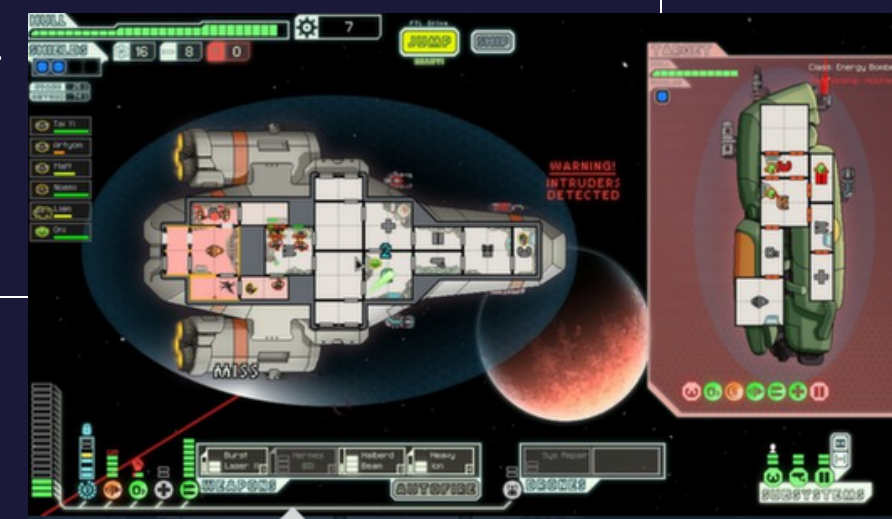
I Am Not A Monster: First Contact (Unknown Indie Game) - A unique theming of 1950s sci-fi, having looked at the game it is clear that from reviews, the game suffered from numerous narrative and balancing issues, with many players finding the lack of checkpoints frustrating.



Into The Breach (Successful Indie Game) - Control powerful mechs from the future to defeat an alien threat. Each attempt to save the world presents a new randomly generated challenge in this turn-based strategy game. Into The Breach brings a fun and engaging formula for a turn-based strategy game. (The successor to FTL).



FTL (Successful Indie Game) - An indie game that blew up in terms of popularity and sales, offering a unique blend of gameplay as well as being accompanied with a superb soundtrack. Known as an immensely successful indie game. This "spaceship simulation roguelikes-like" allows you to take your ship and crew on an adventure through a randomly generated galaxy filled with glory and bitter defeat.



SIMILAR INDIE GAMES 2/3

0013

From the research gathered, gamers appear to enjoy strategy games that have fine-tuned mechanical balancing and typical features from other games (such as fine-tuned checkpoint systems). The lack of these features seems to annoy players. Online marketing also seems to be a large factor, with I Am Not A Monster appearing to be a very well-polished indie game but with a very unknown release/existence.

Name	FTL	Into The Breach	I Am Not A Monster
Sales	3.8 million	485,000	100,000
Revenue	\$22 million	\$5,200,000	£500,000
Steam Rating	Overwhelmingly Positive	Very Positive	Mostly Positive
Dead?	No	No	Yes
Reason?	n/a	n/a	Poor balancing / lack of sales

However, it should be noted that the developers for I am Not A Monster did go one to developer Beholder, a very successful indie game. Going to show that even if your first game is a flop, doesn't mean giving up as the next game could be a hit.

For indie games, social media marketing is one of the strongest ways to gain sales as well as making use of the Steam wish list and sales features.

There is a gap in the market for indie turn-based strategy games.



