ELDRITCH ARENA

Game Design Document

Presented to the Mythos DAO by

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ELDRITCH ARENA

Eldritch Arena is an eight-player competitive auto-battler card game. Call creatures from the void and position them in an arcane circle for combat.

Summon stronger creatures by staring deeper into the void and risk losing your mind. The last player standing may wager their winnings in a fight with Cthulhu's champion.

12   ★☆☆   08
BEAST

CHIMERA

Cannot be targeted by enemy abilities.

MYTHICAL™ MARKETPLACE

Hero Enhancements: upgrade your their favorite heroes with exclusive outfits, backdrops, vocalizations, and more.

Battle Passes: access vanity upgrades and record an exclusive subset of stats for each 90-day competitive seasons.

Oracle Pacts: players are shown the best moves they can make in a round. Use of a pact is recorded in a player's stats. Player's may choose to disable this feature and be matched with opponents who've done the same.

ELDRITCH ARENA

LAUNCH TIMELINE

| NOW | — | EARLY ALPHA | — | ALPHA | — | BETA | — | READY TO SHIP | — | SHIPPED |

PRE FUNDING	**1 MONTH**	**2 MONTHS**	**4 MONTHS**	**5 MONTHS**	**6 Months**
- GDD DRAFTED - MIP SUBMITTED	- INTERNAL ALPHA - STAKEHOLDER PREVIEW	- COMMUNITY TESTING & FEEDBACK	- COMMUNITY TESTING	- PLATFORM APPROVAL	- RELEASE

ESTIMATED BUDGET

Human Capital	Per Month	# Months	Total
Development Lead	$6,250	6	$6,256
Project Manager	$5,250	6	$31,500
Game Designer	$5,350	4	$21,400
Systems Designer	$5,000	3	$15,000
OST/Sound Designer	$5,000	2	$10,000
Community Evangelist	$4,300	4	$17,200
Total	**$31,150**		**$214,584**
Technological Capital			
Equipment Costs			$10,416
Total			**$10,416**
Third-Party Vendors			
Asset Refinement (Outsourced)			$13,228
4media Group Marketing			$125,000
Total			**$250,000**

1. Eldritch Arena Overview

***Eldritch Arena* is an eight-player competitive auto-battler card game.** Each round, players call creatures from the void and strategically position them throughout an arcane circle in preparation for combat. Combat then carries out automatically.


The cycle repeats until players whittled down until one player remains. The remaining player must then choose whether to settle for victory over their Earthly opponents or wager the spoils of war in a fight against Cthulhu's champion; an ancient being ripped from the pages of H.P. Lovecraft.

For most players, the closest frame of reference to this game is *Hearthstone Battlegrounds*.

***Eldritch Arena* differs from Blizzard's battler in a few key ways:**

- **It Was a Graveyard Smash:** *Eldritch Arena* pits history's greatest earthly horrors against cosmic horrors from Lovecraftian fiction.

- **Facing the Champion:** the last player standing in each match can wager their winnings in a battle with Cthulhu's champion. Competitive players may adjust their strategy, reserving stronger creatures in anticipation of facing the champion.

- **The Void Stares Back:** the creatures of *Hearthstone Battlegrounds* are assigned to a tier, growing progressively stronger. In *Eldritch Arena*, staring deeper into the void to summon stronger creatures incurs a cost in the form of a player's sanity. A player's sanity score equals the sum of creatures' void tiers.
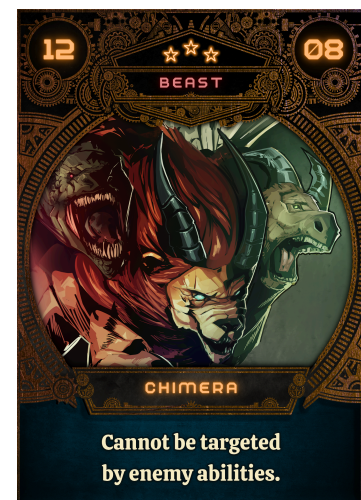
Forthright Entertainment is seeking **$250,000** to launch *Eldritch Arena* on **iOS**, **Android**, **Windows**, **MacOS**, and **Linux** (with potential expansion to consoles) by as early as the end of **Q1, 2024**; an ambitious feat made possible through its proprietary tools for ethical AI-assisted content production.

2. MIP

A. Summary

A summary of the proposal.

Eldritch Arena is an eight-player competitive auto-battler card game mixing elements of strategy, RNG, and card interactions inspired by *Hearthstone Battlegrounds*; all themed in various horror mythos.

