



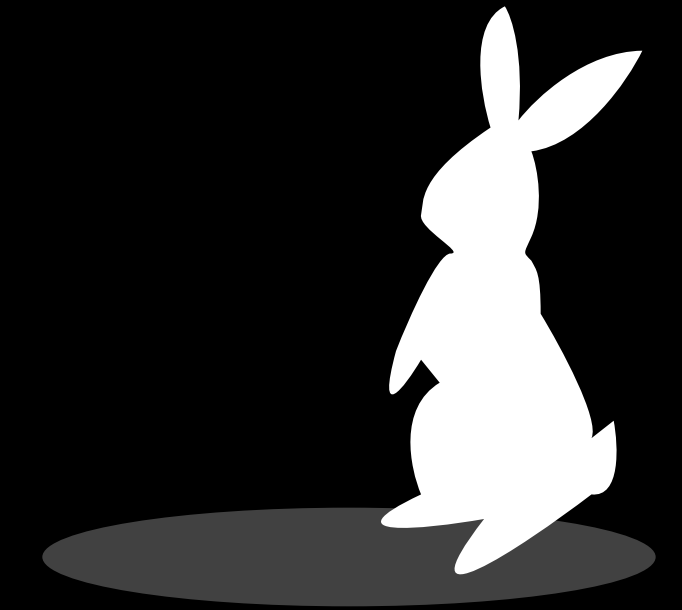
ELEVATOR PITCH

Welcome to our action-horror game set in a deranged amusement park, overrun by terrifying creatures. Players navigate intense action and psychological horror with customizable weapons and sanity-defying challenges. Our focus on immersive storytelling ensures an unparalleled gaming experience.

Our game offers

- Melding **sanity dynamics** with gunplay to create ever-changing **strategic combat**
- Your choices matter: a **dynamic narrative** that scrutinizes and evolves **based on player behaviour**
- A **diverse gameplay loop** with unique visuals and soundscapes in every section, offering **constant variety**

WHITE RABBIT



Game: White Rabbit

Genre: Action Horror

Platform: PC, Consoles

Engine: Unreal Engine 5.4

Audience: Players of Evil Within,
Resident Evil, Outlast etc.

Dev Stage: Under Development

Modes: Single-player

Length: Campaign 10-15 hours

NARRATIVE

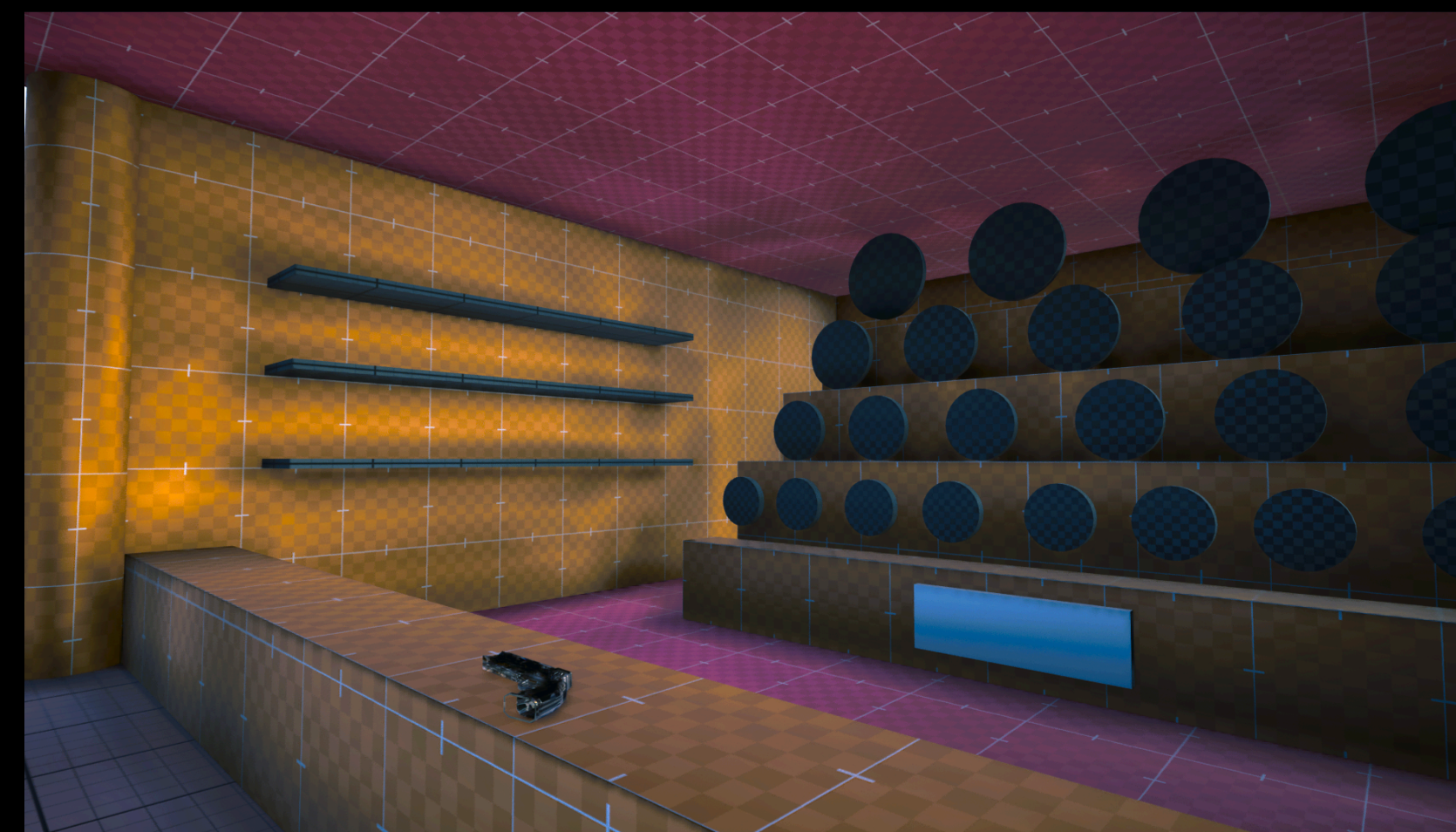
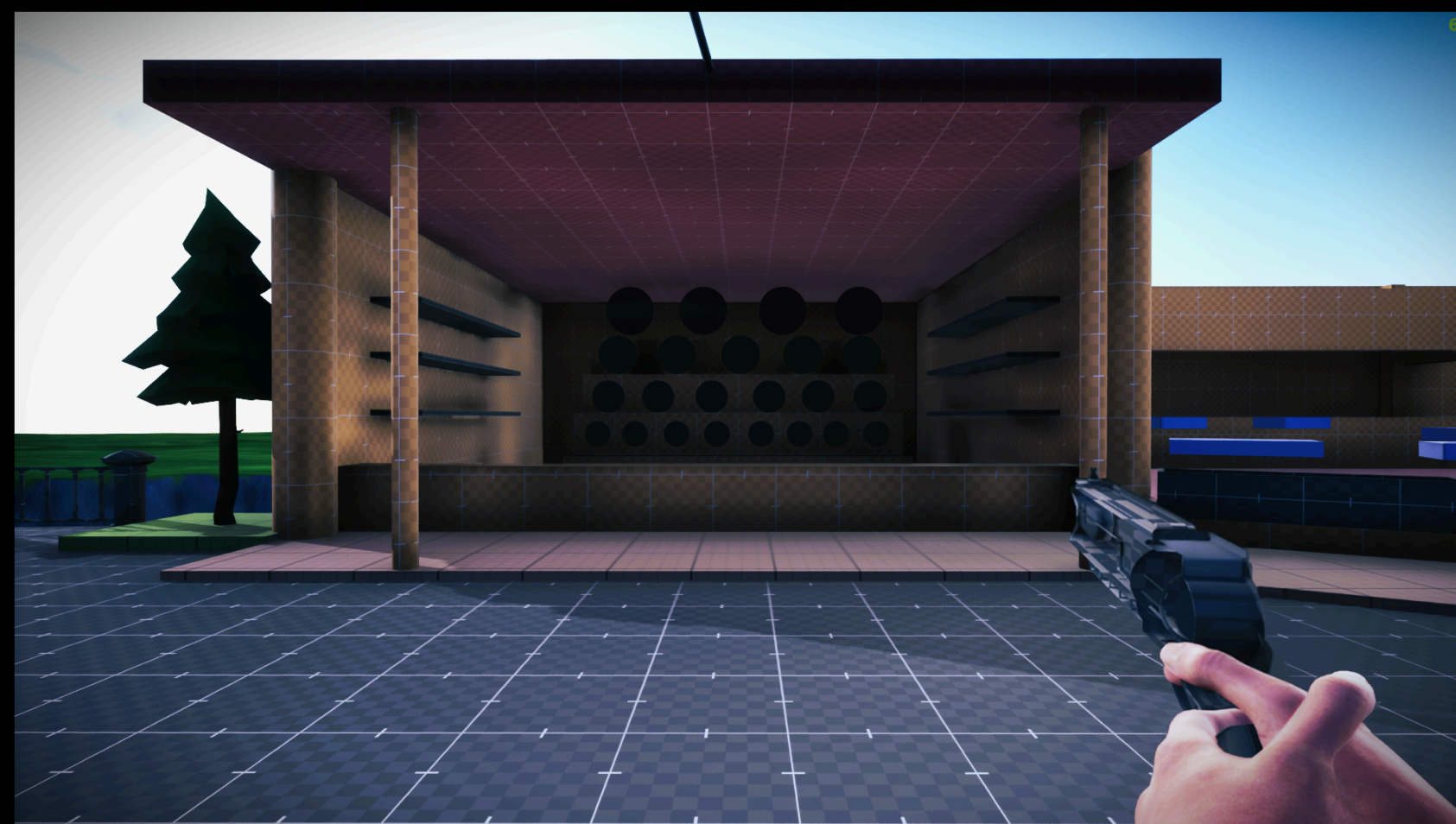
White Rabbit masterfully blends psychological horror, corporate dystopia, and personal trauma into a deeply immersive experience. Through its dual-world exploration, morally complex choices, and dynamic sanity system, the game challenges players to question reality, identity, and free will. Elise's journey is one of defiance and self-discovery, forcing her to confront the ghosts of her past while unraveling Mokia Corp's sinister agenda. As players navigate the decaying fragments of her subconscious and the corporation's grip on the human mind, they must ultimately decide: will Elise break free, or will she become another casualty of Project Malice?