SIMILAR INDIE GAMES 3/3

0014

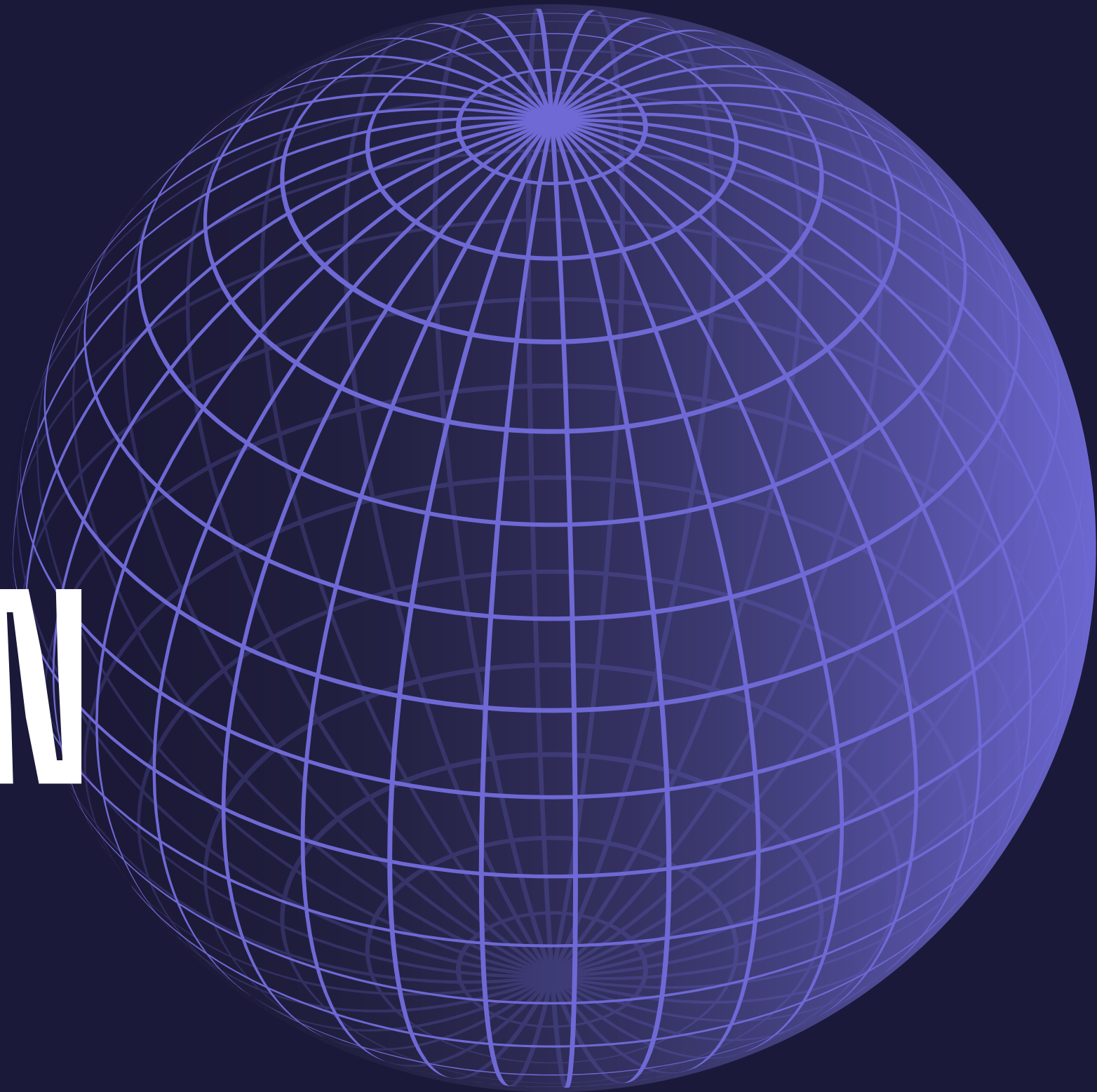
	Steam Rating	Units Sold	Sales
FTL	95.6%	3,800,000	\$22,600,000
Into The Breach	94.7%	485,000	\$5,200,000
I Am Not A Monster	67%	100,000	\$500,000
Battle Brothers	88.3%	421,000	\$9,400,000
Darkest Dungeon	91.6%	4,300,000	\$64,500,000
Bionic Dues	74.4%	252,000	\$1,600,000

We have identified a clear gap in the market as there appears to be a clear lack of any indie turn-based strategy games. If pulled off correctly with social media marketing, this game could generate over £10,000 in sales.





FINANCIAL BREAKDOWN



SALARIES EXPENSES

016

We estimate that we can aim for a full release within 3 months, however we have accounted for 6 and 12 months for a worse case scenario as well as +10% leeway for funds in case of financial struggle.

Salary expenses

Specialism	Yearly Cost	Monthly Cost
Programmer	£25,000	£2,083
Designer (x2)	£24,000 (£48,000)	£2,000 (£4,000)
Artist	£24,000	£2,000
Total	£97,000	£8,100

Development time expenses

Months	Salary	Leeway +10%	Total
3	£24,250	£2,425	£26,675
6	£48,500	£4,850	£53,350
12	£97,000	£9,700	£194,000



ASSET EXPENSES

017

Total = £13,074(excluding steam and Unity Costs (£18,748.40 with Unity costs)).

