



nine tail
studios™



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Overview

Apocalypse Courier is a new, fun and intense rolling turret defence experience built for addictive F2P mobile and tablet gameplay. Defend your rig & cargo by controlling turrets to target & destroy a wide variety of challenging enemies. Become the toughest, fastest, biggest-hauling courier in the Wastelands!



- Free-to-Play turret defence action for mobile & tablets
- Build & upgrade a fleet of turret-defended big rigs
- Share, play with and compete against friends
- Monetization fueled by wicked upgrades, useful consumables & intense challenges

Drive

Defend

Deliver

Nine Tail Studios

Shipped our first original IP title for iOS!



“...an enjoyable arcade romp with a light strategic twist.” – Pocket Gamer UK

Creative Team

Founded by industry veterans, Nine Tail Studios opened in 2011 with a focus on making high-quality games targeting midcore audiences on tablet & mobile platforms.



Brent Disbrow: Director of Design, CEO – over the past 16 years, has created, designed, directed and produced titles over a wide range of genres and platforms with companies such as Electronic Arts, High Moon Studios and Smoking Gun. Game highlights include Monsters Rising, 20,000 Leaks (Kinect Adventures, The Bourne Conspiracy, Darkwatch and the FIFA franchise.

Terry Chui: Chief Visual Officer – with a traditional background in graphic design and illustration, Terry has spent the last 18 years in the games industry as a Lead Artist, Art Director and Creative director at Electronic Arts. His diverse background has allowed him to work in a variety of game genres and platforms including PC, console, handheld, and mobile. Game highlights include Monsters Rising, the EA Sports Active franchise, Need for Speed franchise, EA Playground, Medal of Honor, SSX and numerous EA Sports franchises.



Key Features

- Simple, easy-to-pickup touch controls get players into the action quickly!
- Dynamic camera constantly moves to focus on the action and cuts to focus on key action sequences like Boarder Repelling
- Engage in a highly replayable 25 mission campaign through the Wasteland
 - New mission drops to come regularly post-launch
- Purchase and upgrade 4 classes of trucks and 5 different trailers
- Select from 7+ **turret** types – upgrade them & survive longer!
 - Unique modules can be used to further customize turrets
- Three currencies enhance monetization – **Gas, Funds & Reputation**
- End of mission wagers & Gacha collectibles
- Multiplayer modes include **Resource Sharing, Co-op play & Asynchronous Competitive play**



Comparables



Fieldrunners franchise
Release: Nov 2008
Downloads: 6+ mln (paid)



Plants vs Zombies 2
Release: July 2013
Downloads: 25+ mln



Death Rally
Release: May 2012
Downloads: 10+ mln (paid)



Smash Bandits
Release: May 2012
Downloads: 3+ mln



Dodonpachi franchise
Release: Aug 2010
Downloads: 650k

Target Audience

Target Audience:

- Tower Defence fans looking for something different
- Players looking for a quick top-down shooter fix
- Fans of combat action racing
- Mad Max film series fans

Target Demographics:

- Wide appeal for males
- Globally attractive
- Primary: 10-25 yrs
- Tower defence fans range from 10-45yrs!

Target Platforms:

- iOS 7 and higher
- iPhone 4s, 5, 5s
- iPads 2, 3, 4, Air; iPad Minis
- Android (platforms TBD)



Gameplay Pillars

INTENSE DEFENCE

TAP, HOLD, SWIPE

PLAY TOGETHER

SHARE, PLAY CO-OP,
COMPETE

BUILD THE FLEET

BUY, UPGRADE, BOOST

DELIVER FOREVER

MODULAR COURSES,
PROCEDURALLY
ASSEMBLED

Gameplay Modes

Singleplayer Campaign:

- Play through a map that has 50 missions spread through three areas of the Wasteland
- Each area introduces new enemies, new environment features and more challenge
- Progress to unlock new equipment and missions

Multiplayer Modes:

- Three modes of social play:
 - **Share** gas, turrets and tanks to gain Funds & Reputation
 - **Play co-operatively** on challenging missions & coordinate positioning & defence on the fly
 - **Compete** against friends' challenges to earn Funds, Reputation & dominate Leaderboards

