

*Coffee
Stain*

X

SUBSCRIBE 
& PUNCH 

Overview of the game, its production,
audience and publishing deal proposition



XBOX ONE

SUBSCRIBE & PUNCH

CLICK TO GO TO THE PAGES*

INTRODUCTION

→ TL;DR	4
More about the game	5
More about the team	10

PRODUCTION

Scope Overview	44
----------------	----

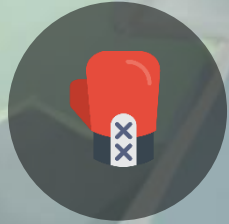
BUSINESS

Audience Study	15
Sales estimate & Strategy	38

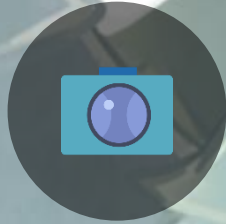
PROPOSITION

Publishing Deal	53
-----------------	----

* Might not work if you printed the document, contact your administrator



**Versus
fighting game**



2D side-view



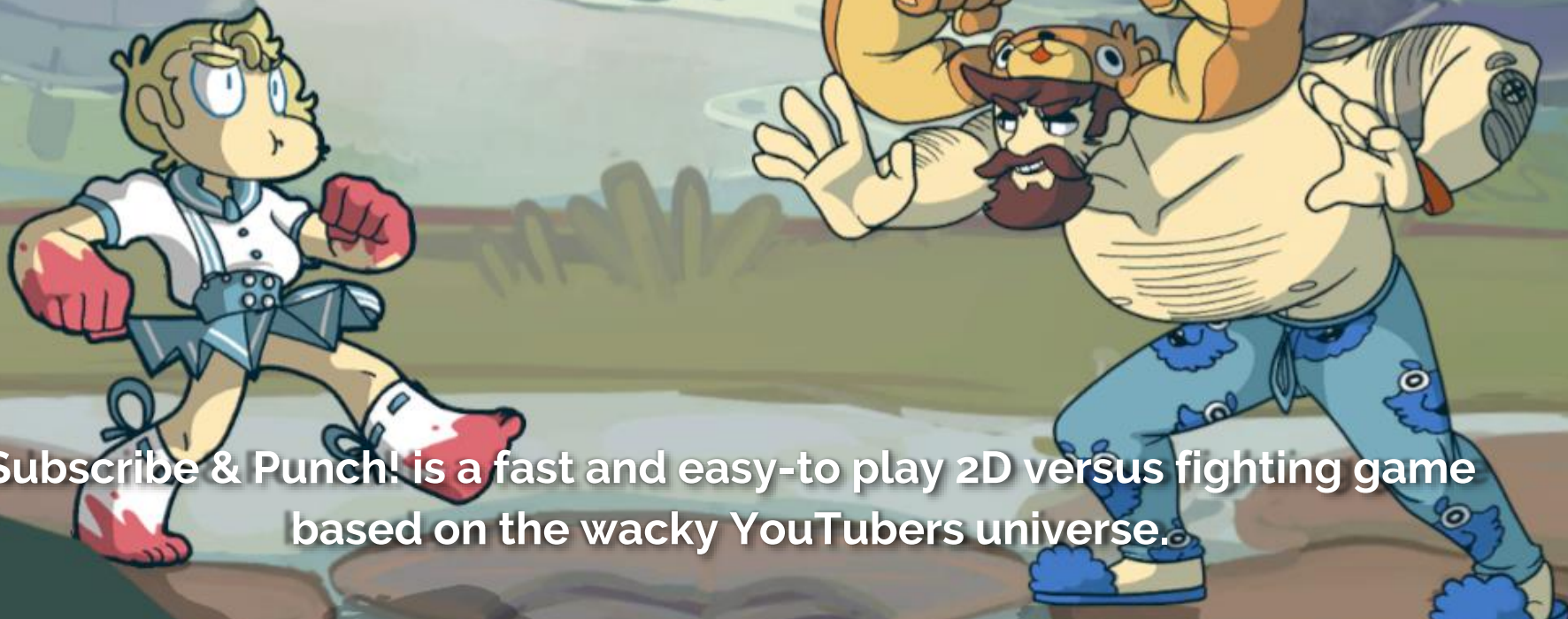
**Solo vs AI
& Multiplayer
1v1**



**Targeting
YouTubers'
fanbase**



**Frame-per-frame
Family friendly**



**Subscribe & Punch! is a fast and easy-to play 2D versus fighting game
based on the wacky YouTubers universe.**

TL;DR



Wacky accessible
fighting game



Cartoonish & Stylized
Art style



140K€ ~ 1,4M SEK budget



Release on **Steam, XBOX One, PS4,**
Switch in Summer **2019**



8 characters,
Online multiplayer,
Story & arcade mode



120,000 to 150,000
expected sales

THE GAME

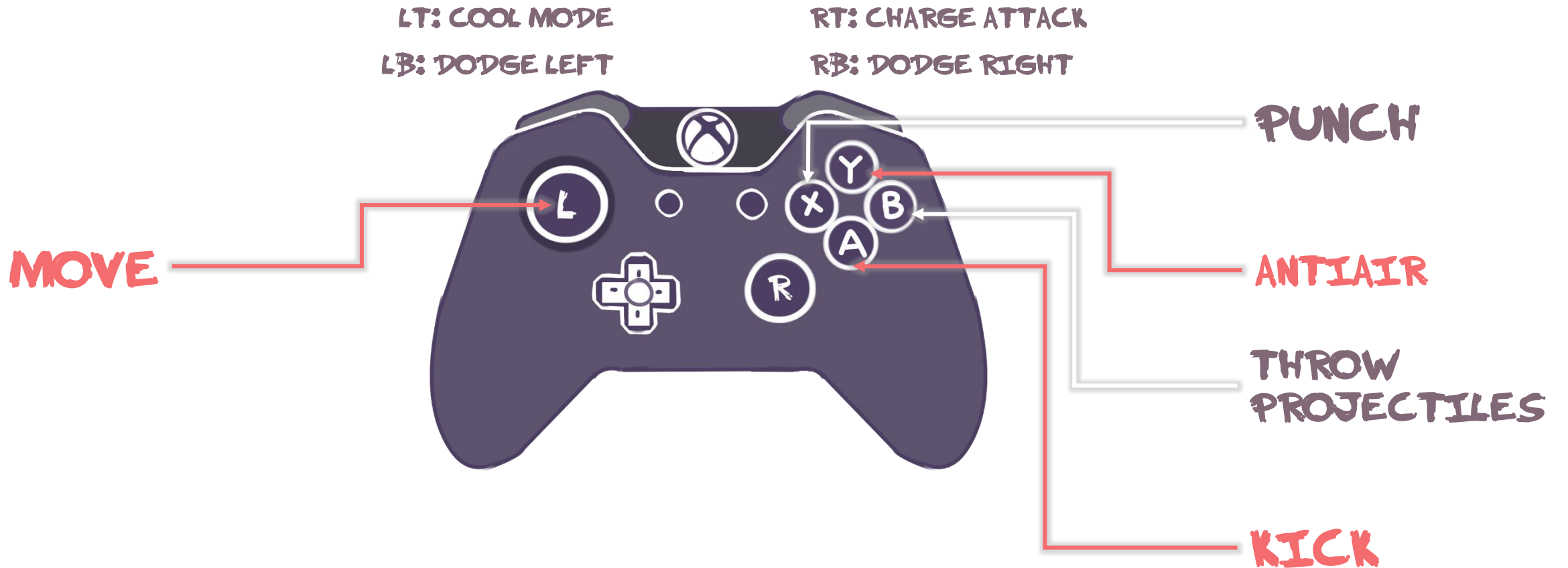
Gameplay

While our game systems are based on 2D-fighters and the depth that comes with, we made the **gameplay accessible and fast-to-learn, meant to be played by everyone.**

The game is designed to be a casual-grade fighter, proposing **funny situations around our characters** more than focusing on a “competitive” point of view.

THE GAME

Controls



THE GAME

Gameplay

HEALTH

STAMINA

- Breaks the opponent's guard when empty

COOLNESS

- Used to perform the powerful **Coolness Attacks**
- Earned by damaging the opponent



THE GAME

Characters

Subscribe & Punch! characters are a parody of famous YouTubers and are inspired by their content. Before starting working on a character, we make sure that the Youtubers are opened to appear in the game.



COMMUNITY

Subscribe & Punch! is a game made **by fans for the fans.**

Our community is very reactive to our content and loves interacting with our community events.

We have a close relation with them during the whole development.



In this event you can add your own comment & video title to appear in game

HOW DID THE PROJECT START?



Once upon a time, Célia, more known as Cheapcookiez, started drawing her favorite youtubers in her awesome art style.

Gaining recognition, she later associated with Tom Kurcz.

Meanwhile, they won together the Microsoft Imagine Cup France 2017 silver medal and are now founding their own company: [Hashie Games](#).



HOW DID THE PROJECT START?

During *Subscribe & Punch!*'s development, *Hashieve* has been joined by awesome artists!

