

BLIND SKY STUDIOS PRESENTS

A D A M

A PITCH DOCUMENT FOR

indieFUND



The story of Adam is centred around the titular character, who after the death of his wife begins to develop symptoms of Alzheimer's.

The game takes place in the winter of 1987 with Adam lost in the fog of himself, trying to remember who he was.

Adam is designed to be a psychological horror game. Instead of using classic horror tropes of monsters and the supernatural, Adam draws on real life scenarios and core human fears - combining themes of isolation, escapism and loss with regret and existential sadness to create a unique and deeply personal experience.

As core members of our team have experienced loss due to Alzheimer's, we hope to take a sympathetic and heartfelt approach to the themes and content expressed in Adam.



[Blind Sky Studios LTD](#) is a game studio based in the UK.

We are comprised of artist [Tom Kitchen](#), programmer/
game designer [Lee Lucas Russell](#) and musician/sound
designer [Richard Jackson](#).

Our first title [Mandagon](#) released in August 2016, received
10k+ downloads on launch and 100K+ in the first week.

Mandagon currently sits at 450k+ downloads.

We have also had the opportunity to work on smaller
games - one project in collaboration with The National
Welsh Museum, another displayed as part of a digital and
interactive exhibition in Turkey.

More information on our previous projects can be found
[here](#).

Our artist Tom Kitchen also shipped a solo project of his own back in April 2017 titled Emporium. The Blind Sky team helped him bring it to Steam in May 2017.

Emporium tackles themes of depression and nihilistic escapism with an earnest and personal approach, very much in-line with our intentions for Adam.

The game gained reasonable attention and considering the scope of the project, modest financial success.

Emporium was showcased in a *let's play* by well known YouTuber Markiplier. The *let's play* can be viewed [here](#).

More information on Emporium can be found [here](#).



As Adam descends into Alzheimer's, you will confront guilt, regret and lost love as you pull the fragmented pieces of his life back together in this beautifully rendered and evocative psychological horror game.

Adam was initially conceived as a small 2D experiment, taking a heartfelt and thoughtful approach to the horror genre.

Since then, with other projects taking priority, Adam was tinkered with in the background until we were able to give it the attention it deserved.

We are at a stage now where we feel we have something special on our hands. This project has become increasingly substantial and as a team we are excited to jump into full time production on Adam.