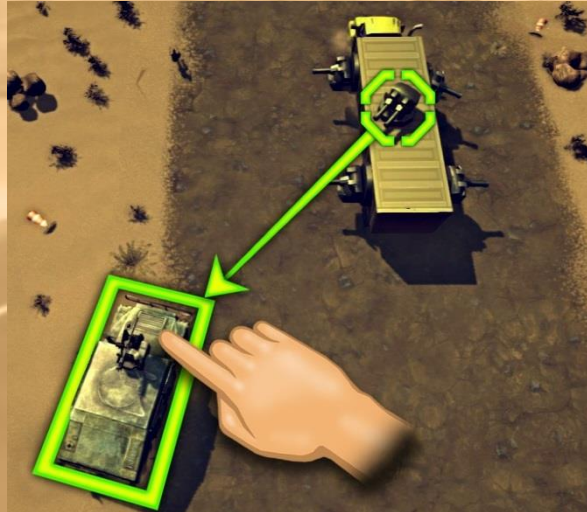
Endless Courier Mode:

- With procedural assembly, a survival mode is planned for future release



Controls

As the primary activity in mission, players **target** enemies with tap-drag (or, with upgraded turrets, hold-to-charge, then swipe). Once targeted, the turrets attack until the target is **destroyed**. Target a single enemy with multiple turrets to destroy it faster!



Movement control is tap-to-go – your rig moves between pre-set lanes, avoiding obstacles and menacing enemies.

Controls

Players must **Repel Boarders** before they disable turrets & weaken your rig!
Boarders are dropped off by quick (or tough!) enemy vehicles – unless you destroy them!



Boarders will jump from vehicles – players must deal with them quickly!



Rapidly Tap on boarder to weaken their grip.



Tap on their hand to drop them or the **grenade** to prevent turret damage!