Name	Type	Cost (Per unit)	Time Permitted
Laptop (x4) - Razor Blade 15	Equipment	£1600 (£6,400)	n/a
Unity	Software	n/a (*£5,774.40 after £100,000 in sales)	1 Year
Blender	Software	n/a	n/a
Asset Pack	Software	£80	n/a
Public Liability Insurance	Office	£250	1 Year
Employer's Liability Insurance (x4)	Office	£61 (£244)	1 Year
Utilities	Office	£1000	1 Year
Office Rent	Office	£4000	1 Year
Voice Actor (x2, x5 days)	Personnel	£100 (£1,000)	24 hours
Steam Page	Software	£100 (Refundable after £1,000 in sales)	



PRODUCTION EXPENSES

018

This is taking all costs in account for (assets, rent, production costs etc...) - Steam also takes a 30% cut of profit - For pricing, we are making it realistic for how much we feel that the game is worth at launch.

Months	Production Cost	Unit Cost	Steam Cut	Actual Revenue	Units To sell
3	£39,749	£9.99	-£2.99	£7	5,678
6	£66,424	£9.99	-£2.99	£7	9,489
12	£212,748.40	£9.99	-£2.99	£7	30,393

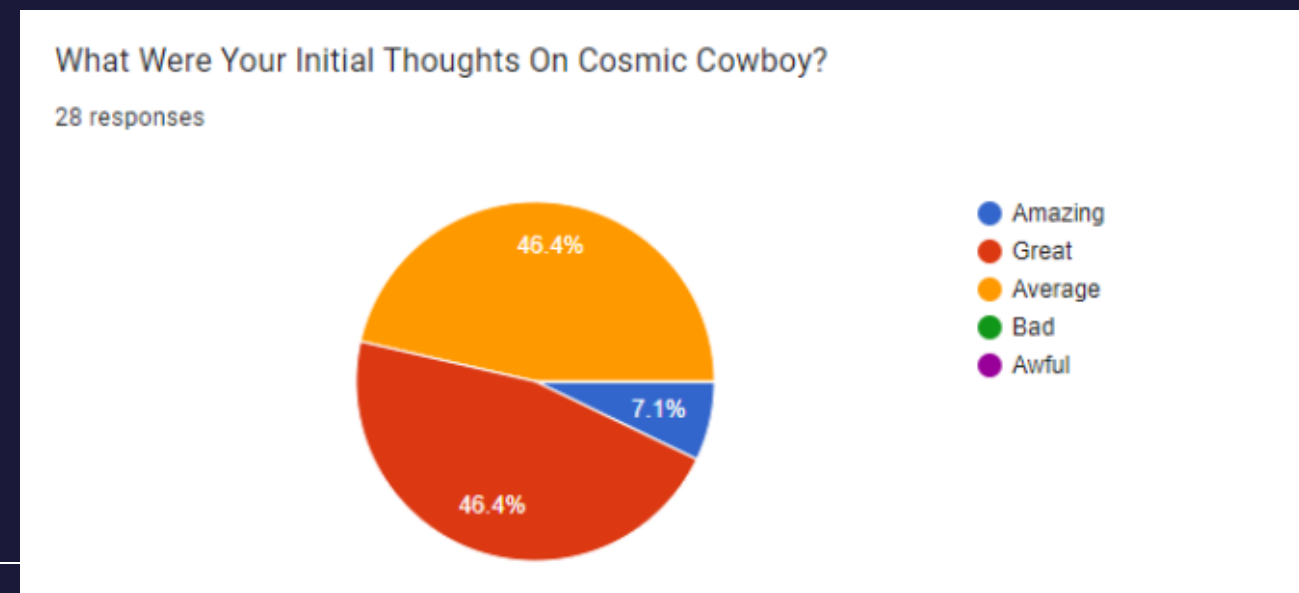
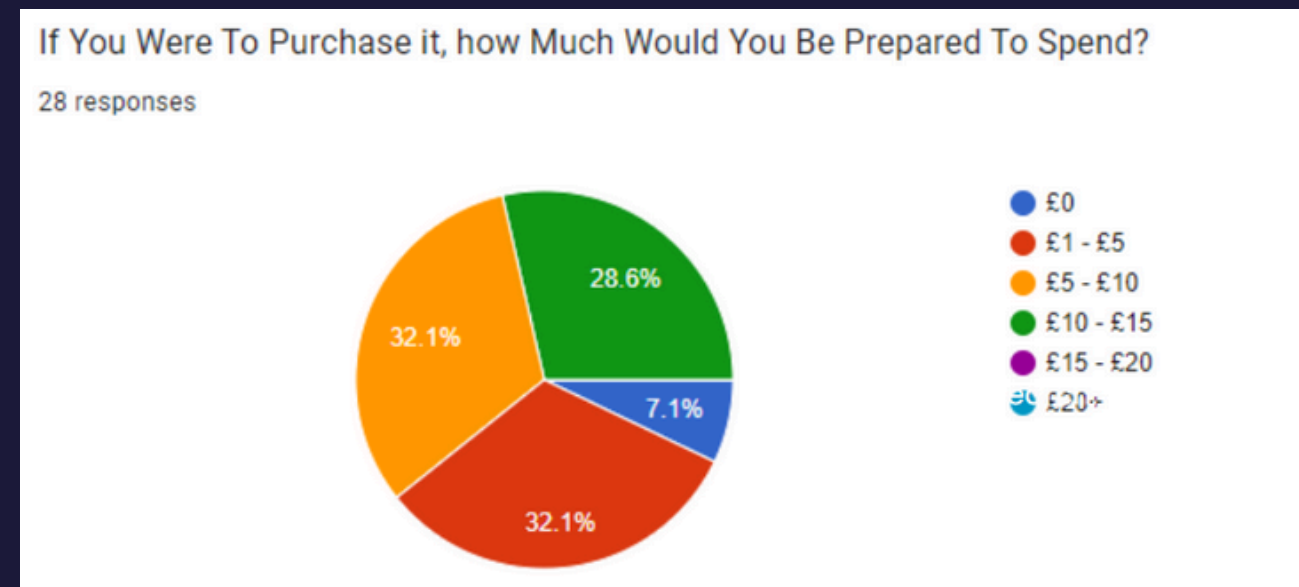
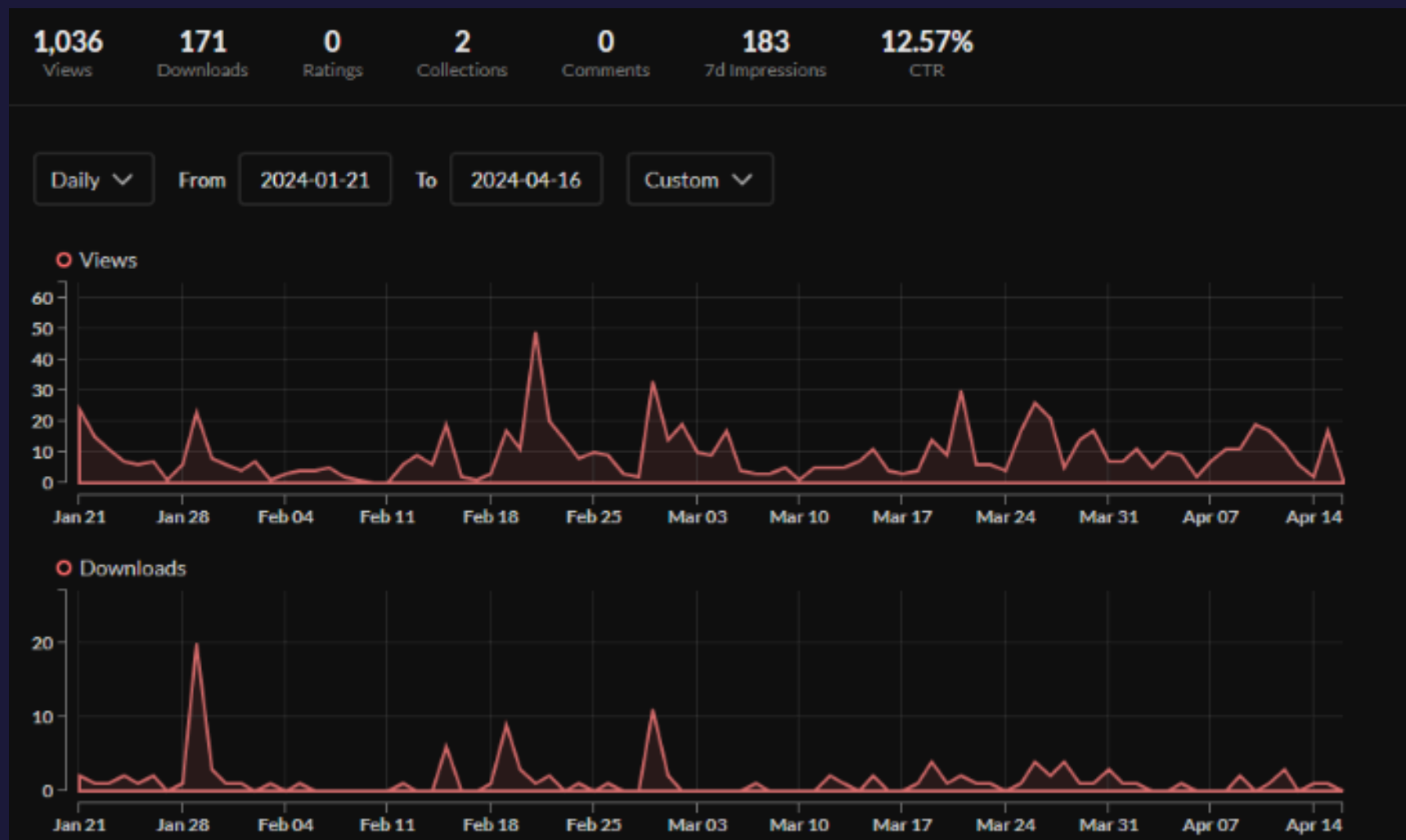
From user research, we have discovered that the audience will pay for the game. This has helped to form a general price guideline, where we feel that a price of around £9.99 is fair. (However, this may change during development).



