

# HONOR

*'What is Won when Honor is Lost?'*

# What *is* HONOR?

Honor is an action-packed, science fiction, 3rd Person, open world Role Playing Game

- Uses existing tabletop assets and converts them into game assets for massive cost savings.
- \$60k personal investment.
- Completed Tabletop game as Proof of Concept - [www.thonthegame.com](http://www.thonthegame.com)
- Raised \$60k from 300 Kickstarter backers, 2013.
- Grew Facebook Fans from 300 in 2013 to over 20k in 2015.
- Bridges digital and physical game worlds with unique gameplay.
- Retains players through expansive universe, player customization and growth.

# PROBLEMS

There are only 5 games that consumers purchase, all sequels:

- CoD (20m units sold), World of Warcraft (6m units sold), NBA (6m), NFL (6m), 'Fighting Game'.
- Over the counter, \$60 - Tough to crack these top 5.
- Little to no innovation.

*Honor* will be 'Free to Play.'

- Current game publishers are complacent with little innovation.
- Use old style development practices with massive overhead.
- Little competition, but loyal fans.
- Free to Play works, but takes time to build an audience.

# TARGET MARKET

- Console Gamers Ages 18-40+
  - North America, Europe, Korea, Japan
- THON tabletop Market
  - Males from Europe and US ages 18-24+.
- 60-million Consoles on the market.
  - 40m PS4 + 20m Xbox 1.
  - This is our target platform as it has the largest installed base.
- Niche tabletop game has curb appeal.
  - Console game will appeal to wider audience.
  - Market Research resulted in overwhelmingly high enthusiasm over design and aesthetic.
  - Personally interacted with audience to collect feedback and tailor game resulting in increased attraction.

# SOLUTION

There is currently no 'Adult' Tabletop/Console Hybrid.

- Great timing, little competition.
- Comparable hybrid games: Skylanders (6-12yo), Disney Infinity (10+), Lego Dimensions.
- Carve out our niche.

Free to Play with In-App Purchases. (IAP)

- We will charge \$1-10 for new models, clothes and gear.
- Free game w/ IAP generates revenue: Forbes [LINK](#)
- Average price of IAP has increased from \$.99 to \$4.50. [LINK](#)

# REVENUE and ROI

How will we make money?

- 1-10\$ Skins, Equipment, Characters, Items.
- Starting out; 1k users @ \$1/Day
- Minimum users 25,000 @ \$1/Day = \$25k / Day.
- Projected users 250,000 @ \$1/Day = \$7.5m / Month
- Continue to generate new content for purchase, track what works and develop more of what sells.

Games I make average over 1m users @ 60\$;

Legacy of Kain	2003	700k units sold	
Tomb Raider	2006	1.6m units sold	
Fallout Vegas	2010	5m+	\$300mil in sales
Transformers	2012	1m	
Deadpool	2013	1m	

# MARKETING

Timing is key here;

We will hit in the heart of Console Market Timing - 2017.

- 2018 new console at the earliest, probably cloud-based.
- 2017 Release is our best possible window.

Outlets:

- Social Networking
- Existing Market (Tabletop)
- Microsoft LIVE, Sony HOME
- Web
- Promotions
- Friend Recruitment bonuses

# WHO ARE WE?

## Forge Father Games, Inc.

J.R. Vosovic

Josh Vosovic (Bizdev)

Tom Rolland (UK, Thon Warfront, sparks novel and screenplay), Chris Bodan (Tyvorus, Warmachine and Hordes)

Paul Fish (Artist), Tyson Christensen (Lead Design), Greg Garrahan (Design)

Breno Braga (BRAZIL, Concepts), Nick Hall (UNITED KINGDOM, Characters)

Marc Hall (Code), Dillon Doherty (Code)

# COMPETITION

Competition: Bungie (Microsoft) 'Destiny', Firefall, and **Warframe**.

- Warframe
  - Started in 2008. Average score of 7/10.
    - 'Lack of Content and Repetitive.'
- PC - Firefall
  - I almost worked on this. Too many red flags and too repetitive.
  - 7/10 and 47% PC Gamer.

Game to beat?

- Timing is perfect - Meat of console craze.
- We have no direct competition.
- Destiny is Microsoft's big gamble - DLC to retain players for the remainder of console life.

# FUNDS and SCHEDULE

\$250k - 12 months of Development. June 2016-June 2017.

## 2016 - June

- Monthly Milestones and reviews.
- Develop the Hub; the Capital Ship 'Solace'.
- 10 Missions. 1 per Month = 4-5 Hours of initial Gameplay over 10 Months
  - Two Weeks of blocking in layouts, Two Weeks of gameplay scripting

## 2017 - June - 'E3'

- Game Launch! 'No Solace'
  - The Solace becomes your living, growing HUB and personal command ship.
- Begin work on first expansion area; Deserts of Kala and release ASAP.
  - Generate additional content, and Profit \$.