WHITE RABBIT



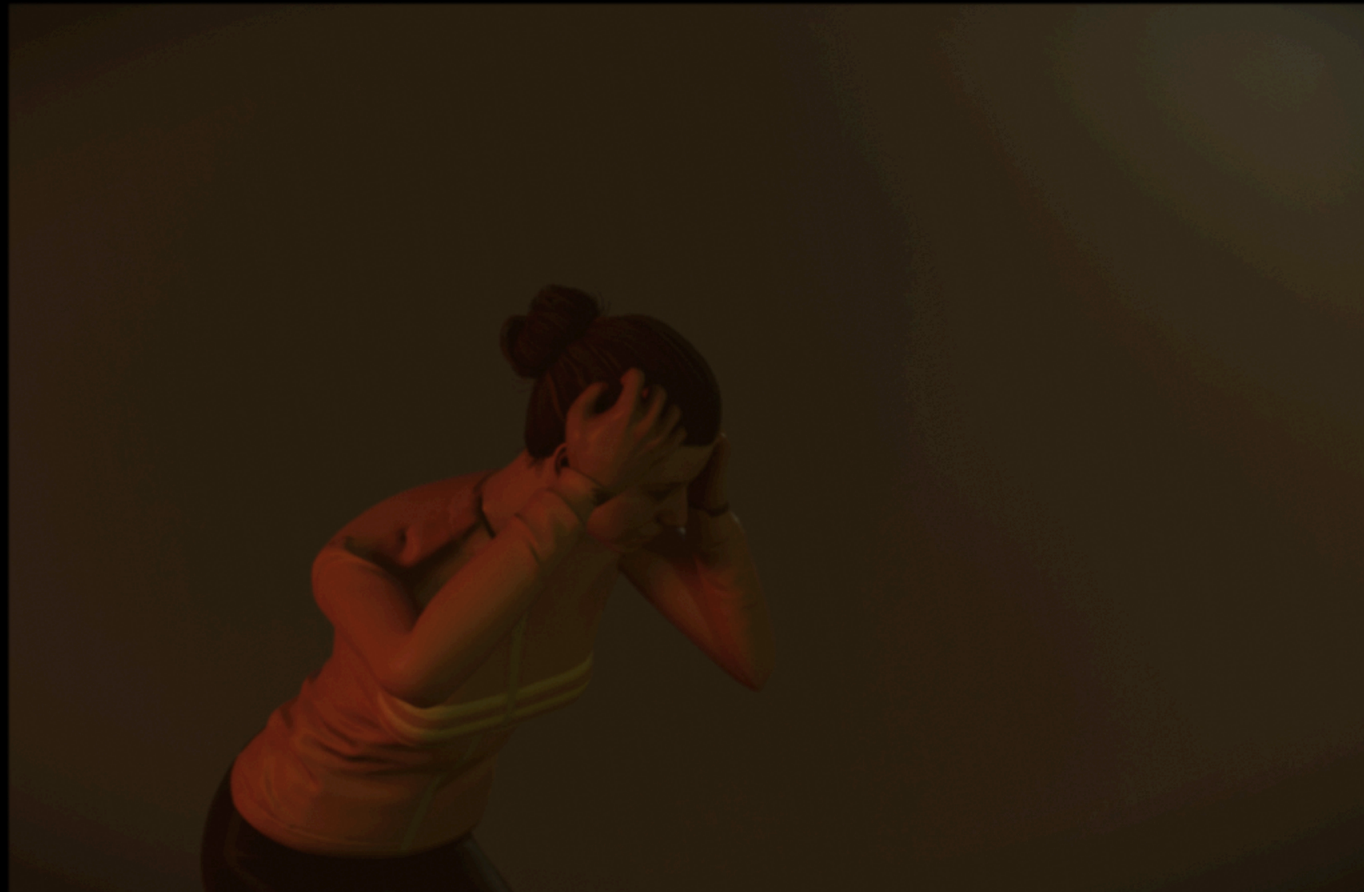
PROOF OF CONCEPT

WHITE RABBIT



KEY FEATURES

WHITE RABBIT



Sanity Matters

The choices you make throughout the game will lead to different gameplay and different endings.



One Weapon, Infinite Possibilities

Transform your playstyle with customizable mod attachments.

