

Tranq Garden

Tranq Garden is a 3d First Person Shooter

Set on a futuristic, high tech Lunar Green house,
that has become infested with huge bugs

Out player flies around on a Jet Pac in 3d space,
to eliminate the bugs with bug spray

The Player will also have to solve problems, to
unlock solutions to complete levels.

Dark FPS

Problem : War & Combat environments

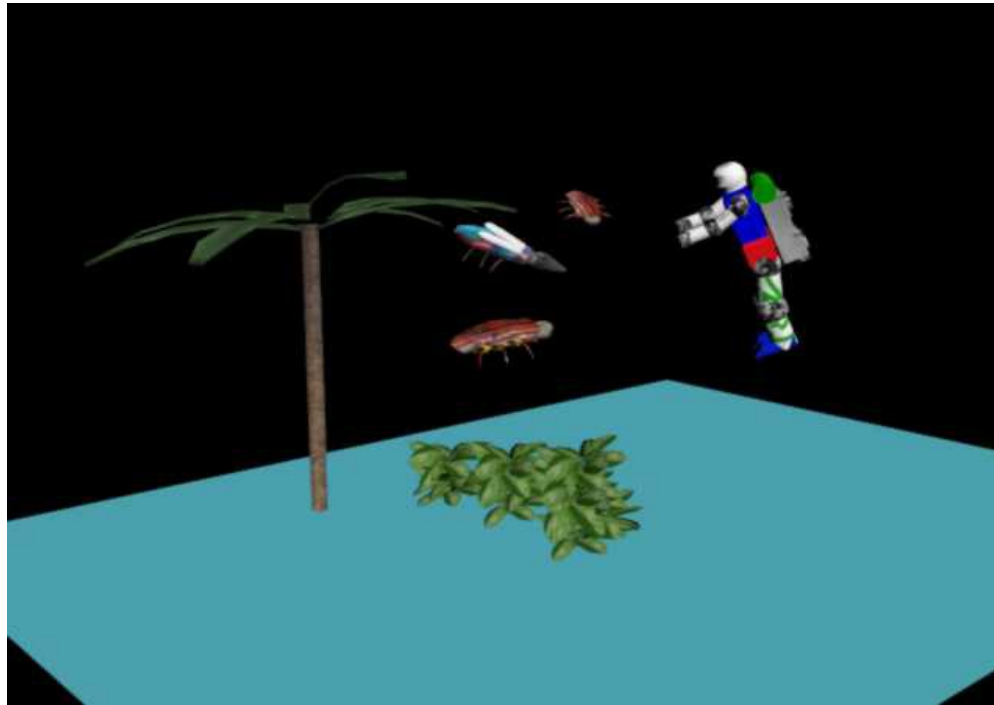
Dark spooky/scary environments.

- They tend to be testosterone filled murder fests
- Focus on getting bigger weapons
- Do not have a universal appeal

Appealing Environments

- Solution : Tranq Garden will be bright colourful, keeping ALL of the best parts of Traditional FPS, just with a more universal appeal
- Intelligent opponents in a stunning, bright and pleasing environment
- Futuristic and imaginative place to be with a background in Bio Awareness
- Introduce a new generation of gamers.

A little like this



Market Size

- The console market is expect to fall from 18 billion to 11 billion by 2014
- Over 100million play on social networks
- 61% Facebook 17 Google +
- 54% Male 46% Female.

- Red Crucible , Day X, Uber Strike 1+ million likes each

Revenue Streams

- **Direct**
- Pay to play additional levels & purchase items.
- Subscriptions : access to additional levels and items for a small monthly fee.
- Merchandise
- **Indirect**
- Ad Revenue

Revenue Streams

- **Direct**
- Pay to play additional levels & purchase items.
- Subscriptions : access to additional levels and items for a small monthly fee.
- App Sales
- Merchandise
- **Indirect**
- Ad Revenue

Advantages

- Only 3d game using 'Jetpac Technology'
- ie... we go “up too, not just forward”
-
- Playable online, and downloadable versions.
- No similar competition at this time.

Competition

- 3d Facebook Games
- Red Crucible 2 /Uberstrike MMOs

Standard FPS's , Dark Violent , Get ass kicked by other players.

-
- Many 2d Jetpac games of varying quality, most are poor, sub -Atari level

Marketing Plan

- Facebook Ad campaigns
- Gaming Network Promotions
- Website SEO and Google/Yahoo Ads
- Youtube video ads/trailers.
-

Team

- Highly Specialised Professionals
- Darren 15 years games programming
- Oisín PhD Animation, consultant to Nick Park
- Seán 3dMax Specialist and Animator
- Danny 3dMax and Mudbox Specialist
- Lee 3d Max Specialist
- Ed Award Winning editor and Marketing guru

Milestones

- September 100,000 likes on Facebook
- Jan 2014 500,000 likes & webpage hits
- \$25,000 revenue

- June 750,000 , & \$50,000

- June 2015 1.3Million & \$80,000