

Document Title: Game Concept Document – Smaller Games Pitch

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- 1 – 28/5/2026 – First Draft

Purpose

The document's purpose is to present ideas for smaller polished game experiences that can help build our company's portfolio. It is to validate the idea of making smaller vertical slices and releasing them on steam to gain traction. This should help us secure bigger ticket size and make Kalicharan without a compromise.

Pitch and Overview

- **Elevator Pitch:** A tight and solid experience in the world of Kalicharan setting up the main game's lore. The objective is to present intriguing narrative with crisp mechanics.
- **Introductory Paragraph:** The USP of this idea will be narrative focus on smaller experiences and how they will be translated via gameplay. There are a couple of ideas in the I have for these experiences; I have added them under their own GDDs. The reason this works on multiple levels is as follows.
 - From an investor's/publisher's perspective we have a healthier and bigger portfolio.
 - From a production point of view, we treat these as practice runs for Kalicharan. We get to make content (mechanics/assets) that can be upgraded in our main game thus cutting future production cost as well.
 - From company's brand pov it sets us up as a narrative driven gameplay focused studio.

Target Audience and Market

- **Demographics:** Aimed at Indie game players from age 16-35. These are players who prefer narrative experiences over "AAA flashy gameplay". The approach here would be community first so a big part of it would be gaining traction on itch.io before moving to steam.
- **Genre and Platforms:** Narrative focused games for PC.
- **Market Demand:** This is a tough space to break into, especially for an indie team with their first game but there is a sustainable market for this genre. Game like "Outerwilds", "Everybody's gone to rapture", "Return of Edith finch" and "Abiotic Factor" have proven over the years that this formula works in the

market and has a potential to become a corner stone in a company's portfolio if done right.

Core Features

- **Key Gameplay Mechanics:**
 - Each experience will have different gameplay mechanics derived from its narrative, golden path and vibe.
 - Some of the ideas mentioned earlier in the doc have their mechanics in detail in their respective GDDs.
- **Unique Selling Points (USPs):** Narrative experience provided via unique mechanics suiting each narrative. For further details check GDDs.
- **Player Experience:** Player starts lost, no clue of the world and is dropped into a narrative setting. The player progresses towards learning about the world as they play through the experience and the final payoff is a better understanding of the world of Kalicharan. But its for the player to connect these dots or play our main game to get the "Oh that's where it's from" moment.

Game Analysis

- **Player Goals and Motivations:** Unwrap the narrative present in front of the player while tackling challenges via mechanics.
- **Obstacles and Challenges:** These are derived from narrative experience for each game as further expanded in GDD.
- **Balance Elements:** Varies from experience to experience to justify the narrative being played out. Further expanded in GDD.
- **Win Conditions:** Varies from experience to experience to justify the narrative being played out. Further expanded in GDD.

Design and Technical Summary

- **System Rules:** Static assets, minimum production cost in terms of art.
- **Content Elements:** Derived from the narrative picked for an experience. Further expanded in GDD.
- **UI Description:** Basic UI, minimum art assets.
- **Innovation vs. Convention:** Innovation: Mechanics in terms of design.
Conventional: Overall game systems.
- **Platform Specs:** Differs from experience to experience.