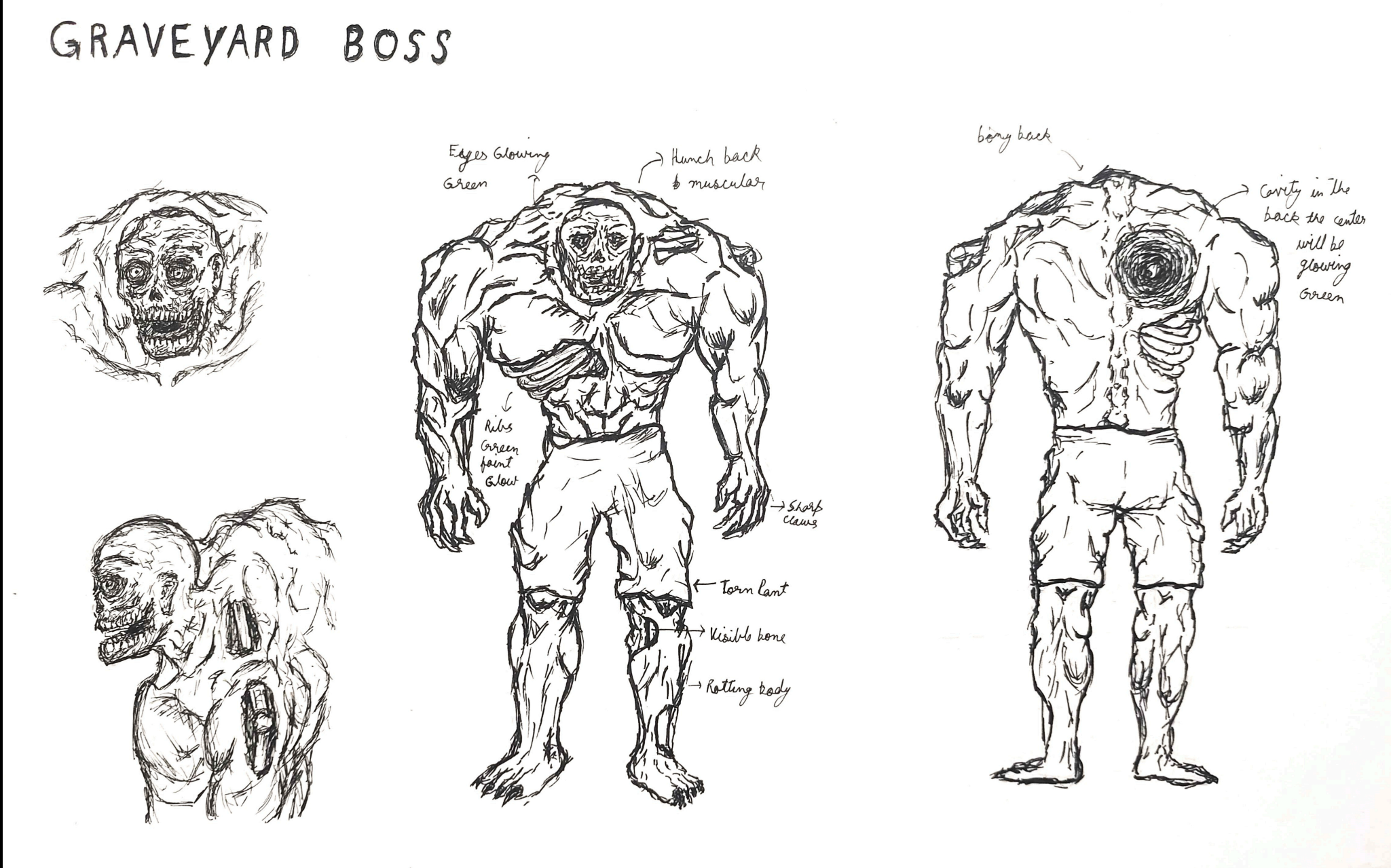
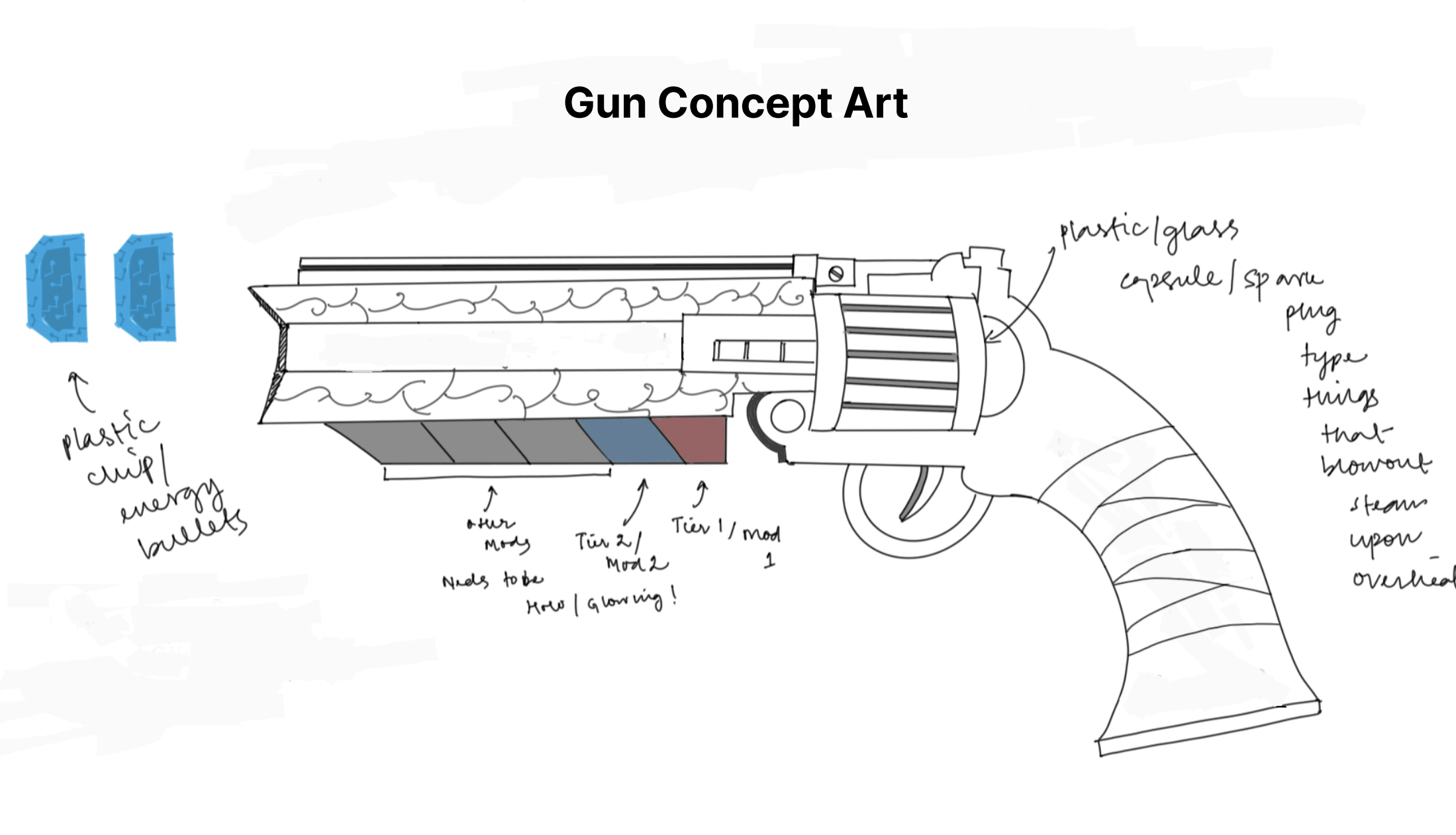


Diverse Areas & Themes

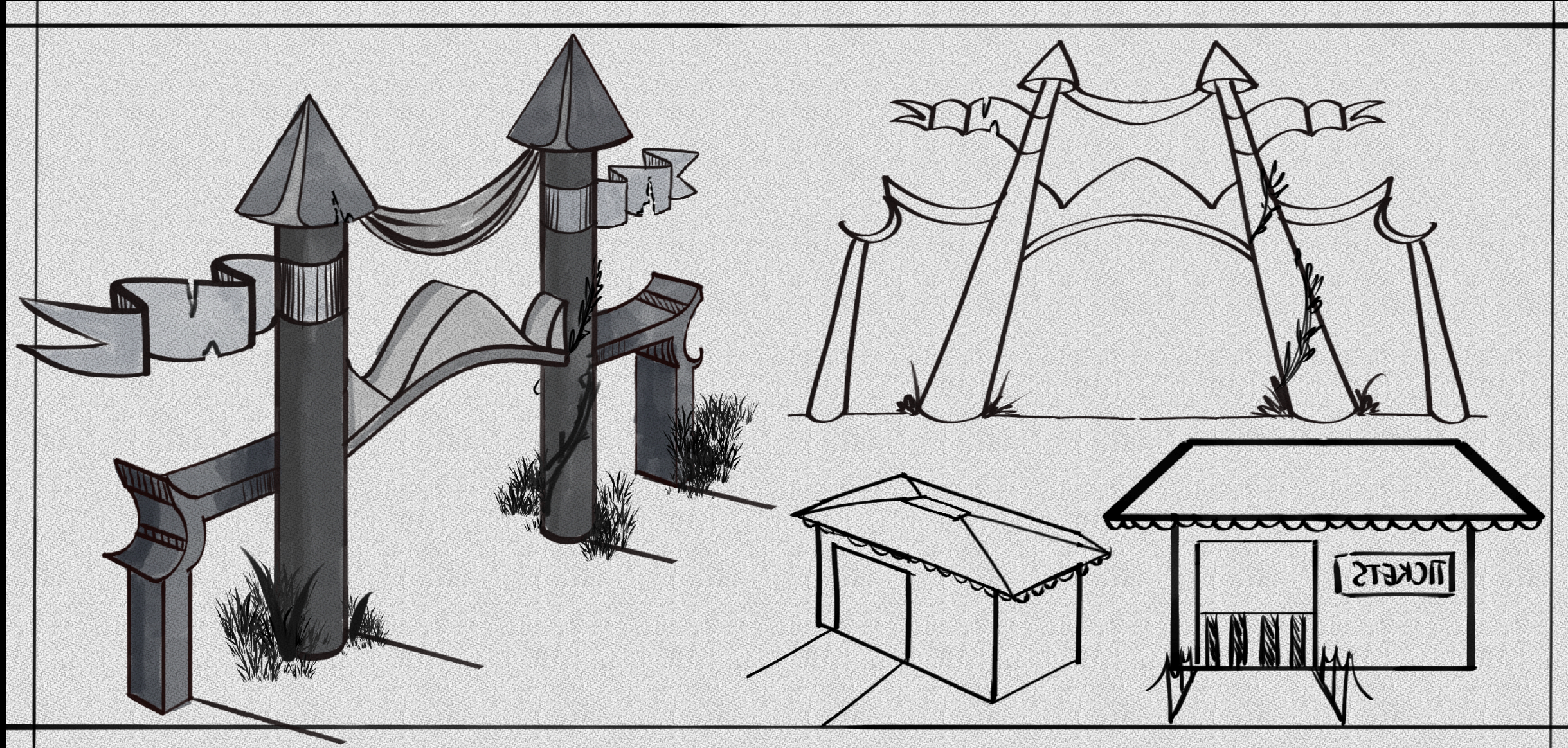
Explore different areas with different themes and aspects of horror.