Our animators work at *TopDraw* on cartoons such as **Tom & Jerry Show** or **My Little Pony the Movie**.



HOW DID THE PROJECT START?

After **they gathered a team of talented artists** from all around the world, the team proudly launched its Steam Greenlight campaign and **received overwhelming support from their community.**

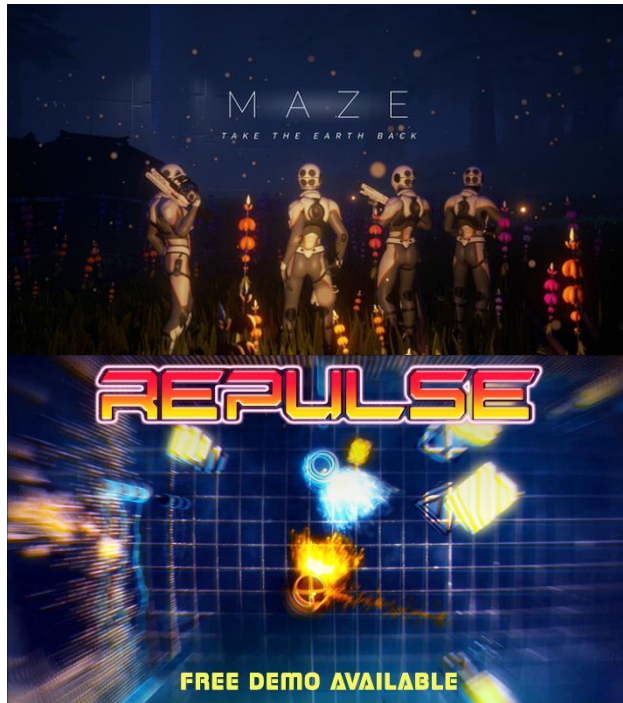
A dark green banner with a thumbs-up icon on the left. The text reads: "This game has been Greenlit by the Community!". Below this, in smaller text: "The community has shown their interest in this game. Valve has reached out to this developer to start moving things toward release on Steam." On the right side of the banner is the Steam Greenlight logo, which consists of a glowing green arc and the text "STEAM GREENLIGHT™".

 This game has been Greenlit by the Community!

The community has shown their interest in this game. Valve has reached out to this developer to start moving things toward release on Steam.



HOW DID THE PROJECT START?



Finally the team is helped by *IronEqual*, a new French game studio that handles the technical aspect of the **Subscribe & Punch!**

They succeeded a [Kickstarter](#) last year and they're working on [MAZE](#) with other productions teams.



TEAM

Célia Idri
Lead Artist

Tom Kurcz
Producer & Lead Designer

Without counting on the outsourcers (voice acting, and technical outsourcing), the main team behind Subscribe & Punch is composed of 50% women 50% men. So we'd be proud to talk about the ***Leveling The Playing Field*** initiative.

Cameron
Colorist

Jodie Adams
Colorist

Cristian Martens
Colorist

Théo Caselli
Combat Designer

Benjamin Leblanc
Developer

Martyn Luke
Voice Actor

Glizzaen Mae Derramas
Animator

Elijah Aquino
Animator

Thibault Hubert
Combat Designer

DJ Fortify
Musics Sounds

AUDIENCE STUDY

We will now see a summary of the audience studies we've conducted, to have a better understanding of our audience and to discover new marketing opportunities.

AUDIENCE STUDY

Youtubers Life on Steam



Description

Youtubers Life is the ultimate life simulation/tycoon videogame in which you can become the world's greatest video blogger in history. Edit videos, expand the amount of fans and turn yourself into a wealthy fellow.

AUDIENCE STUDY

Youtubers Life on Steam



Developer & Publisher: [U-Play Online](#)
Genre: [Indie](#), [Simulation](#), [Strategy](#)
Price: \$24.99 (discounted at 11.24\$)
Score rank: 44% Userscore: 80% Old userscore: 79%
Owners: 513,236 ± 20,016
Players in the last 2 weeks: 32,921 ± 5,072 (6.41%)
Players total: 513,910 ± 20,490 (98.56%)
Playtime total: 11:26 (average) 07:31 (median)

<http://steamspy.com/app/428690>

Youtubers Life is a game targeting an audience showing some similarities to ours:

- Anchored in a Youtube universe
- Targeting Youtubers' fanbase

At a 98% playing rate, it does not seem like the game has been in a lot of bundles or giveaways.

AUDIENCE STUDY

Skullgirls on Steam



Description

Skullgirls is a fast-paced 2-D fighting game that puts players in control of fierce warriors in an extraordinary Dark Deco world. Featuring all-new game systems which test the skills of veteran fighting game fans while also making the genre enjoyable and accessible to newcomers.

AUDIENCE STUDY

Skullgirls on Steam



Developer: [Lab Zero Games](#)
Publisher: [Marvelous](#), [Autumn Games](#)
Genre: [Action](#), [Indie](#)
Price: \$9.99
Score rank: 94% Userscore: 96% Old userscore: 94%
Metascore: 83%
Owners: 867,589 ± 26,287
Players in the last 2 weeks: 17,540 ± 3,741 (2.02%)
Playtime total: 09:36 (average) 03:13 (median)
<http://steamspy.com/app/428690>

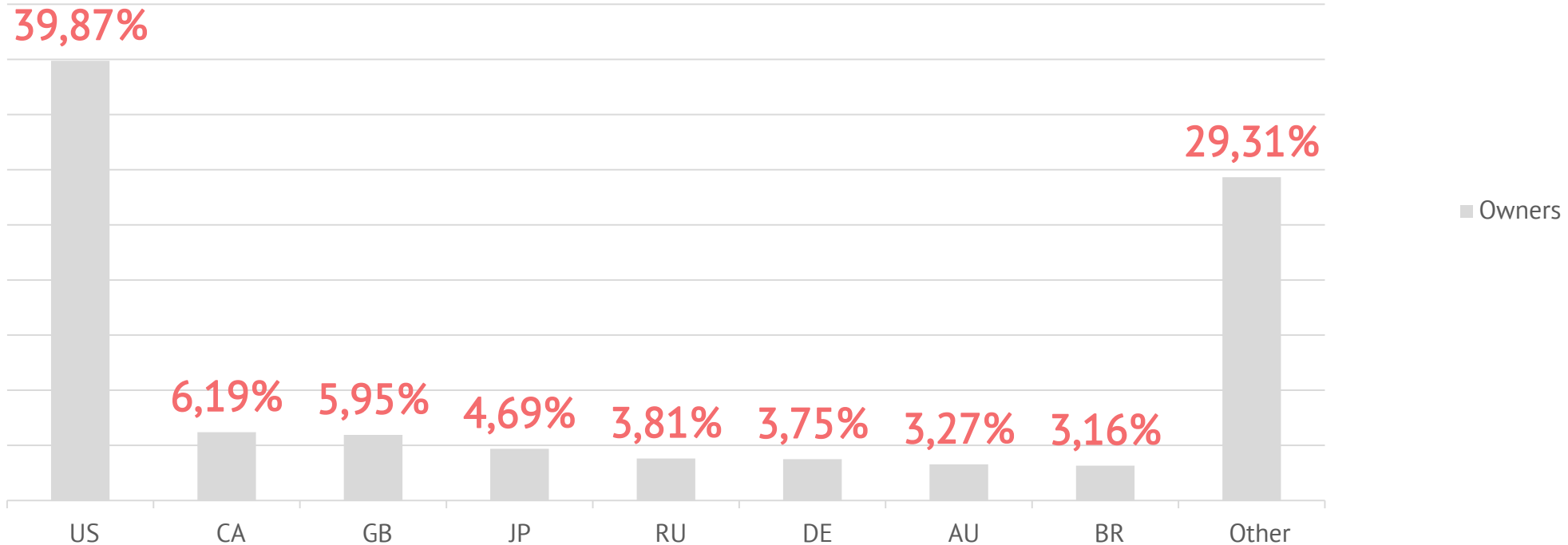
Skullgirls' audience is interesting as the art is also similar to ours and is a successful fighting game.

AUDIENCE STUDY

Skullgirls on Steam



LOCATION OF SKULLGIRLS OWNERS



Almost **40%** of *Skullgirls'* Steam audience is from **North America**.

AUDIENCE STUDY

Skullgirls on Playstation



Now, let's take a look at *Skullgirls* players on **PS3/PS4**.
They were ~600,000 (+/- 150,000) in August 2016.