Visual References



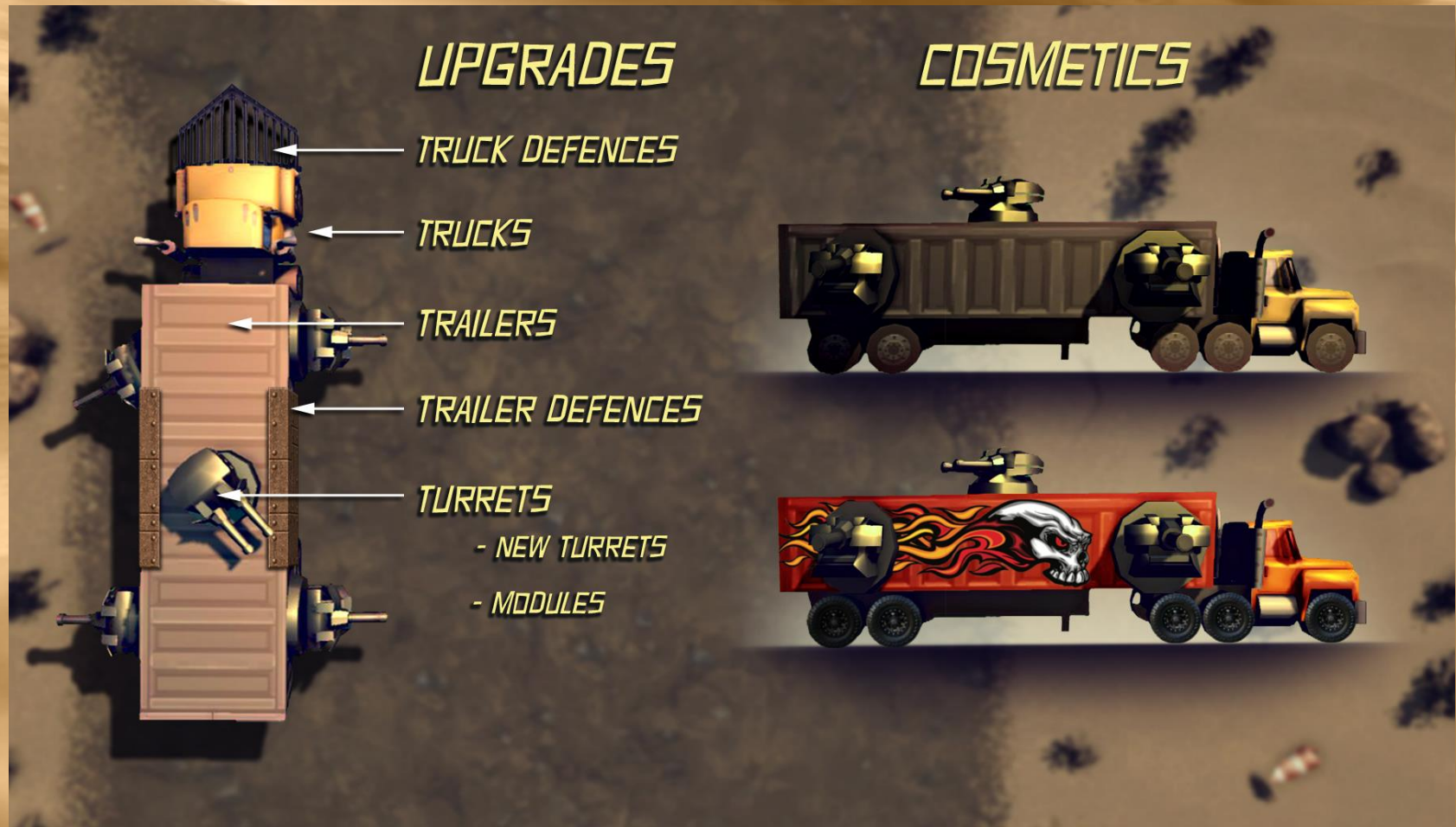
Play Flow



Core Game Economy



Permanent Upgrades



Upgrades are unlocked via Progression through the missions. They are purchased via Funds & Reputation in the Store.

Consumable Boosts



Score Doubler

Boosts your mission score and helps you earn Funds faster!



Heavy Damage

Increases the damage of your turrets dramatically!



Mobile Repair

Use it when you need it to repair up to 50% of damage suffered.



Air Strike

Expensive but when it's needed, it's very welcome!



Hardened Shields

Improve armouring with a special coating that reduces bullet damage.



Reflective Armour

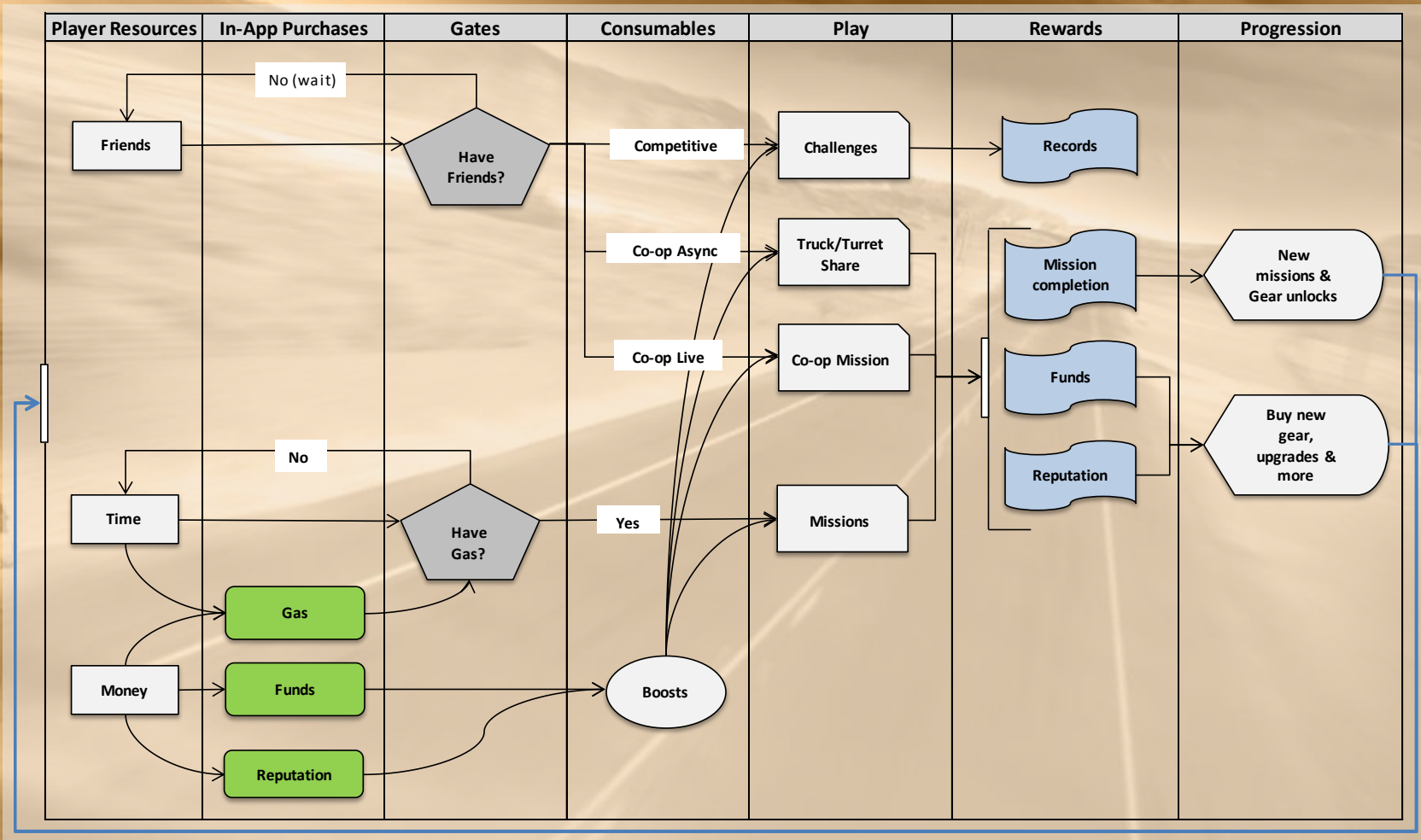
Bullets are deadlier for the shooter with this rare, hard-to-find armour.

