

KICKSTARTER PLEDGE VIDEO - DRAFT 3

REVISIONS:

- Cut the amount of dialog, it was getting too long.
- Cut many of the cuter cat puns from Angel. Cuteness clashes with her personality, if she's delivering cat puns it should be with all the deadpan seriousness that you'd imagine from Hilary Clinton talking about twerking. She should be using cat-puns in a deliberate, political way as if she was invoking terminology rather than in the impulsive, unaware or reflexive way you'd find in Anime or My Little Pony.
- Added descriptions for what type of footage should be shown during the VO. Relevant footage, such as Dev footage and Con Footage is shown during portions of the VO. Footage of us doing dev stuff is played while Angel speaks.
- We (Me and Rachel) talk at the very, very end where we just introduce ourselves and ask for pledges. It's important for us to show our faces, but not necessarily to be the ones who are doing the talking or delivering the selling points. We should use footage/pictures of us working and playing with cats and doing cons, but in terms of delivering talking points, maybe just have us at the end saying "Good bye, donate!":

NOTES

In this dialog, Angel is the 'straight man', while Von Schloss is the obscene villain/provocateur. Those familiar with Larry Wilmore and the Nightly Show will recognize a similar dynamic in his "Larry vs Donald Trump" skits.

For visuals, when Angel speaks we show footage, photographs and concept art. When Von Schloss speaks, all of his ideas are represented by really boring Excel sheets or crudely drawn MS Paint work.

Show off the logo shot, and then footage of relevant gameplay and concept art

ANGEL

SpaceCats in Space! is an animated twin-stick shooter epic. The cat Kingdom of Meowfyre is under attack, and it needs your help right meow! Play as me, Crown Princess Angelina Contessa the Third, and blast your way through the invasion forces of the evil canine Grolich Empire!

Show a hand drawn list of twinstick shooter games and a dead cat.

VON SCHLOSS

Hah! I could swing a dead cat on Steam and find a game like that.

Show a cat looking shocked or offended, followed by relevant gameplay and animations.

ANGEL

<Feline growl> You racist dog! Only we can use that phrase!

Choose your destiny in our visual novel story mode, where your decisions change the story. Explore a hand-drawn animated universe while battling the Grolich Empire solo, or with a friend in local two-player co-operative play.

Download the two level demo from our Kickstarter page to get a taste!

VON SCHLOSS

Demo? Why should I even bother buying anything? I've played it and had my bone.

Show the fancy list of features with relevant header art.

ANGEL

Because you want to fund a -- full game -- including:

12 levels

4 custom soundtracks

12 new weapons

25 new enemies

Huge, screen filling mega-bosses

new animated cutscenes

new ships

and SpaceBears.

Show a really poorly drawn bear with a bubble helmet on

VON SCHLOSS

<Quizzical surprise> SpaceBears?

Show proper Space Bear art- we'll commission it from Kim.

ANGEL

SpaceBears!

Show the following

A really bad chart with lines that don't mean anything and \$75,000 on it

(DEV FOOTAGE) Footage of Rachel playing with cats, Alex looking terrible.

A hand drawn pictures of soliders shooting Nazis with CALL OF DOOTIE #15 at the top

VON SCHLOSS

Foolish kitty. Pathetic. Your goal is too high, and your team, rank amateurs. Seventy-five thousand dollars for a top-down shooter. In two dimensions nonetheless. Outrageous! Consumers, save your time and money on the next Call-of-Duty!.

Show Footage:

Any Youtuber, PAX EAST, MAGFEST or INDYPOP footage

(DEV FOOTAGE) Rachel working at her apartment

(DEV FOOTAGE) Alex playing with Star wars figures. (keep the noise low)

ANGEL

These gamers have guts Von Schloss -- they're not going to lick the bootheels of triple-A tyrants like you and your Hundkaiser!

Fear not. We've spent a year of blood, fur and plenty of catnip on development and playtesting. SpaceCats In Space! has taken off at major gaming conventions like MAG FEST and PAX EAST.

Another crudely drawn graph with a big 3X at the top, and the number of existing customers = 1,000. Include the math breakdowns of 30% mailing list and 10% twitter.

Then have some humans on iPhones being crushed by a steamroller

VON SCHLOSS

You'll never succeed. Even with all your so-called fans you would need to triple your existing customer base to match your goal. In short, mien kitty princess, your tiny indie rebellion will be crushed, under the grinding wheels of consumer apathy.

Show some motion graphics of Facebook, Twitter, et al, then the logo for the game.

ANGEL

That's why we need you to do more than buy. We need you to send our message across the stars. Facebook, Twitter, all the social media you can get your paws on. Don't let those doggy defeatists dictate your dreams. Help a scrappy young bunch of humans bring to life an animated twin-stick shooter epic with SpaceCats in SPAAAAAAAAAAACE!

Part Four - Developers Call to Action Footage

Part Five - Visual Only: Flash of powerful in-game footage (2 or 3 seconds)

Part Six - Final Card

SpaceCats in Space! + Robotic Potato logos

"Furry felines flying fighters!"

"Join the Fight, Share our Site" with game URL

GAMEPLAY VISUALS

- Bombing Runs
- Weapons
- Visual Novels
- Animated Cutscenes
- Voice acting
- Music
- Wingmen

REQUIRED ART ASSETS

These are the assets we need for the Kickstarter video. We need to find them or make them.

EVENT PHOTOS/FOOTAGE/YOUTUBE

- MAGFEST
- PAX EAST
- INDYPOPCON
- INDIECADE
- Hightsight
- Giant Plays

Known footage

- XSplit Interview
- Techraptor Interview

Known Articles

- Indiecade press interview

Standard Art Assets (Should be high quality artwork)

- Space Cats Logo
- Space Cats Logo combined with Kickstarter logo
- Russian Space Bears (A very rough portrait is fine)
- Wolf Tank Boss artwork

- Twitter, Facebook, Reddit, Instagram, Tumblr logos
- Shocked/offended looking Angel (Can be lifted from existing assets)

Game play/animated footage

- Angel Shooting some dogs
- Missiles
- Lasers
- Autocannon
- Dogfighting with enemies
- Stubblehauser or Raumschiff fight
- Visual Novel Mode
- Animation
- Angel and Art shooting some stuff

Crude hand drawn art for Von Schloss "Dog Thoughts"

- A list of popular twinstick shooters (Binding of Isaac) and a dead cat hitting them
- A satisfied looking dog with a bone.
- A bear with a space-bubble kind of helmet and a Soviet sickle and hammer on a rocket ship
- A nonsensical chart with "\$75,000", the word GOAL and an arrow/line that goes up
- A picture of some soldiers killing nazis with CALL OF DOODIE #15 written at the top. A clever subtitle is appreciated
- A nonsensical graph showing the following text "3X" "1,000 MAILING LIST SUBSCRIBERS" "4,000 TWITTER FOLLOWERS" "10%= 500" "75,000/15"
- A picture of people/cats/anything looking on their phones as they are crushed by a steamroller. Maybe Von Schloss is riding on it.