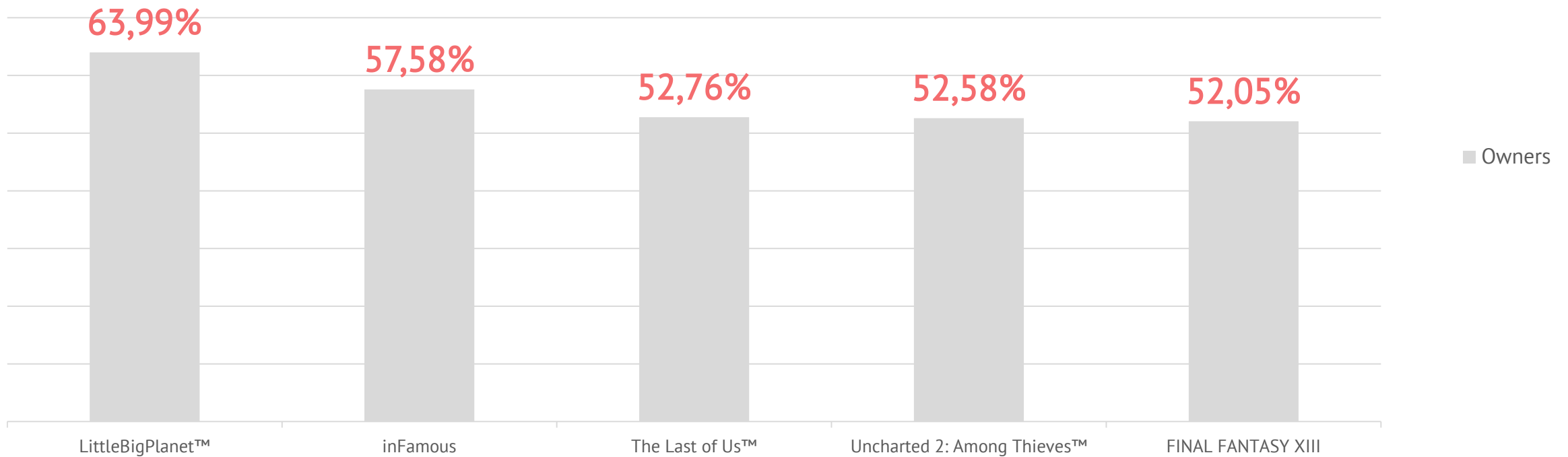
We're going to look at the other games this audience owns on Playstation.

AUDIENCE STUDY

Skullgirls on Playstation



TOP OTHER GAMES OWNED ON PLAYSTATION BY SKULLGIRLS PLAYERS



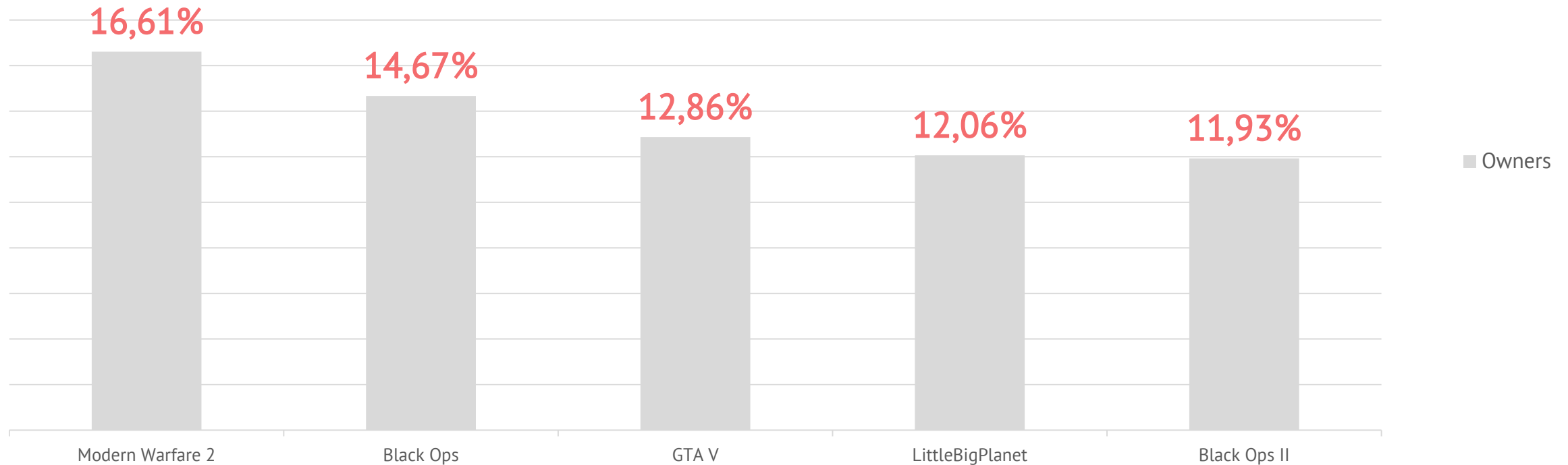
*our random sampling has a high error margin, do not take these numbers as precise

AUDIENCE STUDY

Skullgirls on Playstation



TOP OTHER GAMES OWNED ON PLAYSTATION BY AVERAGE PLAYERS



*our random sampling has a high error margin, do not take these numbers as precise

AUDIENCE STUDY

Skullgirls on Playstation



***Skullgirls* players look like they're not average players.**

We should keep in mind the first place of *LittleBigPlanet* as they may love to be creative / customize their game.

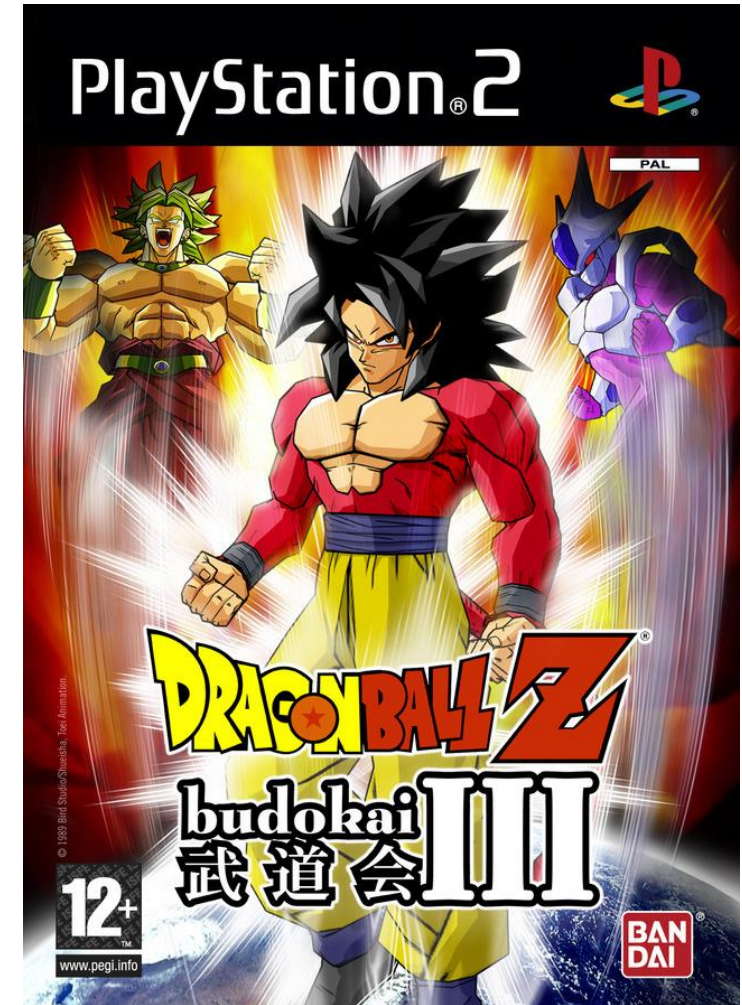
They also might have a tendency to own more Playstation exclusive games.

It also just might be because of Sony giving away games after the PSN hack (back in 2011).

AUDIENCE STUDY

Dragon Ball Budokai Serie

Gameplay-wise, we're closer to the *Dragon Ball Budokai* series. As the *Budokais* are not on Steam and a new one has not been released recently, we can't gather data about the audience through Steam or Twitter.



AUDIENCE STUDY

Skullgirls + Youtubers Life?

At first we thought we could target both
“*Youtubers’ fanbase that actually play games*” and
“*Fighting game lovers*”.

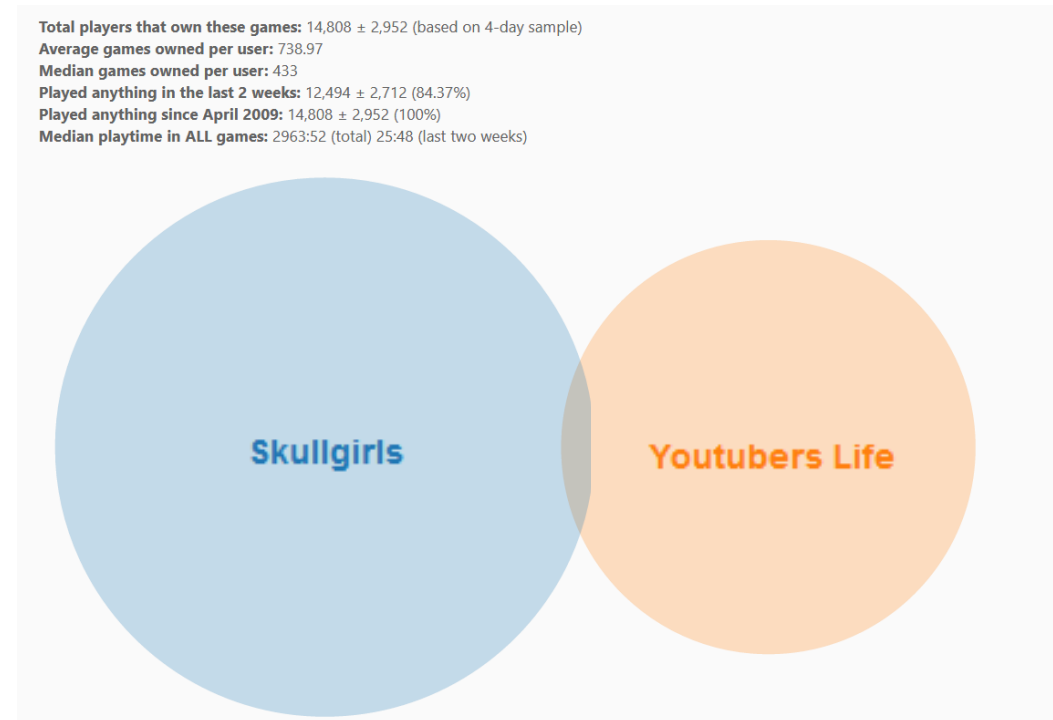


AUDIENCE STUDY

Yet, the universe and the art can totally stop players from trying the gameplay.