REVENUE PROJECTION

0019

This graph shows our natural growth on itch.io, within 4 months we have achieved over 1000 views and 170 downloads. It is clear that there is a demand for indie turn-based games, even with our research, we struggled to find indie games that had turn-based gameplay. Having also spoken with many members of the public as well as some industry professionals. When conducting user research, we found that over 50% of participants thought that the game was seen as “Great” or above, which is very encouraging to see.



MONETISATION STRATEGY

020


Steam Sales

Having a full release on Steam will allow for our game to be more accessible for the wider community as well as easier to promote and market. Also provides a way for us to gain an income with the game.

Kick-Starter Funds

By incorporating a Kick-Starter fund with our social media campaign, this will allow us to gain start up funds / will further help develop the game as well as to help to slowly build a bigger community.

Cosmic Cowboy - A Tactics Turn-Based Space-Western
A tactic turn-based RPG inspired by the original Fallout, Borderlands and XCOM.



£530
pledged of £500 goal

15
backers

46
days to go

[Back this project](#)

Remind me

[f](#) [t](#) [e](#) [c](#)

All or nothing. This project will only be funded if it reaches its goal by Tue, June 18 2024 1:34 PM BST.

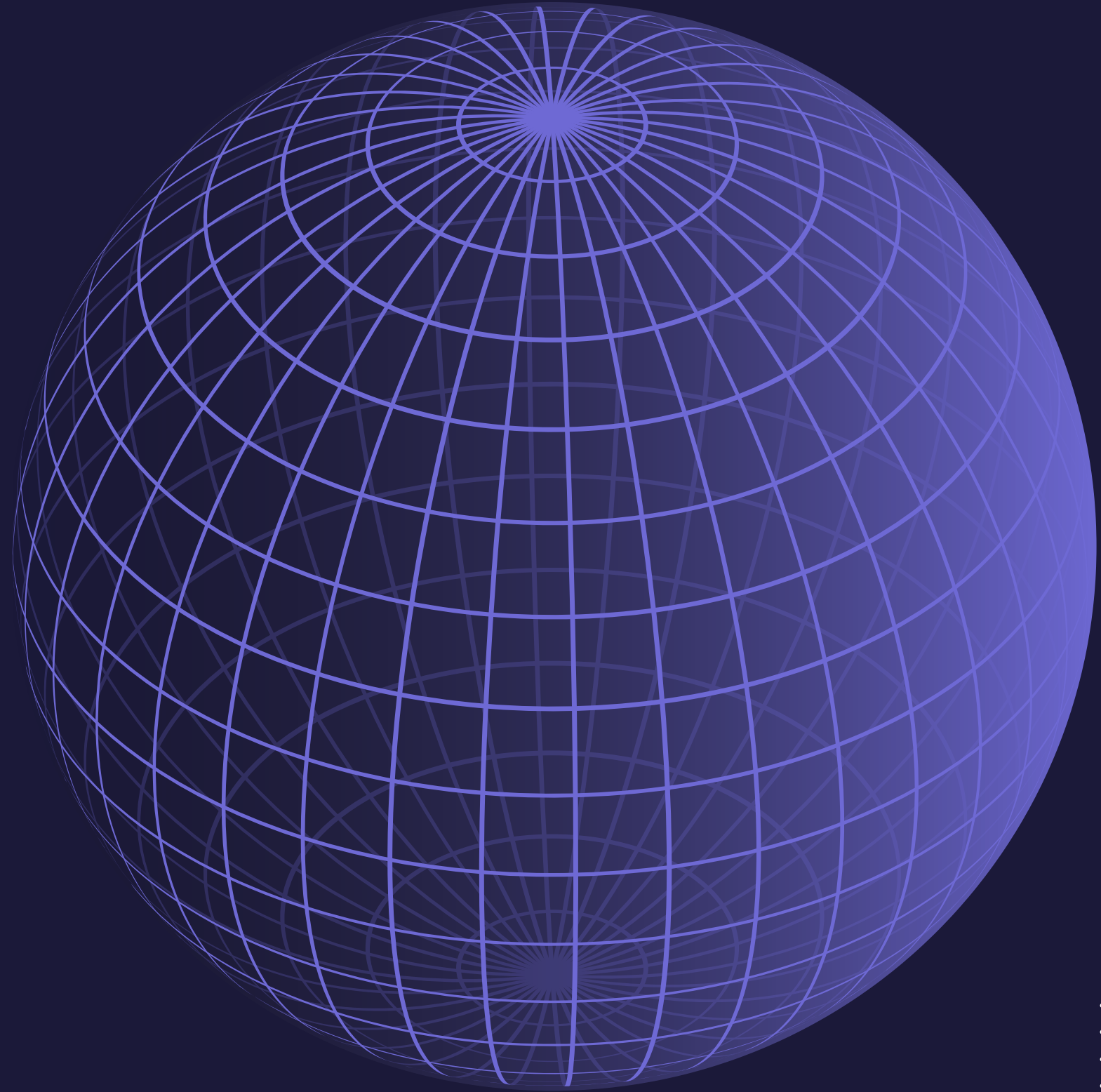
Video Games Penryn, UK

We have organised 2 key ways for us to gain finances. Kickstarter will be the most crucial to start with during development. Steam becoming crucial in sharing and selling the final release of the game.





PUBLIC PRESENCE



021



REVIEWS 1/2

022

Don't take our word for it, here's what some playtesters have had to say:

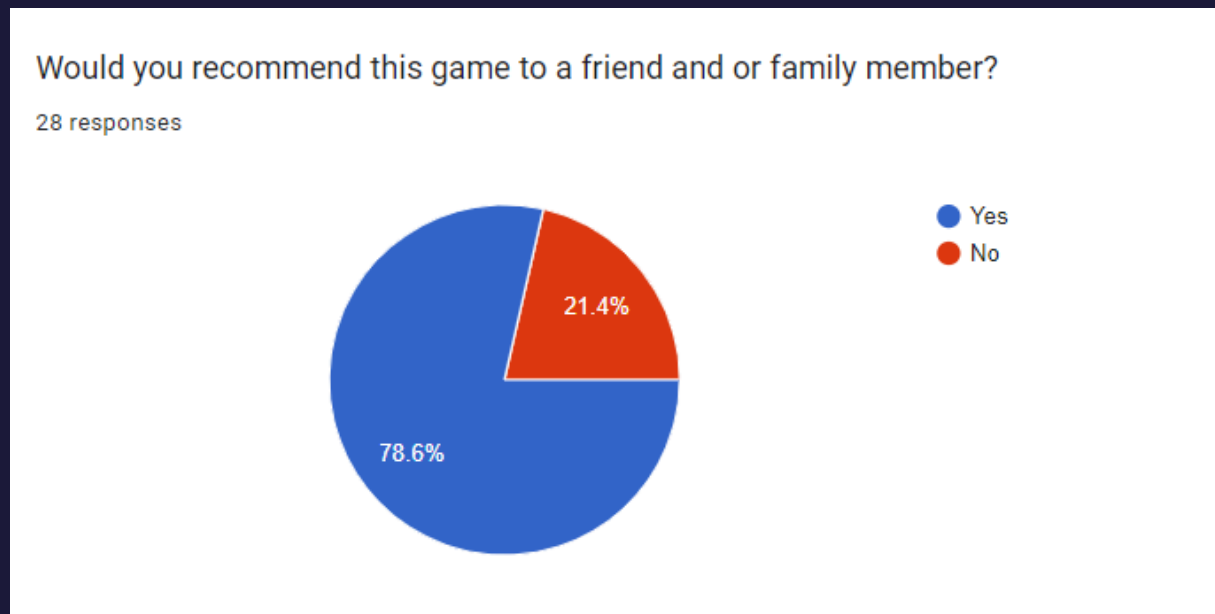
- "Solid Demo, nice work" - Jake Aron Lawson.
- "It's fun! Looking forward to seeing it after more development" - Adam Charrot.
- "Thanks for letting me try the game! It's looking really neat!" - Hedda Kalvo.
- "Great work, can't wait to see more!" - Thomas Hall.

It is clear that a lot of individuals are very impressed with the game so far, many were even surprised to hear the size of the dev team being only 4 with 5 months of development time (at the time of talking to them).