CONCEPT ART

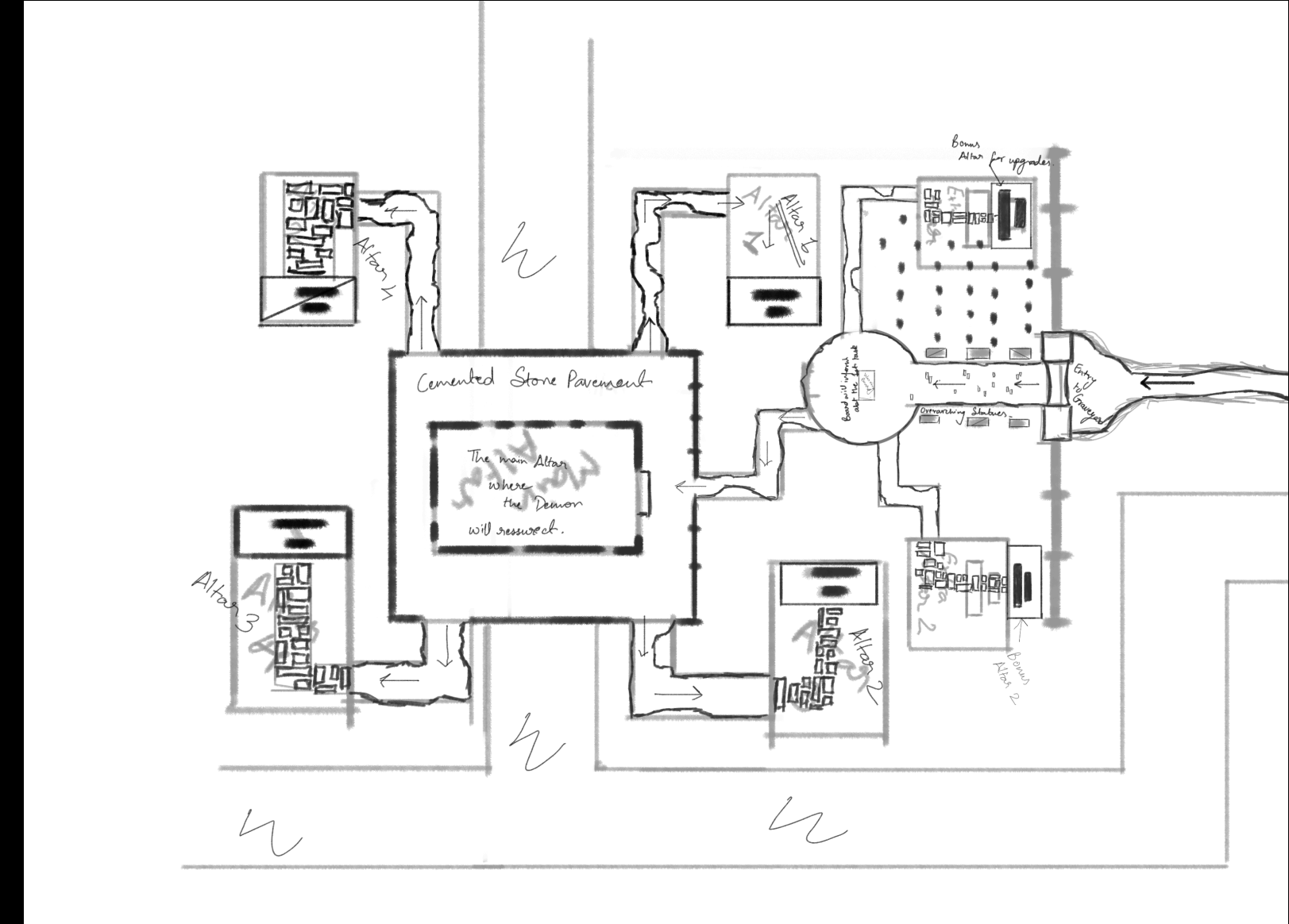
WHITE RABBIT



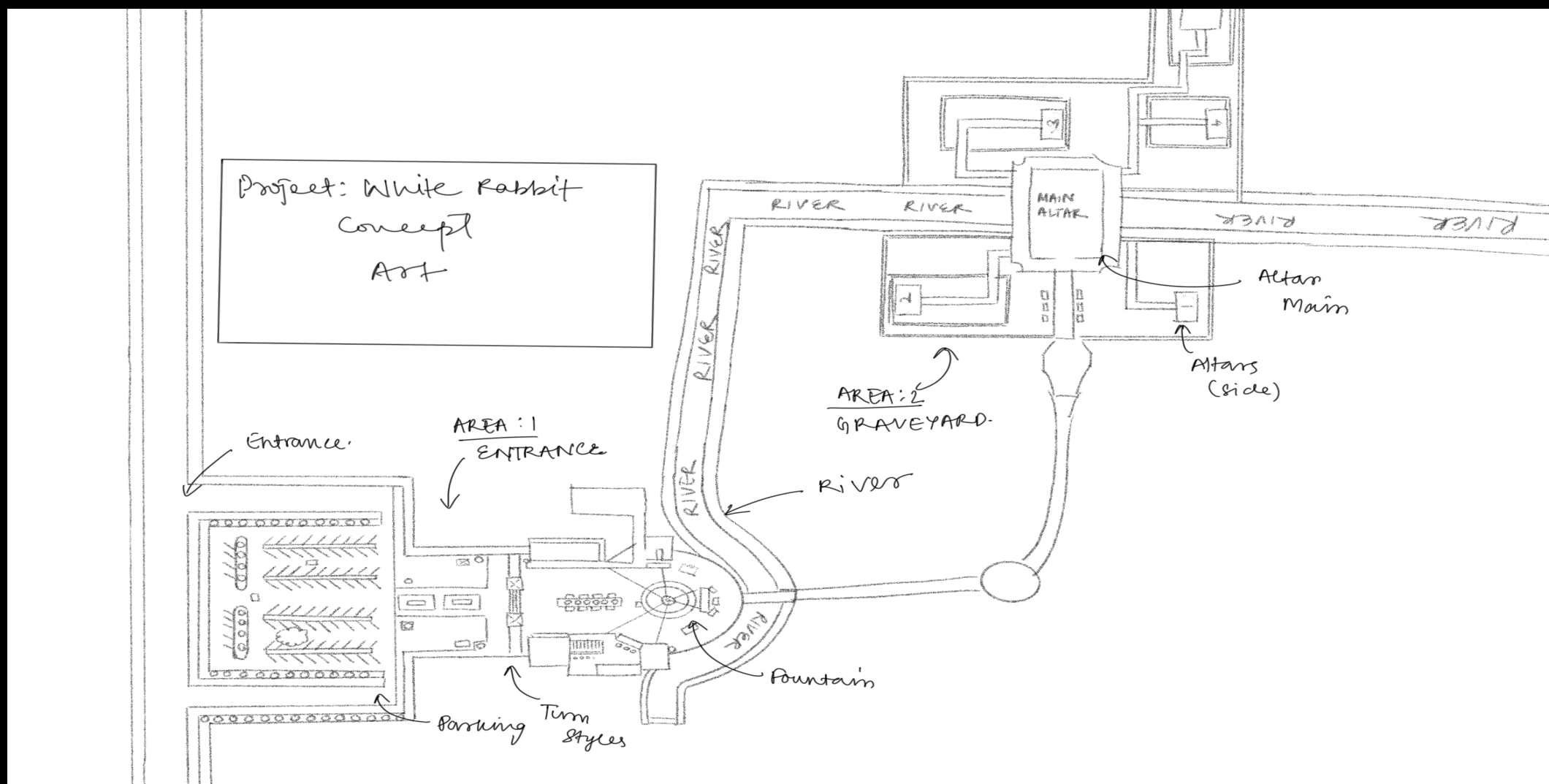
Different Iterations Of Entrance Gate



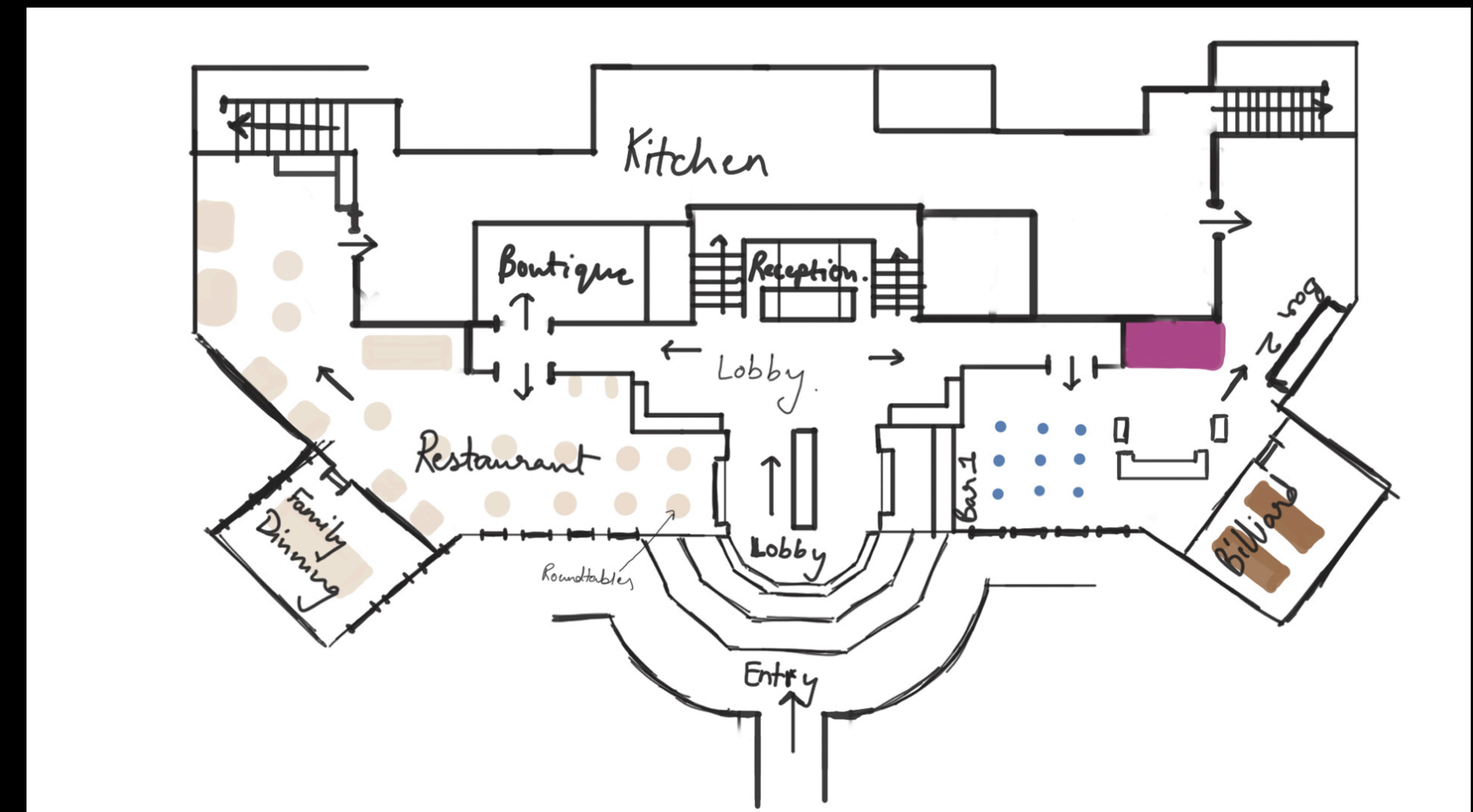
Graveyard level Layout



Map Layout - Starting Area



Inn Level Layout





Gun Render

Target Audience

WHITE RABBIT

Gender :

Balanced Mix

For everyone

Age Range :

15 - 40 Years

As this age group tends to enjoy the psychological depth and intensity of these games.

Experience :

Casual - Hardcore Gamers

Due the varying decisions in the game the playstyle can widely vary to a wide range of skill level.

Platform :

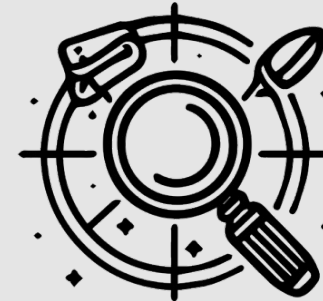
PC and Console

PC gaming is our primary target due to its popularity, accessibility, and growth potential. However, consoles hold a significant market share, so we plan to port to consoles if the budget permits.

PLAYER PROFILES

WHITE RABBIT

The Immersive Explorer



Age Range: 18-35

Gaming Interests: Narrative-driven games, atmospheric exploration, story-based experiences.

Personality: These players seek deep immersion in the game's world. They enjoy exploring every corner, discovering hidden lore, and piecing together the story's puzzle.

Motivations: They are attracted to games that provide psychological depth and intricate environments, where they can experience fear in a slow, creeping manner.

Examples of Games Played: Silent Hill, Amnesia: The Dark Descent, The Evil Within.

Platform Preference: PC and console, with an interest in high-quality graphics and sound design to enhance immersion.

The Survival Strategist



Age Range: 20-40

Gaming Interests: Horror survival games, strategy, and decision-based gameplay.

Personality: These players thrive on staying ahead of threats by planning, managing limited resources, and thinking critically about their next moves.