If they don't like the youtubers our characters are inspired from or don't like the art, they just won't show any interest in the game.

As we can see, only 2-3% of *Youtubers Life's* audience also owns *Skullgirls*. So we can't rely on the fact that Youtubers' fanbase absolutely loves fighting games.



AUDIENCE STUDY

On Twitter (August 2016)

In order to have a better understanding of Pewdiepie, Markiplier and Jackseptiye audiences (the 3 biggest youtubers we represent in the game), we did some data mining on their twitter accounts.

The study was made back in August 2016.

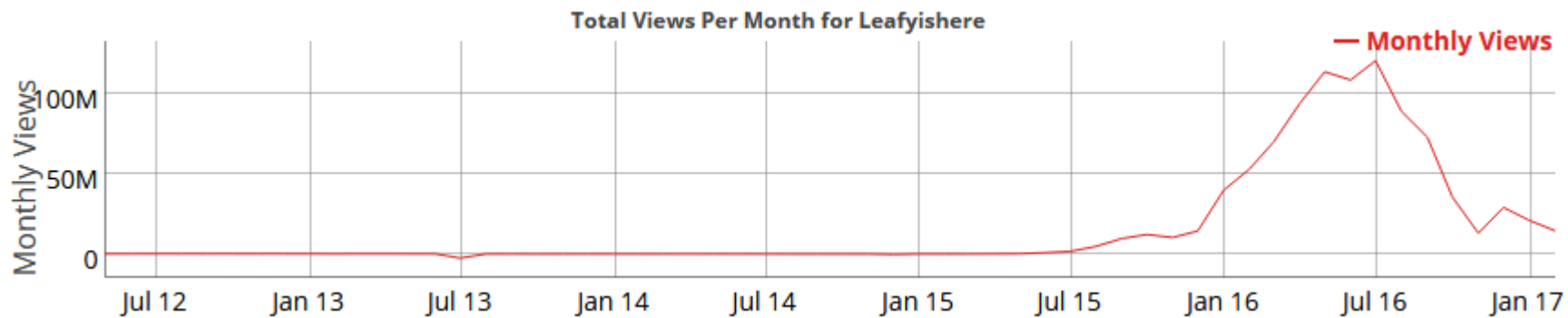


AUDIENCE STUDY

On Twitter (August 2016)

We also targeted LeafyIsHere who was a “hot” youtuber at the time. As we can see with the graph below, we should not focus our character roadster on new trending youtubers as our creation process is quite tedious.

We should focus on youtubers that have been around for quite a time and offer more stability.

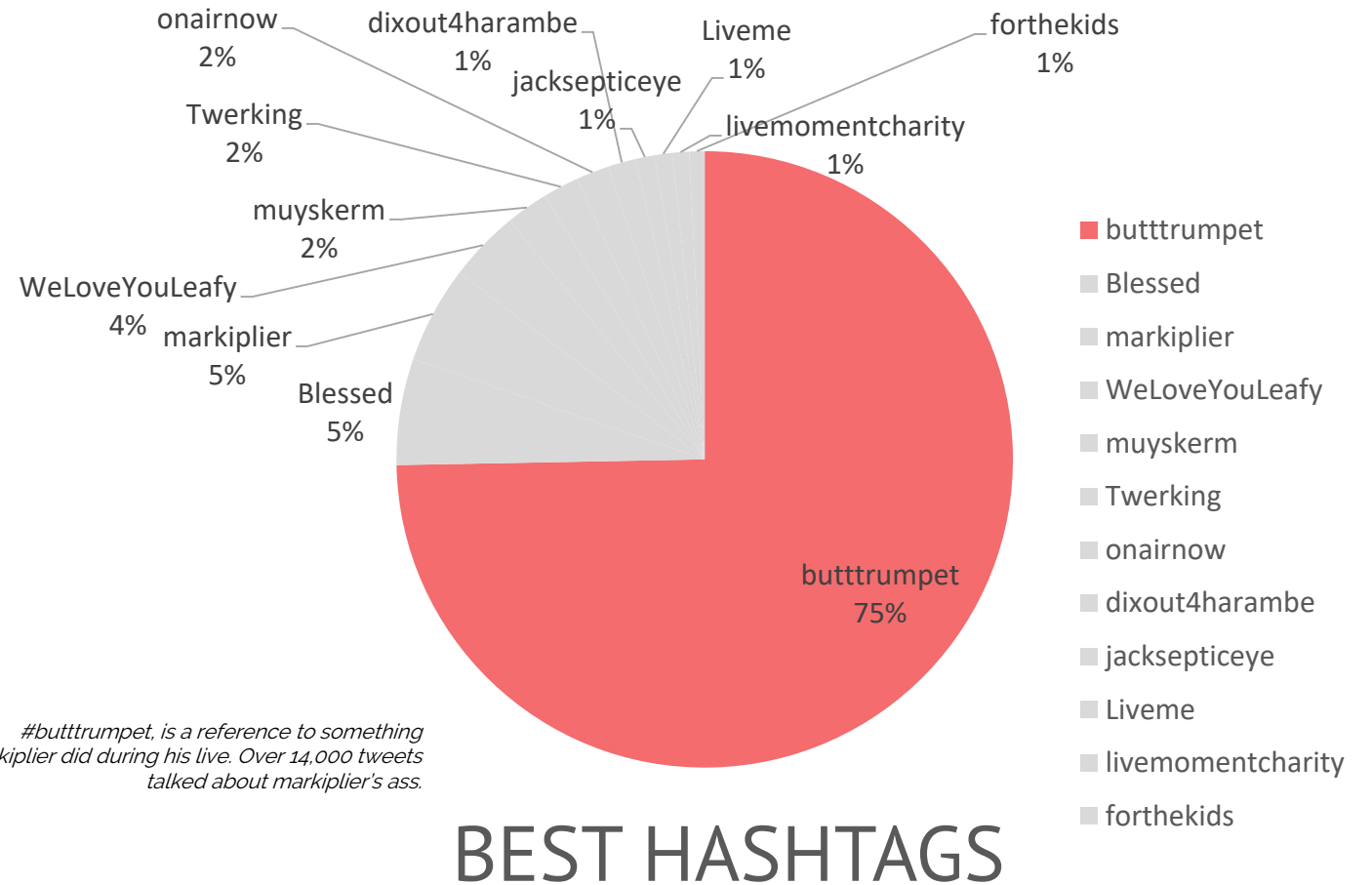


AUDIENCE STUDY

On Twitter (August 2016)

We tried to study hashtags. It was slightly fucked up, due to a live charity Markiplier held during said study.

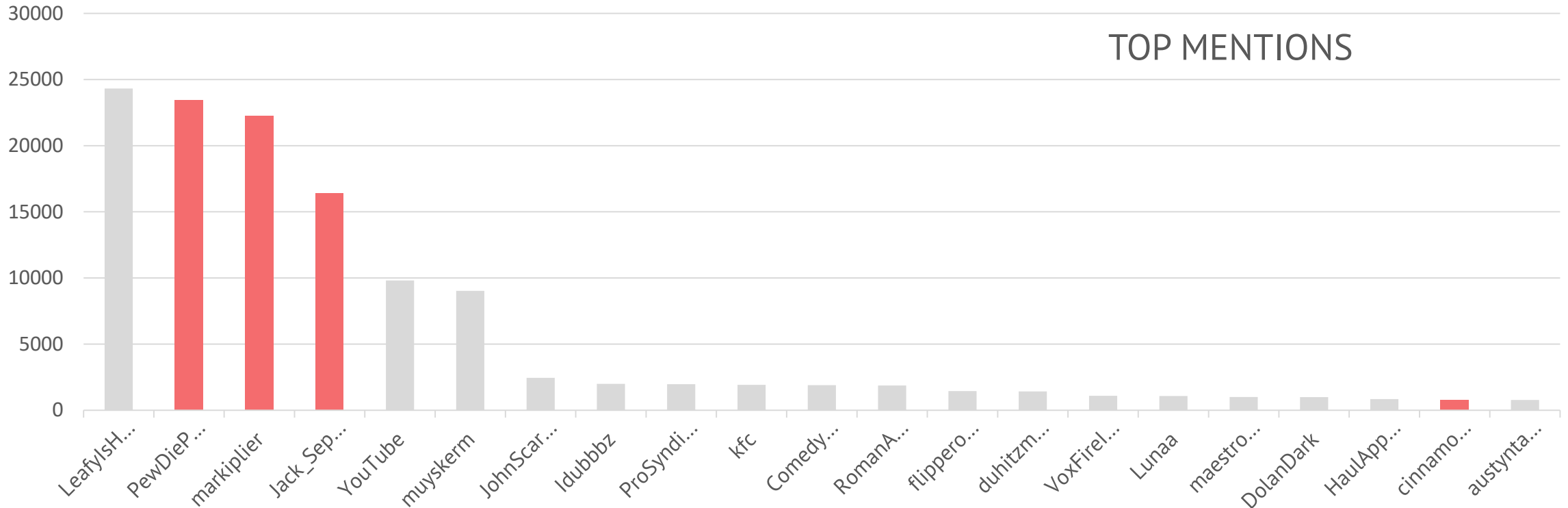
Charity events drive a lot of attention. We can also talk about the Cringemas live where Pewdiepie & friends raised 1,3M\$ for charity.