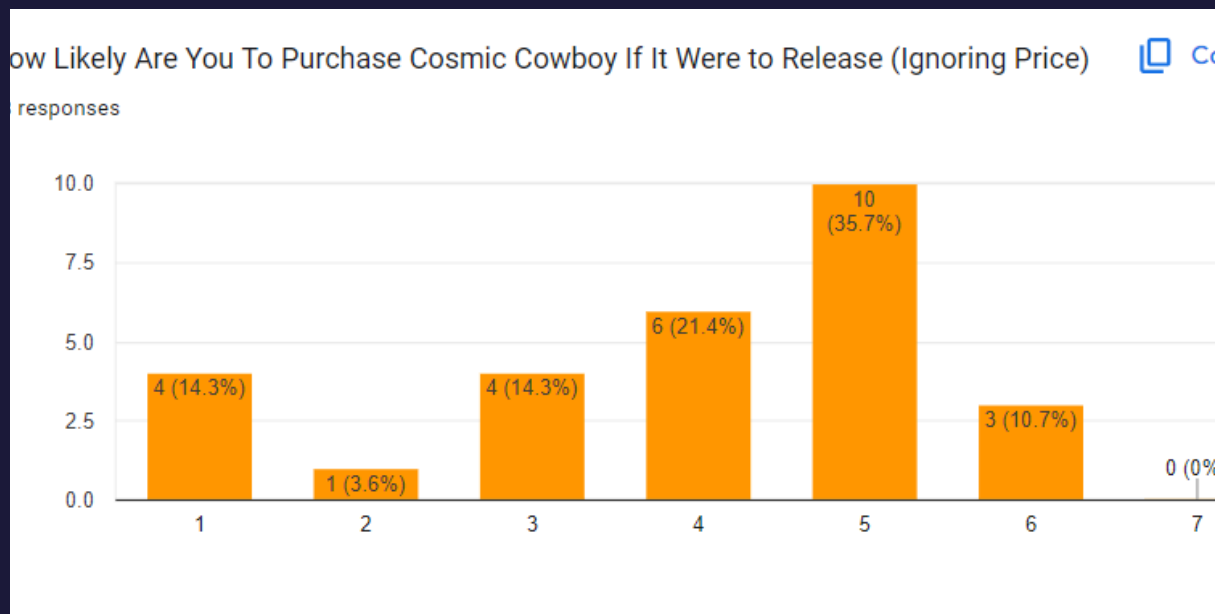


REVIEWS 2/2

023



Upon further user surveying, we found that a large majority of users would in fact recommend the game to a friend or family member.



This will prove to be very beneficial when launching the game, allowing word of mouth to also allow the game to gain sales.

A large majority would also consider purchasing the game as well.

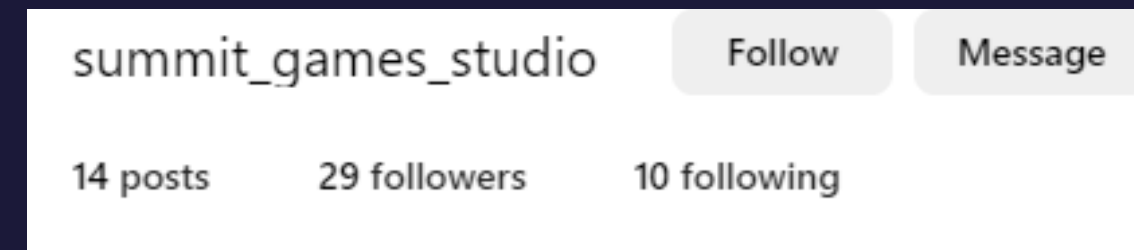


SOCIAL MEDIA

024

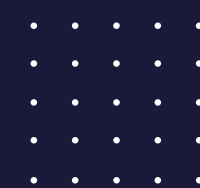


Analytics ⓘ	
Last 30 day activity	
159	▲ 33.6%
Search appearances	
Last 7 days	
<hr/>	
490	▲ 308.3%
Unique visitors	
<hr/>	
594	▲ 942.1%
New followers	
Invite connections to follow	
<hr/>	
2.8K	▲ 242.8%
Post impressions	
Start a post	



We have recently been expanding our social media presence, we have seen steady amounts of growth on our LinkedIn page and very small amounts of growth on our Instagram. This is mainly because advertising on social media takes a long time and we would rather keep the developers on developing the game.

When we announce the launch date publicly, only then will we expand our social media advertising and presence. But for not much effort right now we have made a solid start.