Motivations: They enjoy the challenge of managing the tension between safety and danger, making each decision count in high-stress scenarios. Psychological horror adds an extra layer of challenge for them.

Examples of Games Played: Resident Evil, Outlast, Alien: Isolation.

Platform Preference: Primarily console and PC, though some may enjoy handheld or VR versions for heightened intensity.

PLAYER PROFILES

WHITE RABBIT

The Story-Driven Role Player



Age Range: 25-45

Gaming Interests: Story-heavy games with psychological complexity and character development.

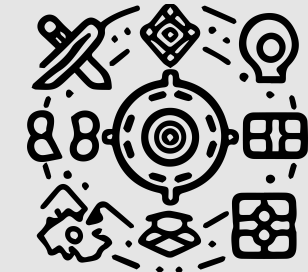
Personality: These players connect deeply with characters' backstories, motivations, and psychological journeys. They are invested in unraveling the narrative and understanding the deeper meaning behind the horror elements.

Motivations: They are drawn to games that blend horror with emotional storytelling, where the creatures and horrors represent deeper psychological challenges.

Examples of Games Played: The Last of Us, Hellblade: Senua's Sacrifice, Control.

Platform Preference: PC and console, with an appreciation for games with strong narrative and character depth.

The Puzzle Solver



Age Range: 25-40

Gaming Interests: Games that involve solving mysteries, puzzles, and using critical thinking to progress through challenges.

Personality: They are methodical and thoughtful, preferring to unravel complex puzzles that lead to deeper understanding or progress.

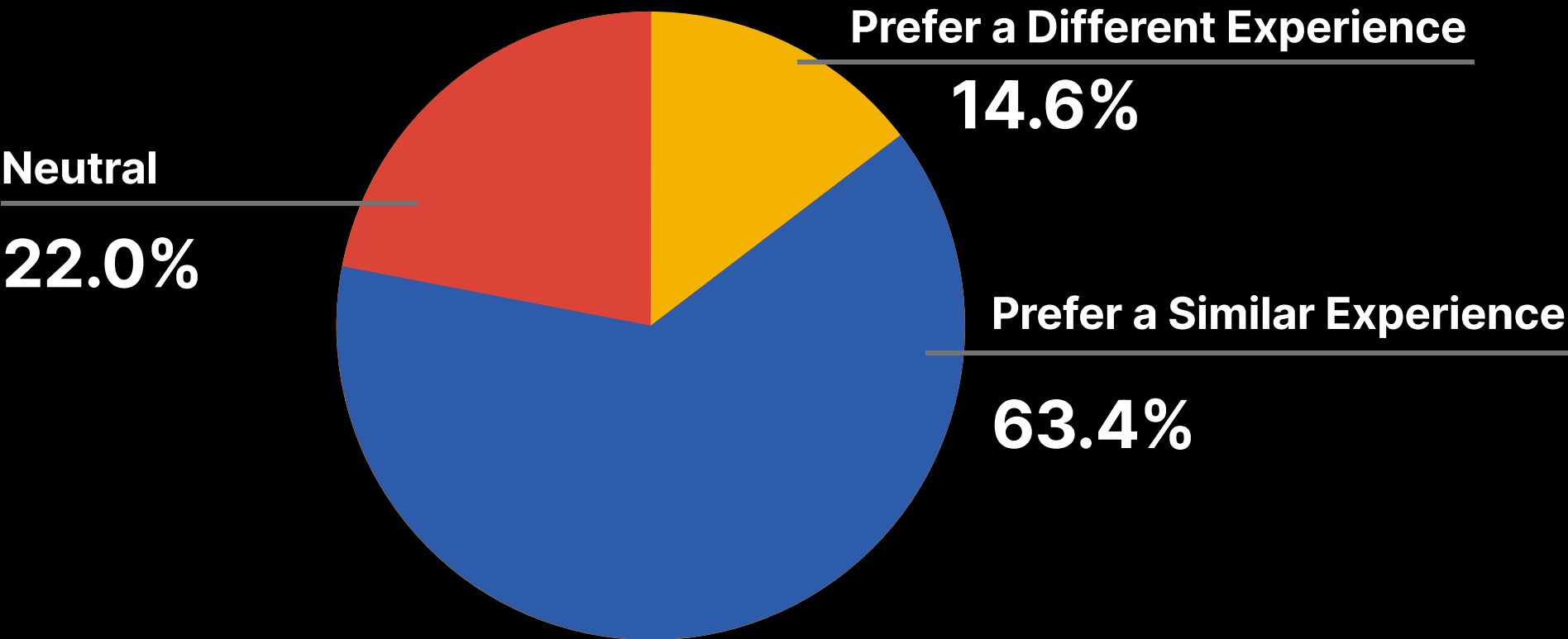
Motivations: They are drawn to the psychological horror genre because it challenges them to think while under stress. The amusement park's unique environments provide the perfect backdrop for intricate puzzles.