Key gameplay features include, but are not limited to -

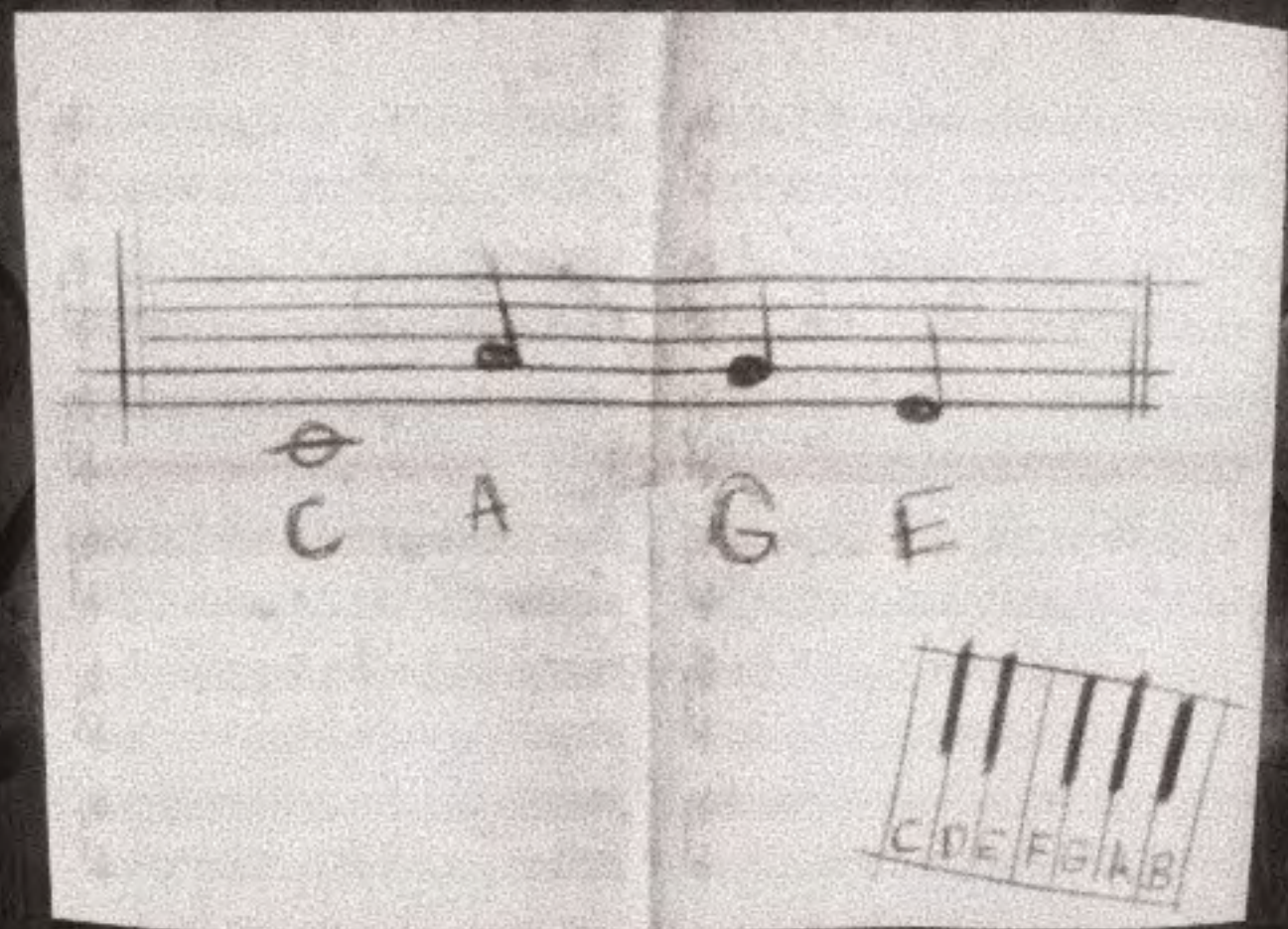
- Classic point and click interaction
- Exploration in a disorientating environment
- Visual storytelling
- Randomized puzzle solutions

We have chosen to tell our story using purely non-verbal and environmental methods with zero dialogue, allowing metaphor and player interpretation to take centre stage.

The relationships between the items you collect and how they are used will build micro narratives illuminating aspects of Adam's current sensibility and his history.

The environment coupled with vivid visual metaphor will serve as conduits for broader thematic elements.







P R E S E N T A T I O N

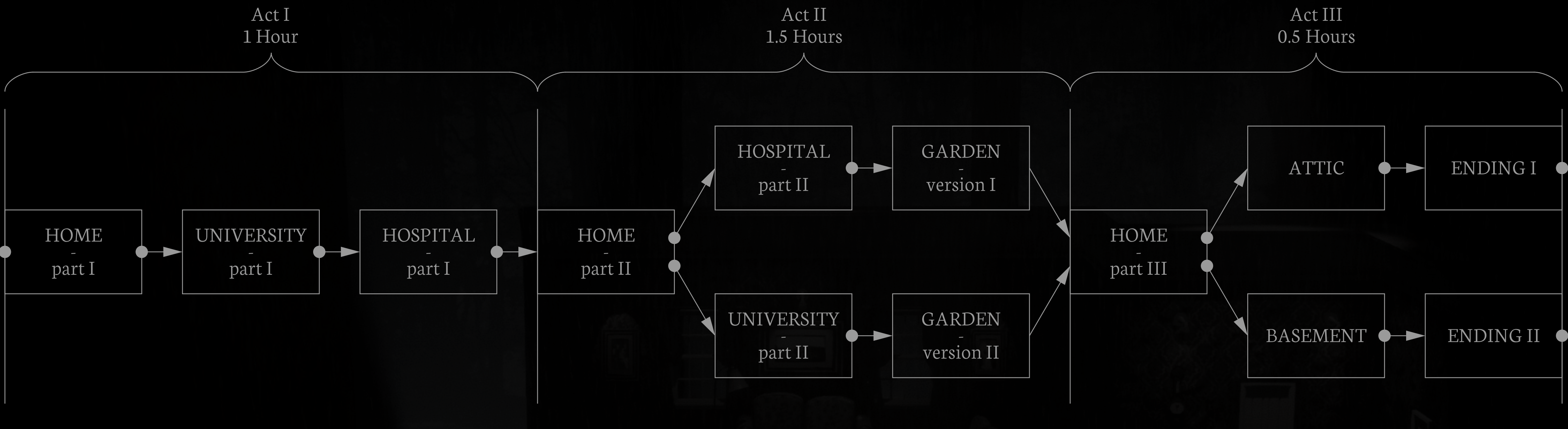
Locations and rooms in the game will be presented as individual theatre sets. This will illustrate the detachment Adam experiences in his environment, the isolated nature of each room and scene will mirror the disorientation caused by Alzheimer's.

