

Blank Canvas Market Analysis

By Clown Town Games (Grady Tarlin, Joshua Pacheco, Tomas Martinez, and Franco Lee)

Studio Information

Strengths

- Education in Game Design
- Years of working together
- Diverse skill sets
- New/unique perspective

Weaknesses

- Inexperienced team
- Small team
- Small following
- No previous games

Competition

- Extremely Ok Games, Ltd.
- Team Cherry
- Tarsier Studios
- Playdead
- Alien Pixel Studios
- Nomada Studio

- Nexile
- Yacht Club Games
- Motion Twin
- Studio MDHR
Entertainment Inc.
- SouthPAW Games

Steam Tags Comparison

Game Title	Units sold	Price of game
Celeste	1,713,375	\$21.99
Little Nightmares	2,939,985	\$24.99
Jump King	269,190	\$16.99
Gris	2,070,450	\$19.49
Average	1,748,250	\$20.87
Expected	30,000	\$12.00

Using the information from our steam tags comparison, we have concluded that we should expect to sell at around 30,000 copies of our game at \$12.00 (as a conservative estimate). We are in a similar position to Jump King, which is Nexile's debut game, which leads us to expect comparable success. Our expected units sold is much lower than the average from our researched games because most of the games analyzed are critically acclaimed and very successful. This gave us the confidence 30,000 units sold at \$12.00 would result in \$360,000, which is \$68,830 excess of our budget. We would also plan to sell our game for the first week at a sale price of \$9.60 (20% off). This sale price takes into consideration our intended audience's buying habits.

Target Audience

Geography	English-speaking territory
Demographics	<ul style="list-style-type: none"> ● Young adult players (13-24 years old) ● North American ● Horror fans (oddities, freak show, creepy-horror) ● Pixel art fans
Psychographics	<p><u>Personality</u></p> <ul style="list-style-type: none"> ● Values <ul style="list-style-type: none"> ○ Creativity ○ Curiosity ○ Courage ● Interests <ul style="list-style-type: none"> ○ Atmospheric horror ○ Clown horror ○ spooky themes ○ Art
Behaviours	<p><u>Social Media</u></p> <ul style="list-style-type: none"> ● Twitter (#spookygames, #clown, #pixelart) ● Discord (Pixel art, Pixel Art Community, Canadian Game Devs, Glitch, Work With Indies) ● Reddit (r/creepy, r/horrorgames, r/indiegaming) ● Instagram (horror.video.games, theofficialclownspace) <p><u>Video media - shows or platforms</u></p> <ul style="list-style-type: none"> ● Youtube (IGN, Markiplier, ManlybadassHero) ● Twitch (Streams of scary games) ● Tiktok (#horror, #horrorgames) ● Young adult TV shows with spooky themes (eg. Stranger Things) <p><u>Gaming Habits</u></p> <ul style="list-style-type: none"> ● T for Teen ESRB rating ● Fan of casual games ● PC gaming ● Not a competitive level gamer <p><u>Purchasing motivations</u></p> <ul style="list-style-type: none"> ● Good reviews from trusted sources ● Interesting gameplay seen from a trailer or “let’s play” ● Game on sale

Audience Expectations

What They Want	How they want it
<ul style="list-style-type: none">● Looking for moderate difficulty that challenges without frustrating● Story-based with interesting narrative and unique world● 2D platformers● Interesting character development● A non-binary player character● Interesting aesthetic and a pleasing art style● Accessibility features such as blood fx settings, remapping player controls, volume controls, etc.● A tested game that's bug free● A casual and entertaining game	<ul style="list-style-type: none">● An affordable game around the price of \$10● Multiple Platforms: Steam, Epic Games, and Nintendo Switch● Full controller support (Game pads, hand held controllers, adaptive controllers, etc.)● Day one release sale on platforms such as: Steam and Epic Games