Examples of Games Played: Silent Hill, The Witness, Observer.

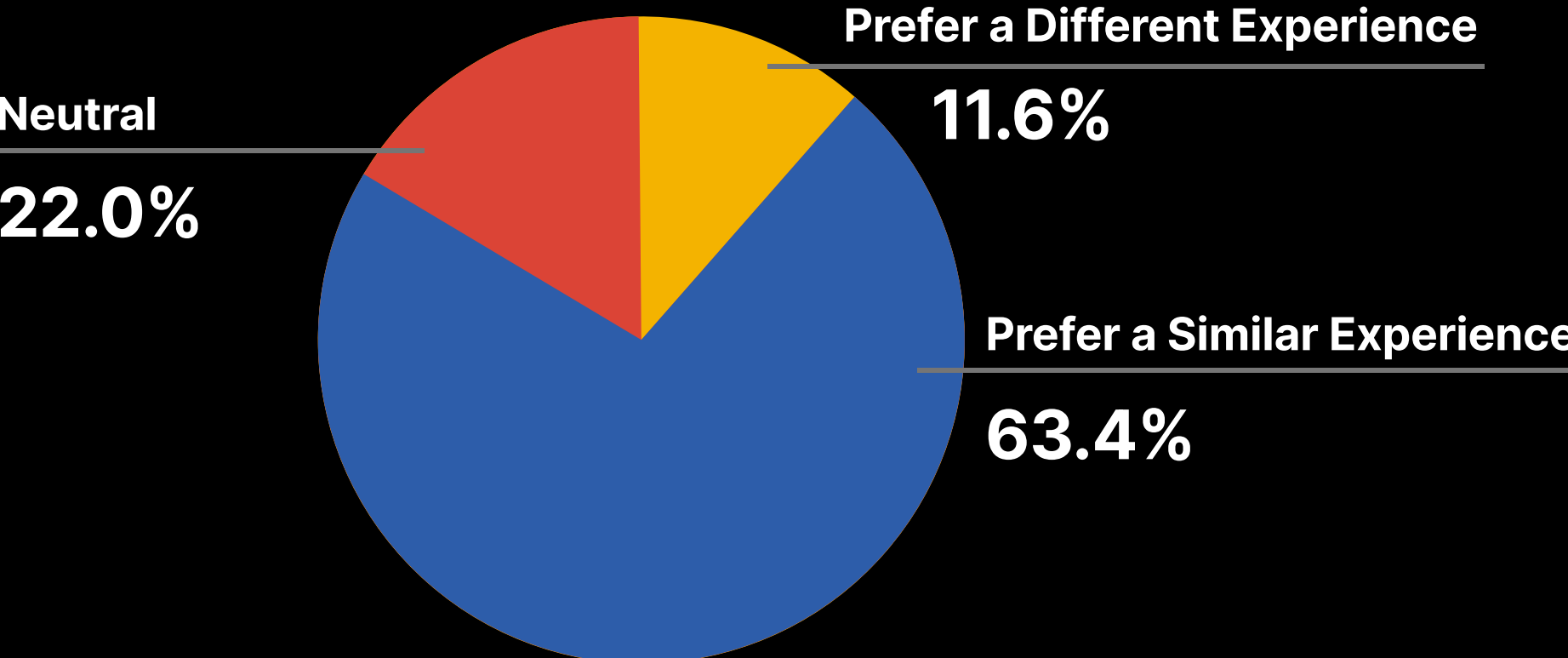
Platform Preference: Console and PC, with interest in story-driven and puzzle-heavy mechanics.