AUDIENCE STUDY

On Twitter (August 2016)

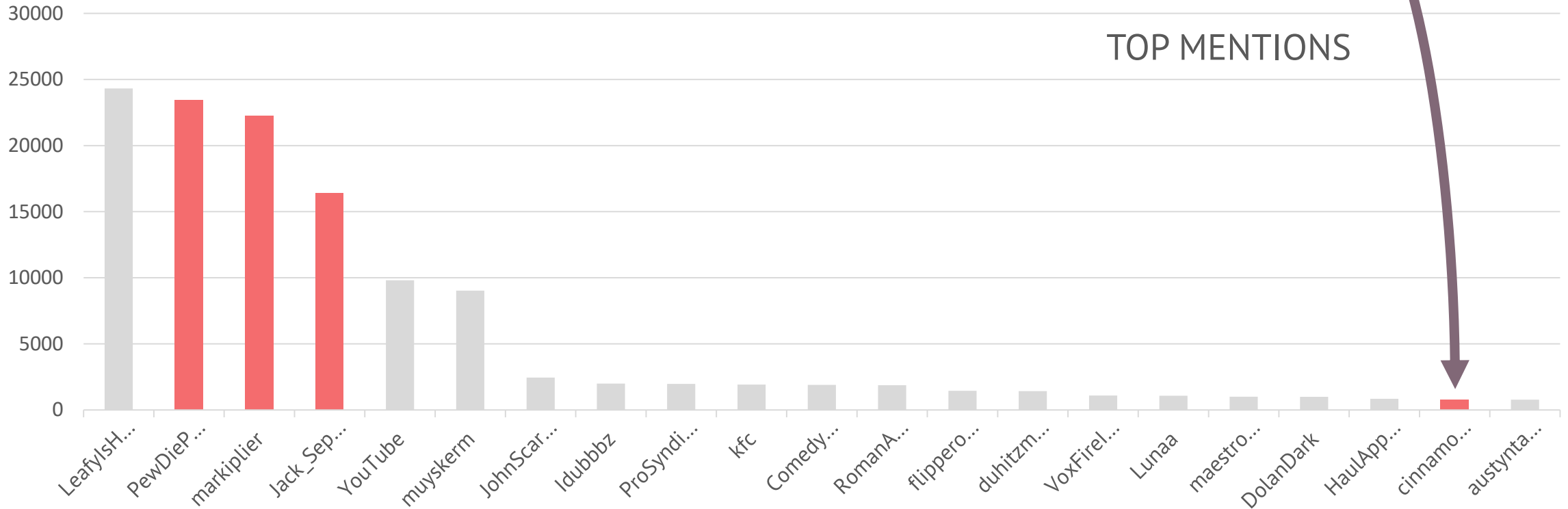
We're now going to see how much people mention the youtubers.



AUDIENCE STUDY

On Twitter (August 2016)

We can see Cinnamontoastken shows up in the graph. This means that the 3 big youtubers' community & cinnamontoastken's one have some overlap.
Cinnamontoastken inspired one of our characters



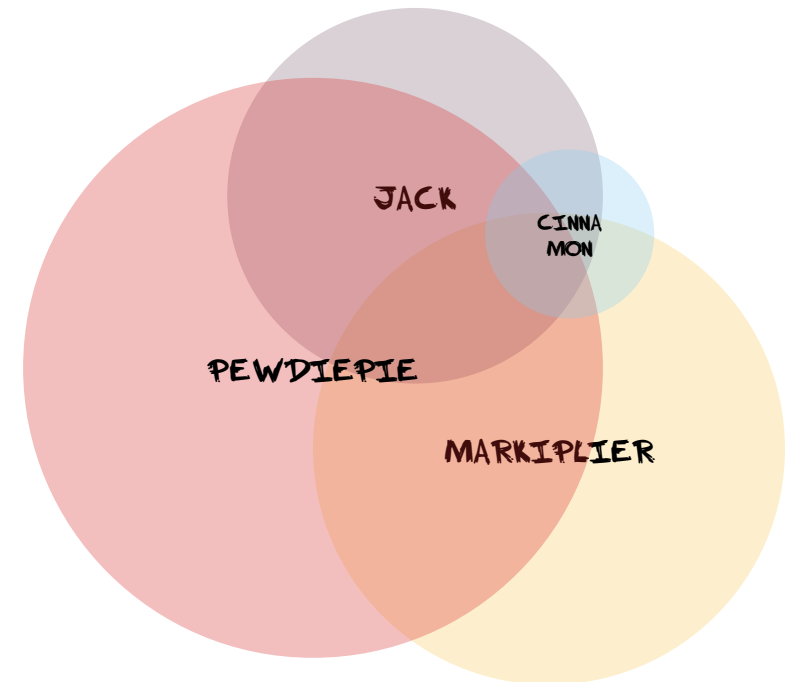
AUDIENCE STUDY

On Twitter (August 2016)

This graph represents the idea of overlap between the Youtubers' audiences.

They're not especially at scale NOR is the overlap percentage right. This is a representation of the idea.

Pewdiepie, Markiplier, Jacksepticeye and Cinnamontoastken have a **big overlap of their audiences**



AUDIENCE STUDY

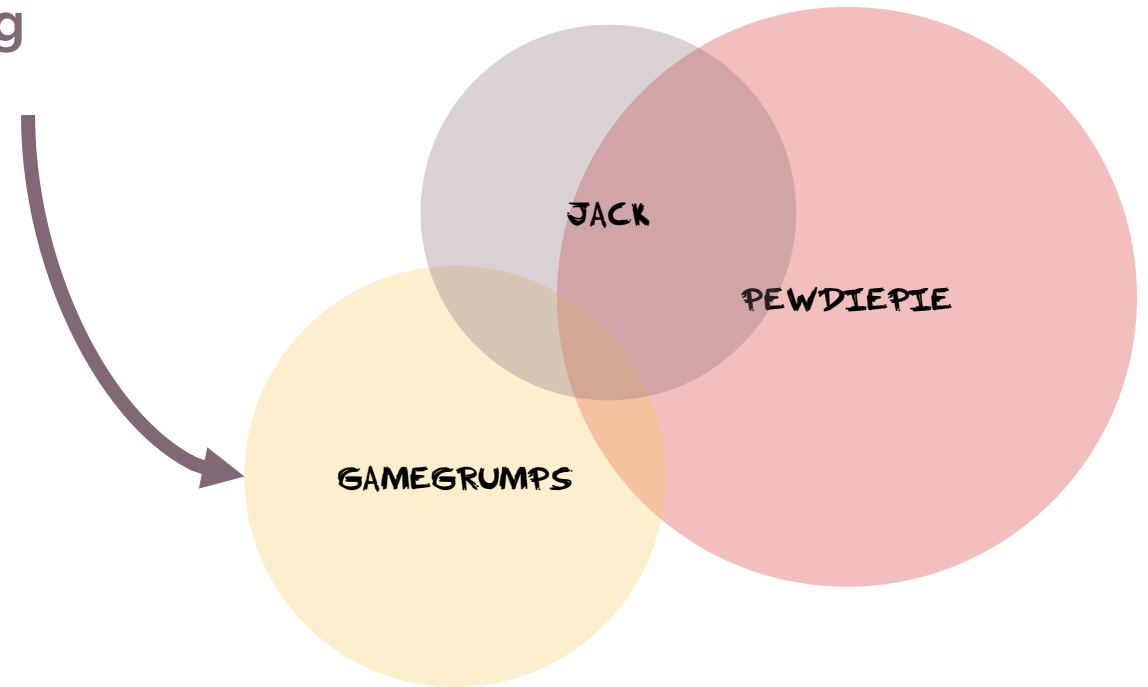
On Twitter (August 2016)

This graph represents the idea of overlap between the Youtubers' audiences.