Adam's home will act as a starting point and central hub to these areas. Adam's home will be evolving, shifting and expanding as you progress through the game with elements from all the areas blurring together.

You will explore a fragmented depiction of the university where Adam once worked, as well as the hospital in which Adam's wife received treatment before passing away.

In addition playable flashbacks will be included, highlighting key points in Adam's life.





HOME

- Lounge
- Kitchen
- Music Room
- Hallway
- Bathroom
- Office
- Master Bedroom
- Second Bedroom
- Attic
- Basement
- Abstract spaces and rooms

HOSPITAL

- Overnight Room
- Long-stay Room
- Waiting Room
- Wards
- Hallways

UNIVERSITY

- Adam’s Office
- Lecture Hall
- Class rooms
- Hallways
- Cafeteria

GARDEN

- Open outdoor space

Each node on this flow chart represents an explorable area. Each area will feature various rooms and scenes containing puzzles, narrative elements and opportunities to trigger flashbacks.

Act II will present a branching path. Each path will focus on separate parts of the story, respectively.

Throughout the game, collectible items that relate to the story can be found. Collecting the majority of these “mementos” will result in a positive ending. However if the amount of “mementos” is below a certain threshold this will result in a bleaker ending.



OUR COLLABORATORS

We will be working with narrative design specialists Talespinners to help us flesh out Adam's world and deliver our story with a nuanced approach.

Talespinners are comprised of Ian Thomas and Giles Armstrong, Ian has 25 years experience in the industry. Most notably, Ian has worked with Frictional Games on SOMA as well as previously working on the Lego games and Little Big Planet series.

Giles has 10 years industry experience in various roles working for EA, Sony Interactive Entertainment and Microsoft Studios as well as several independent projects.

More information on Talespinners can be found [here.](#)

OUR COLLABORATORS

Also involved are [Tofu-Testing.](#)

Tofu-Testing have experience working on similar games such as Bafta-award winning Gone Home and The Novelist.

They are on board to ensure Adam delivers a high quality experience for all end-users.

[Stephen Hey](#) is on board to take care of our marketing needs and help us to outsource our PR requirements.

with 20+ years experience in promoting and marketing video games we are confident Stephen will help us build the audience that Adam deserves.



We have estimated a time scale of 3 years to produce this project in it’s fullest form, roughly 3 to 4 hours gameplay with a price tag around £10.

Admin.....	£1,870
EGX.....	£1,400
Unity Plus Licence.....	£2,646
Programming.....	£35,380
Art.....	£35,380
Talespinners (Narrative Design).....	£7,500
Audio and Sound FX.....	£21,450
QA Testing.....	£900
PR/Marketing.....	£10,575
Plus 20% for unforeseen costs.....	£23,421

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TOTAL
£140,524

However we are aware of the risks of funding a relatively new game studio. Because of this we have also put together a secondary 2 year budget for a more condensed version of the game.

This will have less flashbacks and abridged locations with 1 to 2 hours gameplay in the £3 to £5 price range. This will allow for a smaller investment and a quicker turn around.

The budget for an abridged version of the game would be
£101,993

A more in depth breakdown of our budget can be viewed
[here.](#)

We are confident in our ability to deliver and ideally we would love to go with the full budget and make the game the best it can be.

We are of course happy to open up a discussion with yourselves and welcome any advice you have to secure appropriate funding for our project.

Thank you for your time

If you have any questions feel free to contact us on

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info@blindskystudios.co.uk