INSOMNIA GAMING EVENT

025

We were invited to the UK's largest gaming event, Insomnia (I72), where we showcased our game alongside industry level games (Alien Hominid)

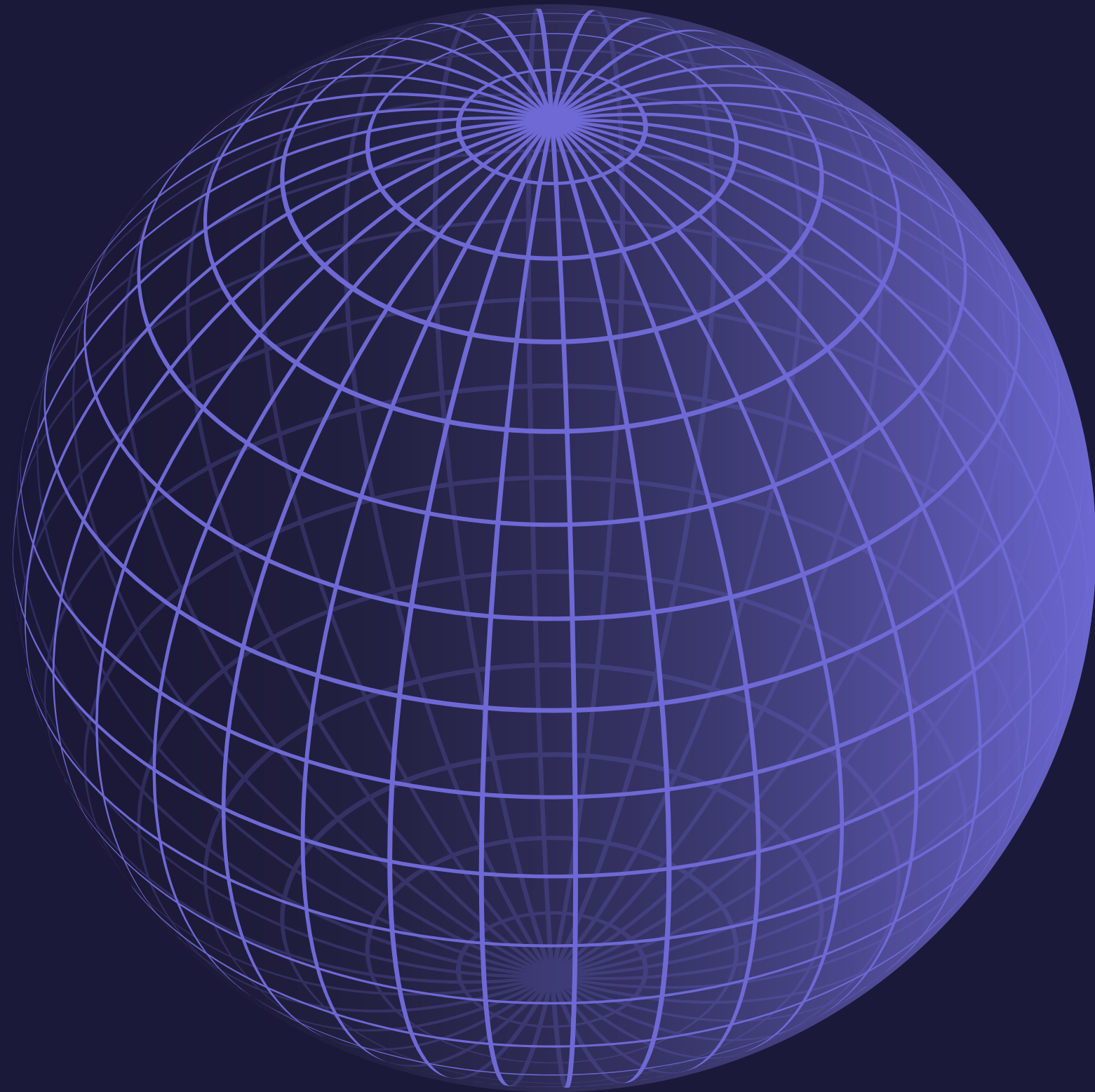
Here are some highlights:

- Personally spoke to over 400 attendees across 3 days.
- Conducted over 90 playtest sessions with attendees.
- Had 2 magazines, 1 YouTube channel and 1 Twitch streamer play.
- Was invited to come back again for I73.
- Gained valuable experience in talking to the public and presenting our game confidently and professionally.





FUTURE PLANS



THE FUTURE

027

We aim for a full Steam release on Friday, 13th September 2024.

A social media campaign will be conducted to gain traction online and gain wish lists on Steam. We'll also be looking at starting a Kickstarter funding page to help fund further development of the game / gain more wish lists on Steam and expand our social media presence.

We've applied to competitions such as The Rookies and Tranzfuser, success in either will allow for our game to gain a larger social reach within the gaming community and with Tranzfuser. Allowing us to secure more funding for the future via the UK Games Fund. We are very confident in our ability to far with these competitions.





Any Questions?

Thank you for listening



**SUMMIT
STUDIOS**