B. Background

Provide background information, if any, for the proposal.

Based in Knoxville, Tennessee, Forthright Entertainment is a game publisher whose executive leadership team has more than 125 years of AAA gaming leadership experience and who have grossed over 2.4B in their careers.

Forthright has shipped over 75 mobile, PC, and console games. Forthright is developing proprietary tools for AI-assisted production in partnership with Vector AI. The publisher also draws from a talent pool rich in experience with Web3 gaming.

Marketing for *Eldritch Arena* will be spearheaded by Lee Kirton as part of a broader partnership with 4media Group; a world-class marketing and communications firm. Lee is an alumnus of industry leaders such as Bandai Namco, Atari, Infogrames, and GT Interactive. His track record of success as a marketer in the gaming industry includes contributing to the launch of *Elden Ring*, *Cyberpunk 2077*, *The Witcher 3: Wild Hunt*, *Tekken 7*, and *Dark Souls III*.

C. Objective

Explain the goal of the proposal. Clearly state how and why the proposal will benefit or foster the interests or goals of the Mythos Ecosystem.

The objective is to add an immediately-playable, sustainably-profitable addition to Mythical's ecosystem while enhancing an AI-assisted content pipeline throughout each 90-day competitive season.

D. Team

Identify the team or persons that will execute or implement the specifications of the proposal.

Ryan Waller
Founder & Chairperson

Ryan Waller has been an entrepreneur in game publishing for over 15 years, driving development and publishing for over 75 titles across PC, mobile, and consoles. He is actively involved in the application of the franchise structures and marketing disciplines of mainstream sports leagues to the esports sector.

Ken Rosman
Chief Executive Officer

Ken has over 20 years in the interactive games industry, shipping over 25 titles across platforms. He previously ran Radical Entertainment for Activision-Blizzard. Key titles include *Neverwinter Nights*, *Sunset Overdrive*, *Quantum Break*, *Prototype 2*, *Empire Earth*, *F.E.A.R* and *SWAT*.

Scot Bayless
Director of Growth

Scot has been a technical and creative leader for 30 years, producing hit games at Sega, Microsoft, EA and Capcom. He has collaborated with Steven Spielberg, Christopher Nolan, Kathleen Kennedy and others.

Troy Dunniway
Director of Product

Troy is a 25-year industry veteran with experience at major studios including Microsoft, EA, UBISOFT, Disney. He has overseen the design and development of over 100 AAA games on every major platform. Troy spent 10 years growing a 300-person team building PC client F2P MMORPGs and F2P mobile games for the Chinese market.

Corporate Partnerships

| Gaming Technology | Influencer Platform | Global Game Hosting | Talent Sourcing |

E. Specification

Explain in detail the project, development, use case, feature, or change that is being proposed.

Addressed in sections 2-8 of the Game Design Document.

F. Implementation Plan

Clear step-by-step process on how the proposal will be executed or implemented and what resources, support, or contributions, if any, are being requested from the community and/or by the Mythos Foundation.

Development Milestones	
Milestone	**Estimated Arrival**
Alpha Build	September, 2023
Beta Testing	October, 2023
Launch	End of Q4, 2023 to Early Q1

G. Cost

Define the budget or costs for the proposal.

Funding Breakdown			
Human Capital	**Per Month**	**# Months**	**Total**
Development Lead	$6,250	6	$6,256
Project Manager	$5,250	6	$31,500
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3. Mechanics

Eldritch Arena is an eight-player competitive card battler where players call and command teams of horror genre creatures, leveraging their unique abilities to outwit and outmaneuver opponents. The game mixes elements of strategy, RNG, and card interactions inspired by *Hearthstone Battlegrounds*, all themed in various horror mythos.

Players start by selecting their hero, each with their own unique abilities. They may choose between two standard heroes and a seasonally unlockable third option. Those who hold a battle pass are offered a forth randomized "wild card" hero whose identity is unknown until selected.

Players then call creatures from the void. Combat spins into motion once their cards have been arranged. Combat carries out automatically. Players may concede defeat at any time. Cthulhu's champion draws near, its ghastly shape growing clearer with each player defeated. Each of Cthulhu's seven champions specializes in one of the seven creature classes available in the game.

The top four players are awarded with "craft", a score used to determine their ranking in competitive play. Once only one player remains, they're presented with a choice: accept their victory and escape with their lives or rise up and face Cthulhu's champion in battle.