They're not especially at scale NOR is the overlap percentage right. This is a representation of the idea.

Others youtubers' audiences overlap the big 3's audiences a bit but not that much.

We're going to have to target these new communities later in the development of the game.

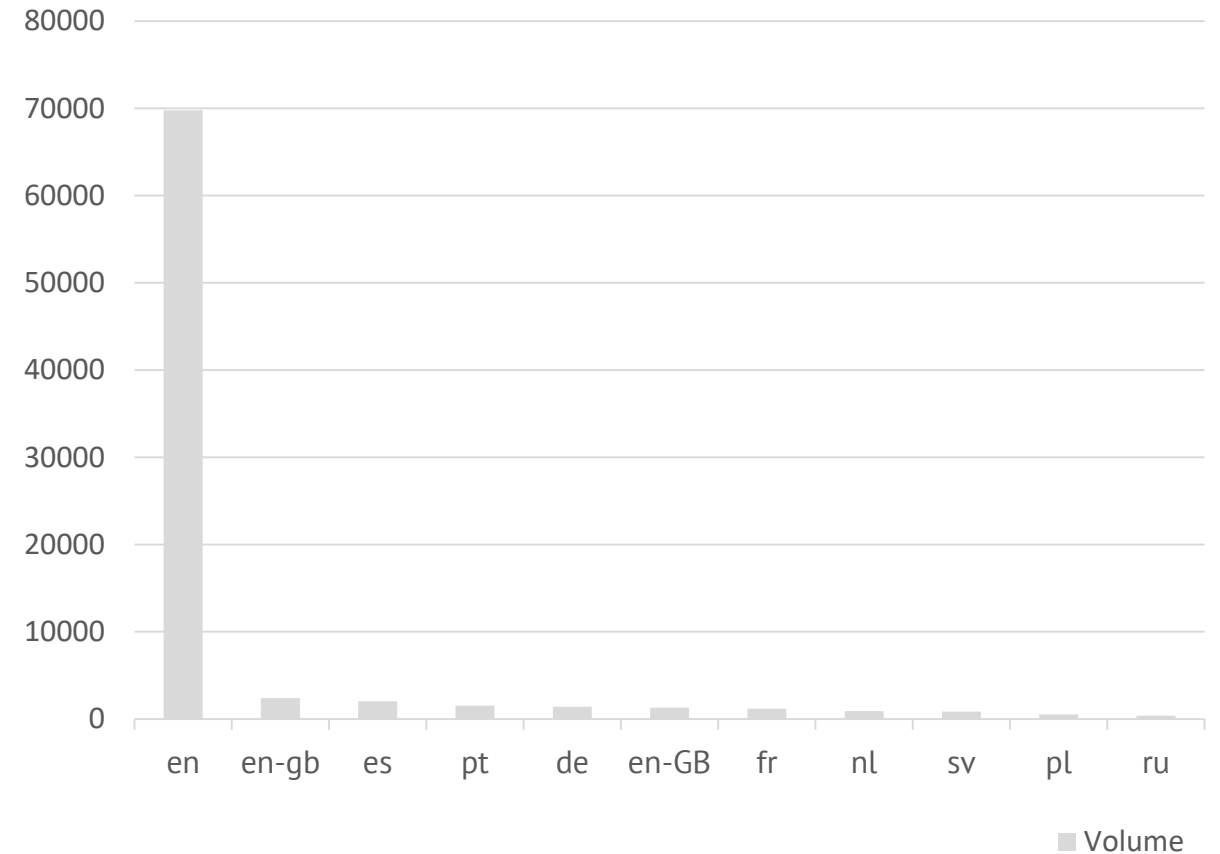


AUDIENCE STUDY

On Twitter (August 2016)

Concerning the **languages**, most of the tweets concerning the top English-speaking youtubers are **English**.

TOP LANGUAGES



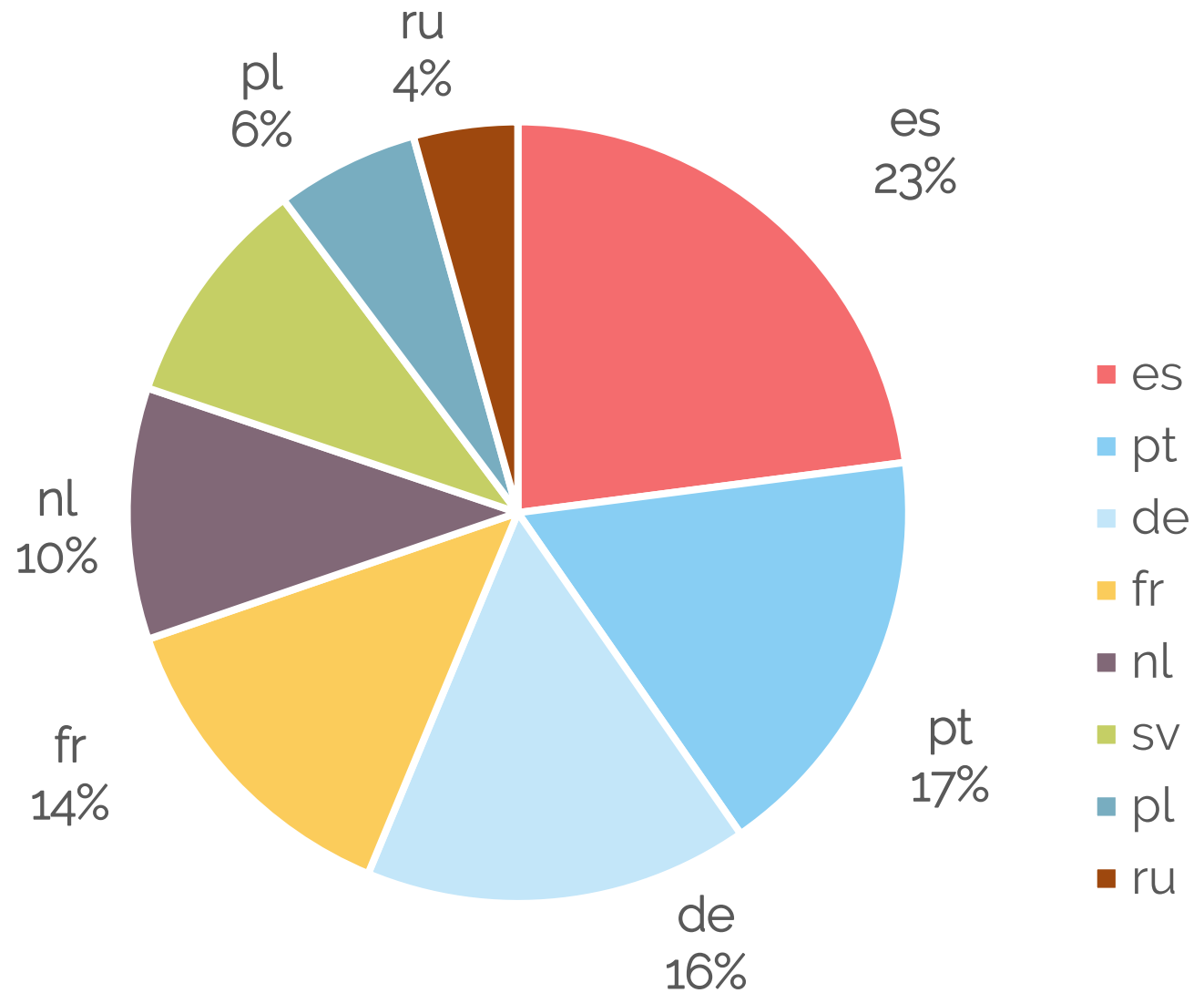
AUDIENCE STUDY

On Twitter (August 2016)

Localizing the game is not a priority as our universe revolves around english-speaking youtubers.

Yet, some viewers consume top youtubers' content with subtitles.

After removing English, we can see that if we do translate the game, **Spanish & Portuguese** are a priority. Followed by **German** and **French**. Running localized marketing would also help us a lot to penetrate these markets.



AUDIENCE STUDY

Our audience is composed of **12-25 years old, 50-50% male/female gamers, fans of top gaming YouTubers.**



Source: Business Insider

SALES ESTIMATION & STRATEGY

We expect to sell around 120 000 to 150 000 units on Steam, PS4 & Xbox One.