CUSTOMER ADOPTION SURVEYS

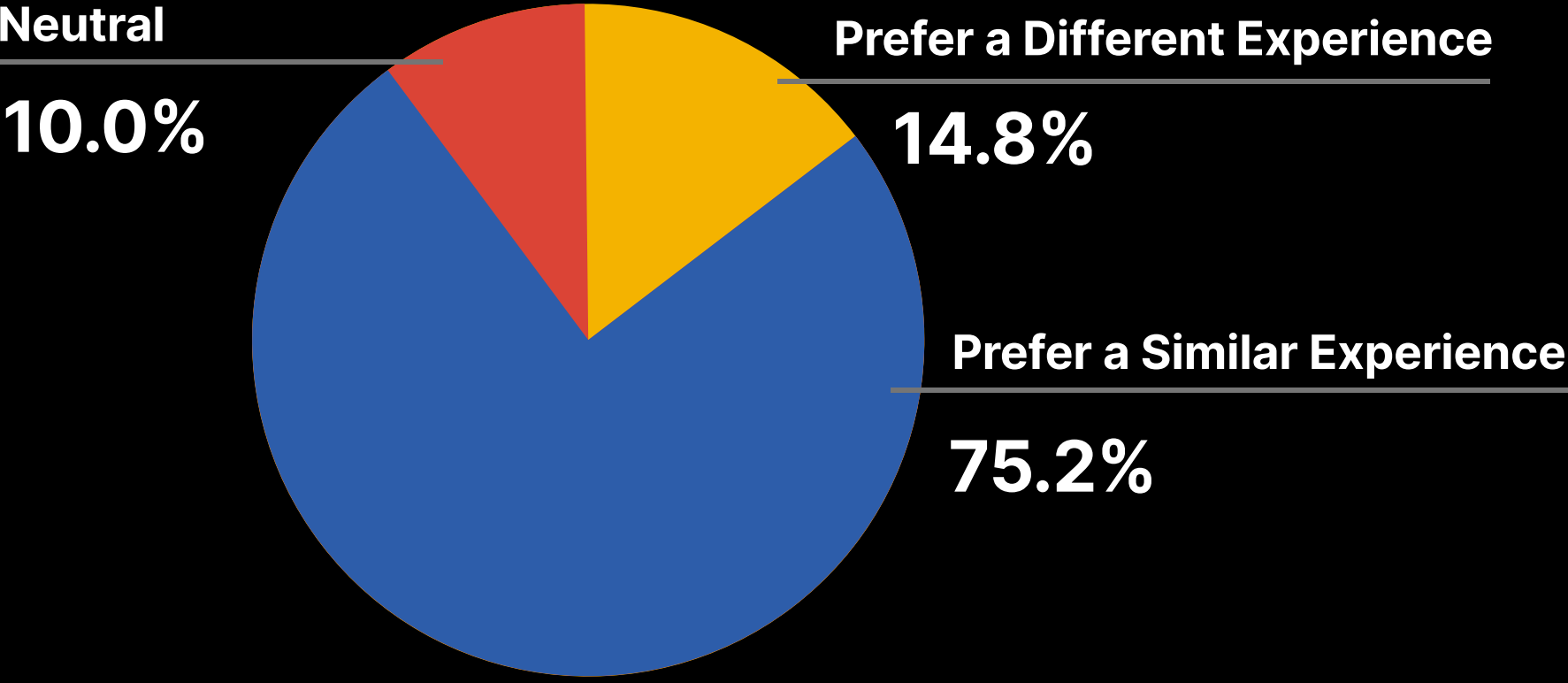
Narrative



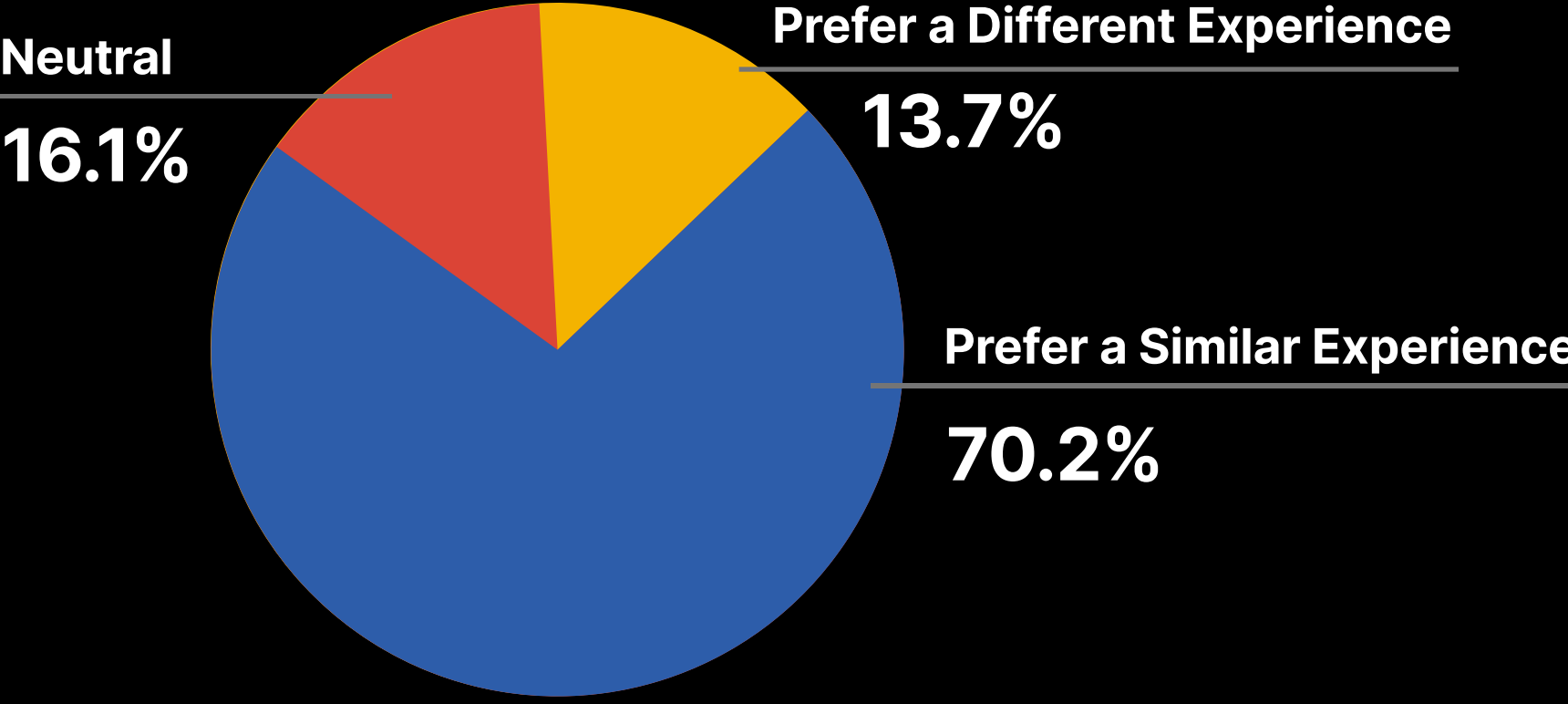
Art Style



Combat



TOTAL

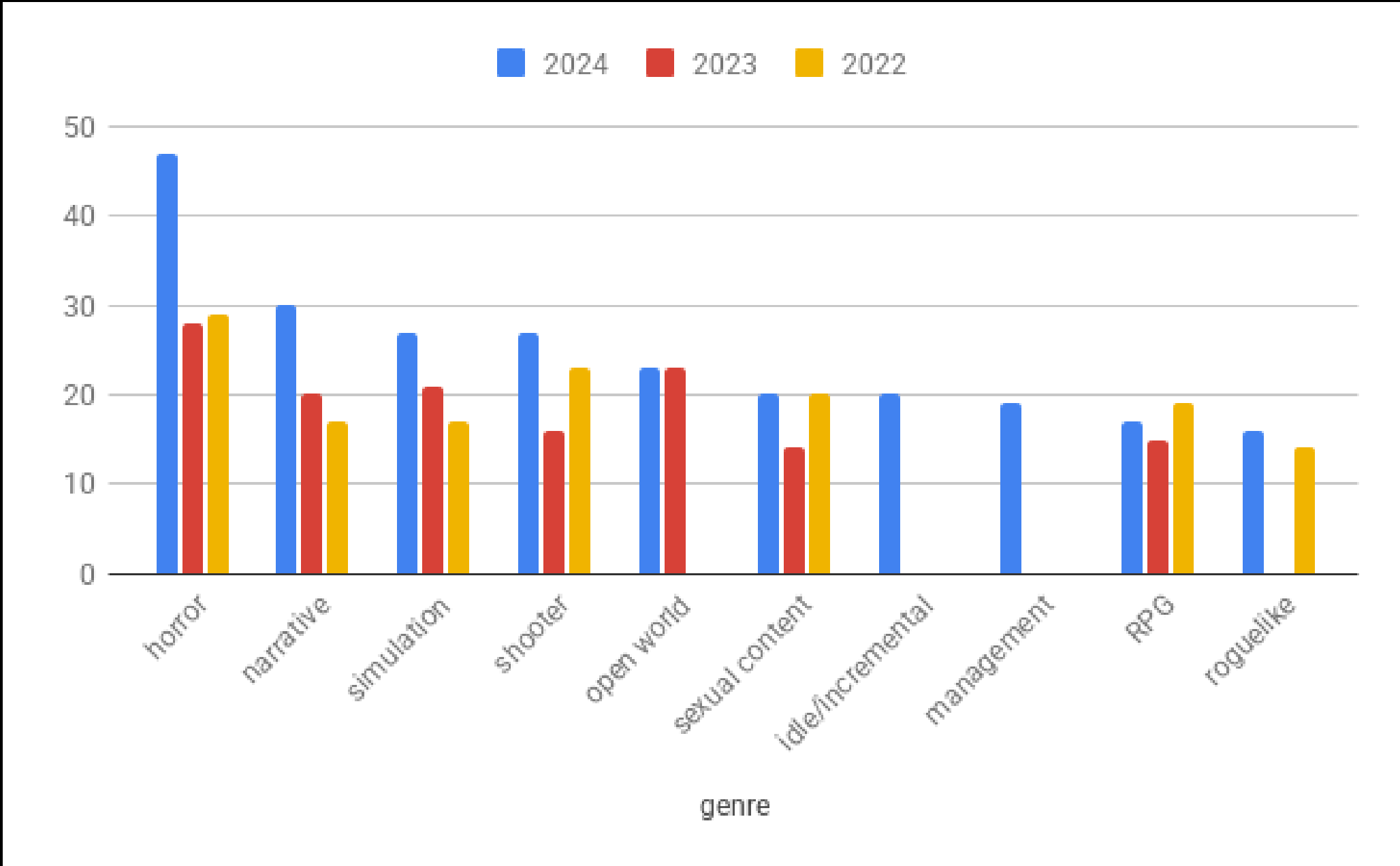


MARKET RESEARCH

WHITE RABBIT

- Similar games have been incredibly successful in sales and revenue (see *table**).
- The horror genre was the most successful out of all indie games released in 2024 (see *figure†*).
- We forecast 50K+ units sold and \$1M+ gross revenue within 24 months of launch on Steam only.***

Games	Number of Ratings	%Positive	Price	Unit Sold	Gross \$
Resident Evil Village	111,000	95.60%	\$39.99	3.3m	\$137.6m
Resident Evil 4	150,000	97.60%	\$39.99	4m	\$172.1m
The Evil Within 2	28,000	92.30%	\$39.99	649k	\$21.6m
Outlast 2	52,000	91.40%	\$29.99	1.3m	\$25.1m
The Evil Within	29,000	85.20%	\$19.99	1.5m	\$43.6m
Atomic Heart	33,000	82.90%	\$59.99	986k	\$43.6m
Amnesia: The Dark Descent	33,000	94.60%	\$19.99	4m	\$49.3m
Dead Space Remake	43,000	90.70%	\$59.99	1.3m	\$55.4
Five Nights at Freddy's: Security Breach	62,000	86.50%	\$39.99	1.9m	\$58.2m