Monetization Design

Apocalypse Courier has been designed with a focus on combining compelling action shooting gameplay with proven F2P monetization mechanics.

- Increasingly **challenging** missions & enemies make new equipment, upgrades and boosts necessary to advance
- **Progression** through the map unlocks new equipment & new missions
- **Gas** (throttle) controls how many missions can be done in a given session
- **Funds** (soft) purchase new equipment & boosts or upgrade existing equipment
- **Reputation** (hard) gates access to new areas & additional equipment unlocks
- **Gacha** collectibles & customization options let players make these rigs their own
- End-of-mission **Wagers** (dice-rolls) let players boost their returns, earn new equipment or complete **Gacha** collectibles
- **Share** gas or equipment with friends for big returns!

Monetization Loop



Project Budget

Positions	Pre-Prod	MVP Development			
	Month 1	Month 2	Month 3	Month 4	
1 Design Director	4	9	11.5	10.5	
2 Art Director	\$28,800.00	\$64,800.00	\$82,800.00	\$75,600.00	
3 Producer					
4 Lead Programmer					
	MVP Development		Beta	Soft-Launch	
5 Programmer	Month 5	Month 6	Month 7	Month 8	
6 Programmer	11	12.5	10	9	
7 Programmer	\$79,200.00	\$90,000.00	\$72,000.00	\$64,800.00	
8 Artist					
9 Artist					
10 Concept/Animator	Post-Launch Content/Support				
11 Design/Metrics Analyst	Month 9	Month 10	Month 11		
12 Audio	4.75	4.75	4.75		
13 QA Specialist	\$34,200.00	\$34,200.00	\$34,200.00		
	MVP Total Cost (incl Beta):				\$493,200.00
	Soft-Launch Total Cost:				\$64,800.00
	Post-Launch Total Cost:				\$102,600.00
	Total Project Cost*:				\$660,600.00

*Does not include potential external costs, which may include: localization, server costs.

Apocalypse Courier

Drive

Defend

Deliver

Genre	<i>F2P Action-Defence</i>
Platforms	<i>iOS & Android mobile and tablets</i>
Players	<i>1-2 with singleplayer & multiplayer modes</i>
Audience	<i>Casual strategy gamers; core gameplay fans - worldwide</i>
Technology	<i>Unity 3D</i>
Pitch	<i>Become the best big rig courier in the Wasteland, delivering the cargoes nobody else can and building up a fleet of trucks! Buy, upgrade & customize your rigs. Play the expandable single-player campaign, cooperatively or competitively with friends.</i>
Monetization	<i>Free-to-play with extensive DLC & IAP opportunities</i>

Contacts

We are looking for **Publishing Partners** to help us bring this exciting new tower defence concept to market!

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