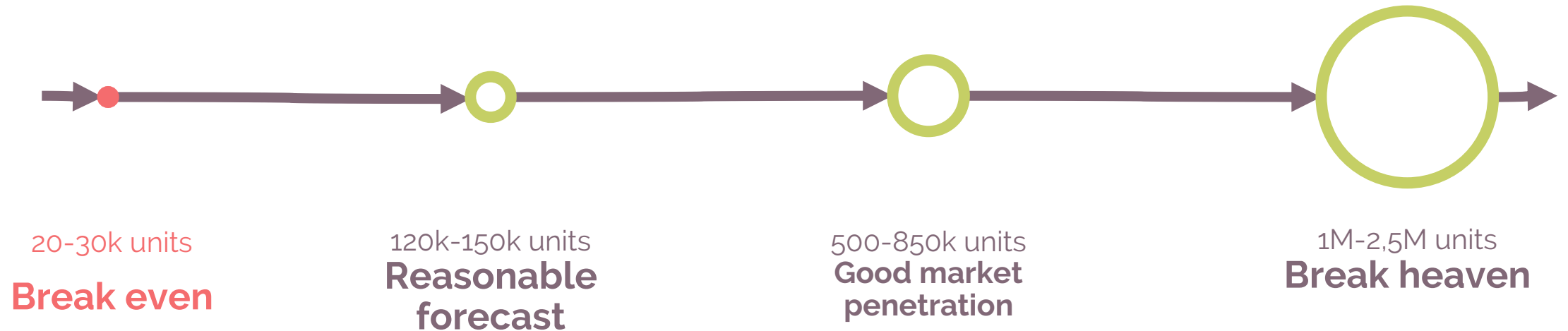
Even more than usual, the amount of sales is going to be proportionate to the number of videos youtubers make about *Subscribe & Punch*.

We might want to make a separate release for the Nintendo Switch as it's a different console and we may find additional time very useful to design a *Subscribe & Punch* version that fits the console better.

SALES ESTIMATION & STRATEGY

To break even, we need to sell somewhere between **20k and 30k units** at a 14.99\$ price point.

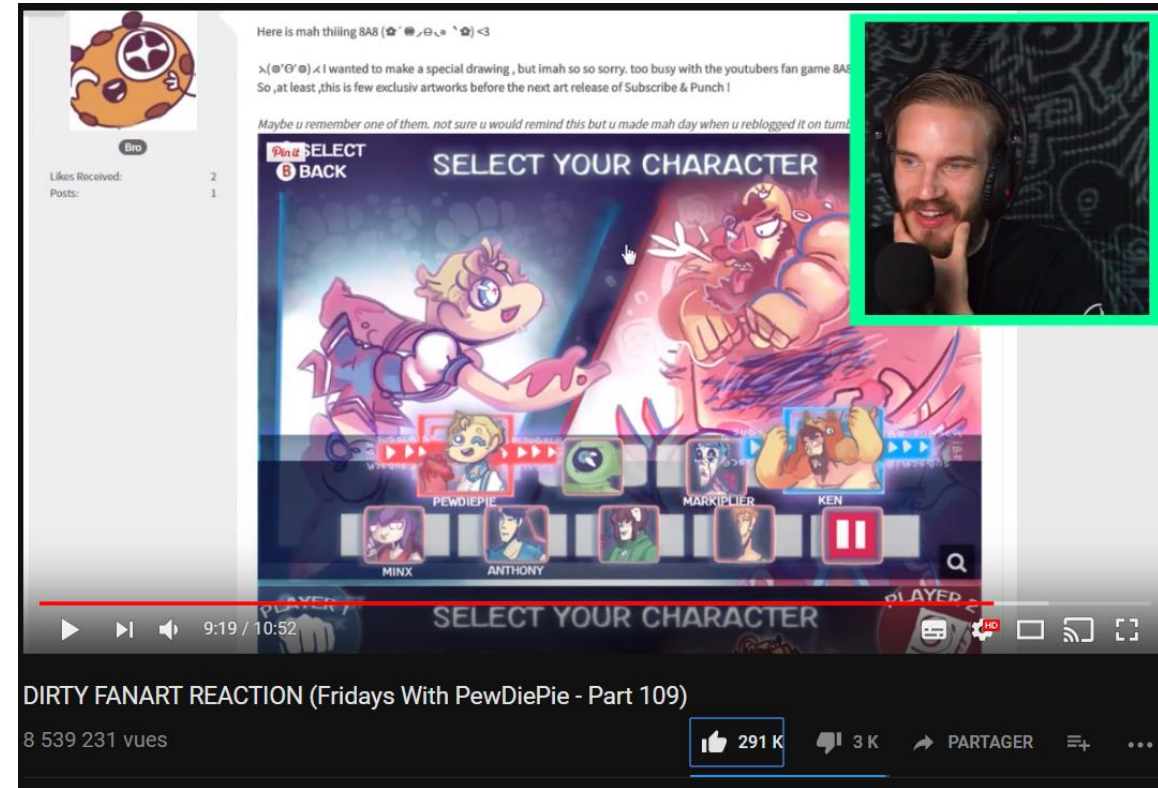
Considering our audience & scope, we strongly recommend not to go over a 14.99\$ price tag.



SALES ESTIMATION & STRATEGY

Our audience is quite large. *Subscribe & Punch!* has the potential to make more than 150,000 sells if we successfully work with the influencers to make a great product they are proud to talk and make videos about.

Pewdiepie encouraged us to make the game and we are talking with **Jacksepticeye** who supports our initiative.



SALES ESTIMATION & STRATEGY

We also are considering doing some stuff around **charity** as it's something our influencers are very into. We won't win money in the short term, but **it's an opportunity to do something good and build a long term brand.**



SALES ESTIMATION & STRATEGY

Depending on what you want to accomplish with *Subscribe & Punch!*, we can either focus on selling *Subscribe & Punch!* or branding the « *Subscribe* » universe.

We believe our awesome art & family friendly universe could be declined in more than a fighting game.



SALES ESTIMATION & STRATEGY

For instance, **we can focus the release on reaching as much players as possible** via Bundles, PS+, Xbox Gold and cross-promotions, in order to **raise our brand awareness**.

With a better brand, a mobile game in the "*Subscribe*" universe will offer us a great opportunity to break through the noise of the mobile market and we can target a broader audience.

FULL SCOPE OVERVIEW



8 characters
~10 combos per character



Online multiplayer
With GIF Sharing tech

- Extra Skins Colors
- S&P Photo & Video Gallery

Shop (ingame
Currency)

VS

- Story Mode
- Versus
- Subscribers' Hunt
- Team Battle
- Training
- Tutorial

Local versus modes

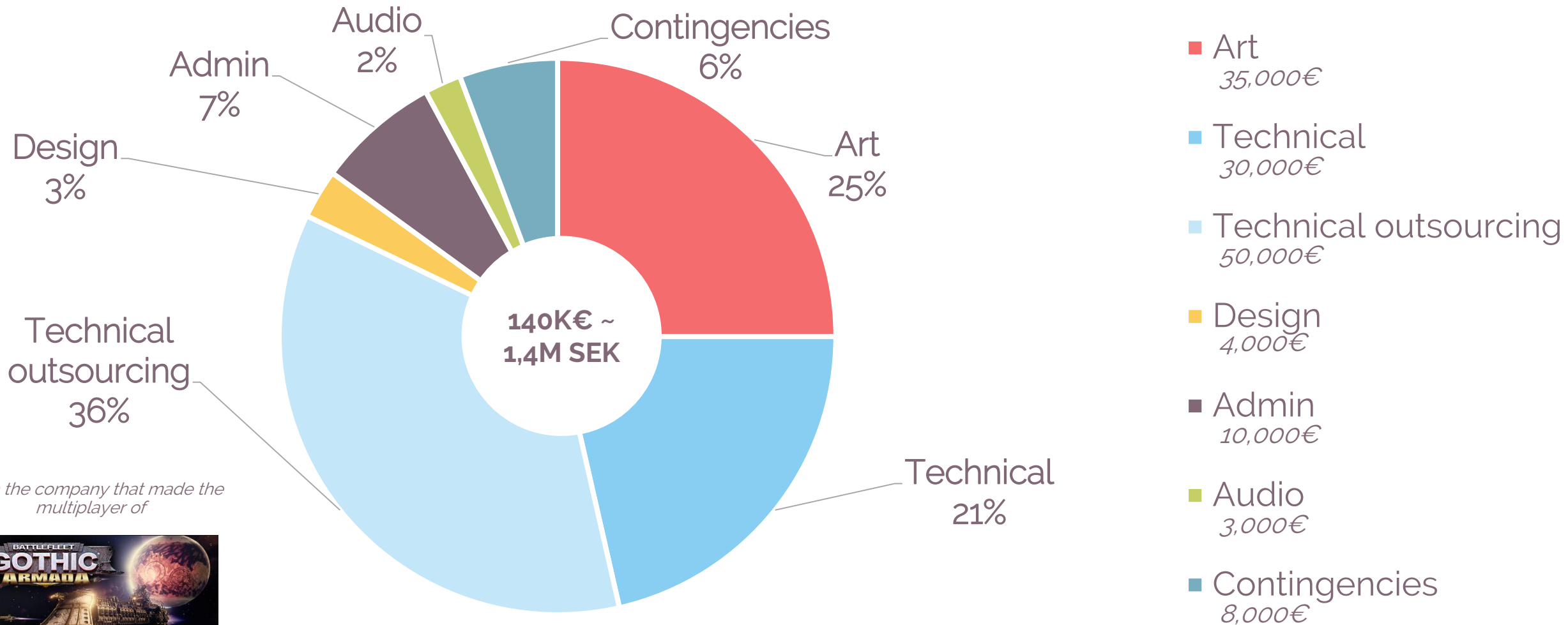


24 Cosmetic & Bonus



9 stages

BUDGET



From the company that made the multiplayer of



GOALS TO FULL SCOPE

30,000€



50,000€



100,000€



140,000€

Steam Release, 5 Characters roster, Story Mode, 6 Stages Background
Local Multiplayer, Unlockable Projectiles

8 Characters roster & 9 Stages

Online Multiplayer (Matchmaking systems & Cross-platforms PC/Switch/Xbox)

Switch, PS4, Xbox One ports

BONUS GOALS

160,000€



200,000€

Extra Wacky Modes (physics-based with projectiles etc.)