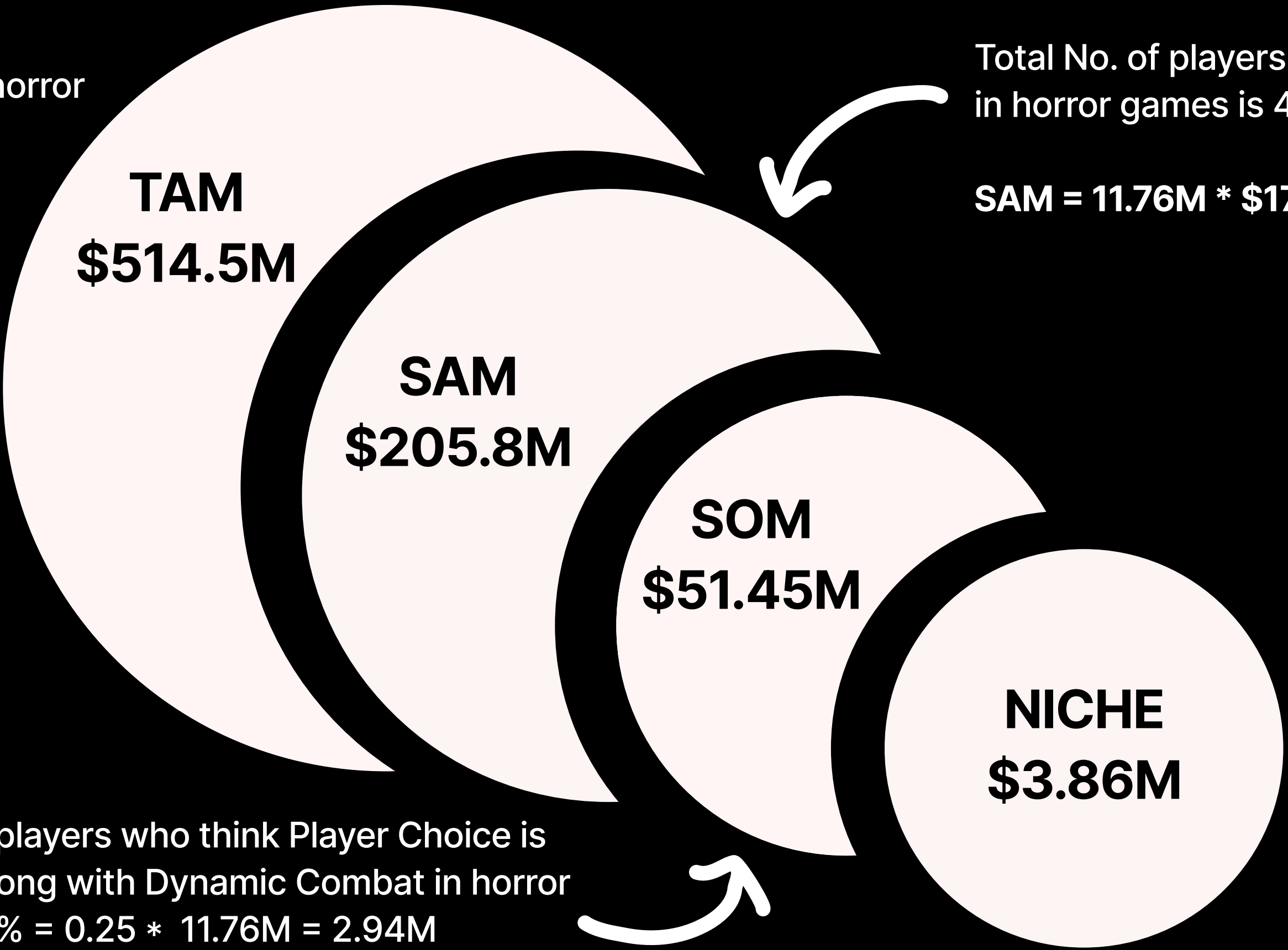
Most successful genres of 2024**

†[Market Trends of 2024](#)
*Figures obtained from SteamSpy, SteamDB, VGInsights, or directly from developers
**Only indie games that received 1K+ steam reviews considered
***Forecast made by one of our expert advisors, forecast value is 26% of NICHE calculations.

MARKET SIZE ESTIMATION

Total No. of players who purchased horror games in 2023 = 29.4M

$TAM = 29.4M * \$17.50 = \$514.5M$



Total No. of players who think Player Choice is important in horror games is 40% = $0.4 * 29.4M = 11.76M$

$SAM = 11.76M * \$17.50 = \$205.8M$

Total No. of players who think Player Choice is important along with Dynamic Combat in horror games is 25% = $0.25 * 11.76M = 2.94M$

$SOM = 2.94M * \$17.50 = \$51.45M$

Total No. of players who think Player Choice is important along with Dynamic Combat and prefer a Painterly Aesthetic with Realistic Sound Design in horror games is 7.5% = $0.075 * 2.94M = 220.5K$

$NICHE = 220.5K * \$17.50 = \$3.86M$

Assumed average revenue per customer is \$17.50.

SUMMARY

Game: White Rabbit

Genre: Action Horror

Platform: PC

Engine: Unreal Engine 5.4

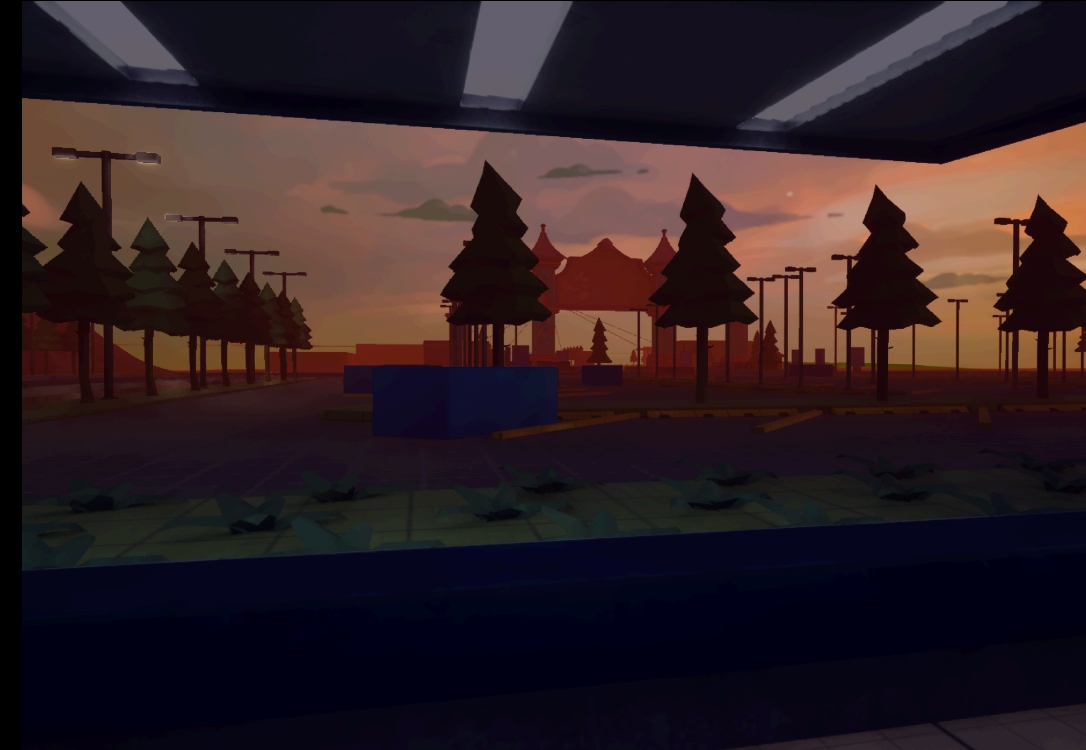
Modes: Single-player

Length: Campaign 10-15 hours



Sanity Matters

Melding sanity dynamics with gun play to create ever-changing strategic combat.



Explore Diverse Areas & Themes

Explore different areas with different themes and aspects of horror.



Intricate Combat System

Fight unique enemies with a highly modifiable gun, which completely changes the way you play.

Though we may be a **young** and **ambitious** team, we are driven to make White Rabbit a **standout game** that players **will love** for **years to come**.

With a blend of the **right skills** and a strong, **collaborative team culture**, we are confident in our ability to bring this vision to life.

White Rabbit holds **tremendous market** potential, backed by a **concept that has been validated** through numerous PoC iterations.

We are fully prepared to **align the game's direction** with your **commercial strategy** and **target audience** to ensure the best possible fit.

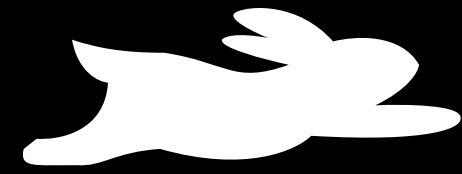
CONTACT US

WHITE RABBIT

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THANK YOU