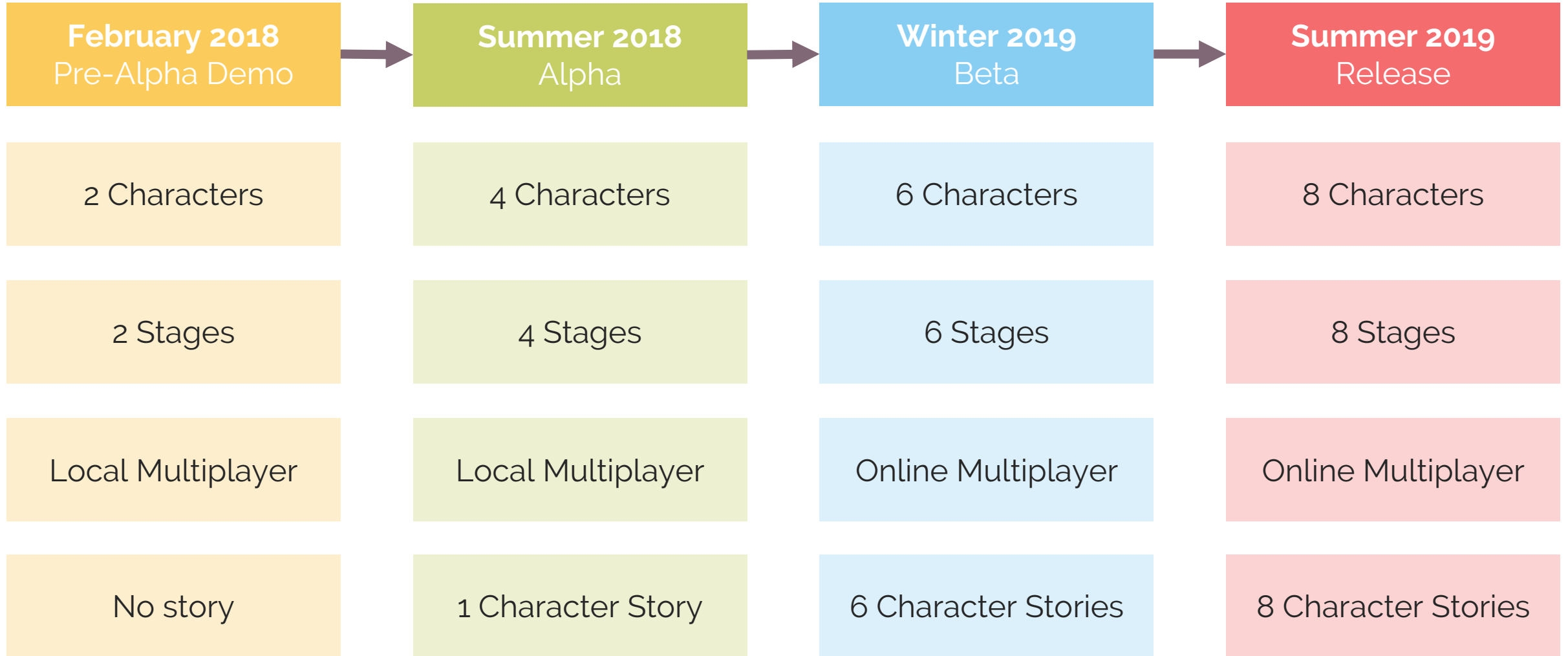
One additional skin for each character + Mixer integrations

SCHEDULE

We plan to have a **year and a half of development to achieve our full scope**. A free playable demo is already available on Steam and players can't wait to see more content on the game.



SCHEDULE



WHY DO WE NEED COFFEE STAIN?



After the success of Goat simulator, we think that you really understood the vibe of **viral games**. You have kept the right course by making other original and successful games.



You know how the **influencers marketing works** and targeting your audience. We wish your help for keeping on the good track. Something that the Youtubers' fans would like to play and share with their friends.



S&P at the Sweden Game Arena 2017

WHY DO WE NEED COFFEE STAIN?

To reach its full potential, Subscribe & Punch needs an online multiplayer. Thanks to your relations with Microsoft, you may setup a **partnership with ID@Xbox.**

The Mixer logo is displayed in a light gray, lowercase, sans-serif font. The letter 'i' has a dot, and the 'x' has a distinctive shape with a dot on its right side.

We believe in the strong community aspect of the game and the viral broadcast from the influencers to make Subscribe & Punch! a success on Mixer.

Mixer is a very interesting streaming platform for our game: **our YouTube parody thematic could perfectly fit with its interactions and features.**

WHY DO WE NEED COFFEE STAIN?



You can also help us on making more crossovers. We love YouTubers. We love games related to them, so we can connect with others games/studios!



PUBLISHING DEAL PROPOSITION



Help us with **Localization, Platforms relationship** (devkits, TRCs, Mixer...)



Funding for the development



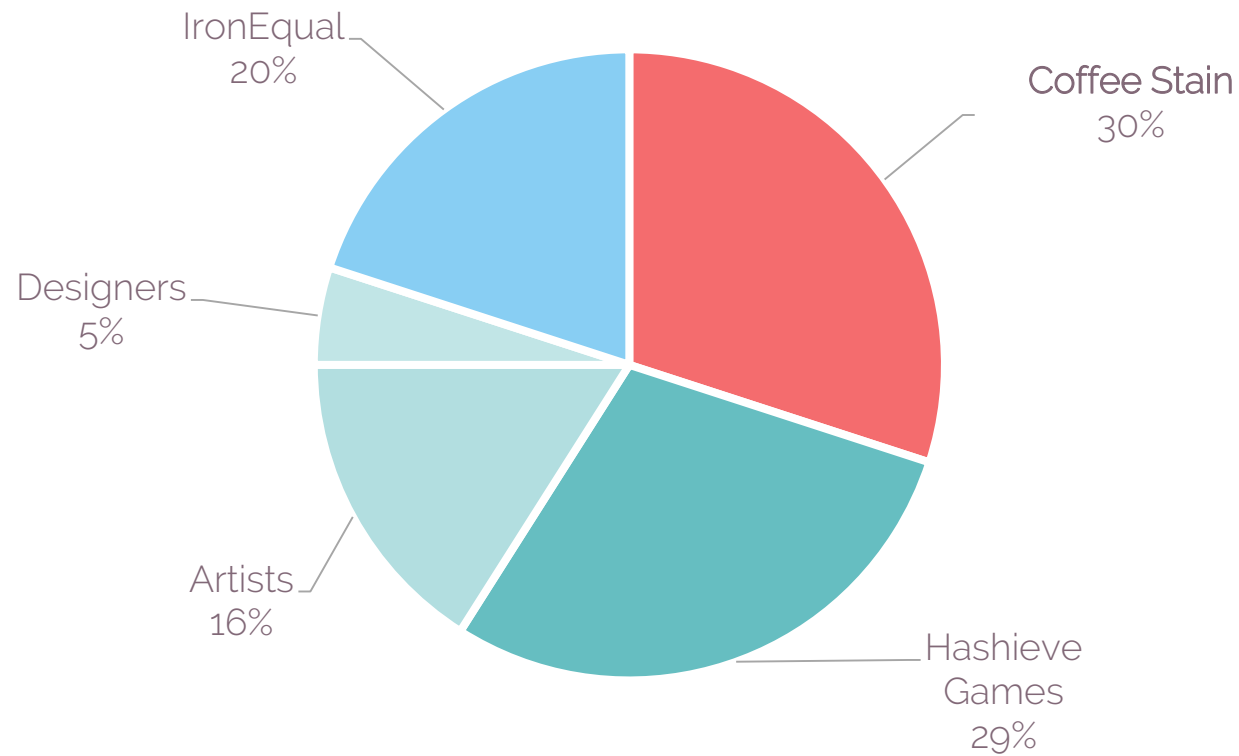
We would love you to drive our **influencer marketing**



We keep **creative control** on the IP

PUBLISHING DEAL PROPOSITION

After your **upfront investment is refunded** (royalty advance), we are proposing a revenue share of:



CONCLUSION



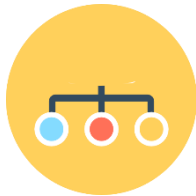
Wacky accessible
fighting game



Cartoonish & Stylized
Art style



140K€ ~ 1,4M SEK budget



Release on **Steam, PS4, XBOX One, Switch** in Summer 2019.



8 Characters, online multiplayer,
story & local modes

120,000 to 150,000
expected sales
with possibilities
to make much more

Possibilities to decline the
Subscribe universe



Thank you for your time!
If you have any questions
tom@hashieve.com