Should they choose to fight the champion, players spin a roulette wheel to receive a multiplier (1, 1.5, 2, or 3) by which they'll wager the craft they would have otherwise earned from the match. Victory over Cthulhu's champion has the potential to triple a player's winnings while defeat can incur losses of equal magnitude.

Glossary

Term	Definition
Champion	A Lovecraftian horror chosen by Cthulhu to wreak havoc upon the world. Each of the seven champions commands an army composed of a single class of creature. The player in first place at the end of each match will be granted the opportunity to wager their winnings in a fight against the champion.
Creatures	Characters depicted in the cards.
Craft	Points which determine a player's rank during each competitive season. The top four players in each match earn craft.
Dread	Points available to call creatures from the void or upgrade a heroes' madness level.
Health	The player's health (or that of the leader they play as or the colony they represent). Losing all health results in losing the game.
Hero	Heroes serve as the player's avatar throughout a match. Each hero has a unique power granting them an advantage in combat.
Madness	The deeper players stare into the void, the more sanity they lose. Players with higher madness levels may call stronger creatures from the void. However, this also increases the chance of triggering random events which rarely work in the player's favor.
Oracle	A character who guides players throughout the match and facilitates the rules of play.
Void	The "deck"; the source from which creatures are called.
Void Tier	Players may choose to stare deeper into the void in return for stronger creatures.

A. Game Loop

The game is split into four phases.

0. **Match Start:** Each of the eight players chooses a hero and receives three dread. They may choose between two standard heroes and a seasonally unlockable third option. Those who hold a battle pass are offered a forth randomized "wild card" hero whose identity is unknown until selected.

    The game uses a round-robin system to decide opponents each round.

1. **Summoning Phase:** Players call creatures from the void. Each creature costs three dread. Players may also spend dread to upgrade their madness, allowing them to stare deeper into the void for stronger creatures while increasing the risk of triggering an insanity event.

2. **Preparation Phase:** Players call creatures from their hand into battle, re-ordering them as needed. Creatures are arranged in an arcane circle. The order of combat is decided by the positions in the circle, with each creature fighting the creature directly across from it.

    Creature placement impacts how they engage with enemy creatures. Certain creatures may have passive or active abilities which can be strategically placed to maximize effect.

3. **Combat Phase:** Players battle it out. After each battle, the losing player's hero takes damage equivalent to the sum of the void tiers of surviving enemy creatures. Each player begins the match with 30 health points. If their health reaches zero, they are eliminated.

    At the end of the Combat Phase, the health of surviving creatures is replenished. The player's dread is also replenished and increases by one.

   **Players repeat the first three phases until only one remains.**

4. **Reckoning Phase:** The surviving player must decide whether they wish to wager the craft they've earned from the match to face Cthulhu's champion in a single round of combat. Should they choose to fight the champion a multiplier is applied to their craft, increasing their winnings if they emerge victorious or salting the wound of their defeat.

B. Core Concepts

i. Oracle

The oracle acts as a narrator and facilitates the game.

Players may choose to spend a currency sourced via IAP to make a pact with the oracle after which they're shown the best move they can make in a given round.
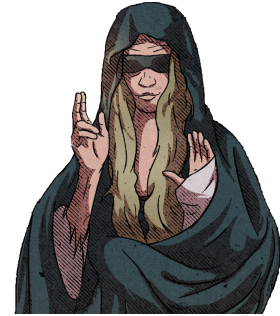
Wins in which a pact was made at any point throughout the match are denoted on leaderboards. Players may choose to disable this function in the settings. The number of oracular pacts per game is shown in players' profiles.

ii. Dread

This is the primary resource in the game, used for calling creatures from the void. Dread replenishes at the start of each Preparation Phase. Players start with three dread and gain an additional one each round. Each creature costs three dread. Players may also use dread to increase the madness level of their hero. This allows them to stare deeper into the void and call stronger creatures.

iii. The Void

The void refers to the pool of creatures players may call upon each turn. Players may call a maximum of seven creatures from the void. Just as you can upgrade the tavern to recruit better characters in Hearthstone, players can stare deeper into the void for a chance to call forth more powerful creatures.

iv. Madness

The deeper players stare into the void, the more sanity they lose. There are six void tiers from which creatures may be called. Players with higher madness levels may call stronger creatures from the void. However, this also increases the chance of triggering random events which rarely work in the player's favor.

Like *Hearthstone: Battlegrounds*, each minion is assigned a tier (or "void tier").

Think of this as the "entropy" created by summoning a creature from the void. The higher a minion's void tier, the higher we would expect to see their health points, attack points, or potential impact of their special ability.

In *Eldritch Arena*, the sum of the void tears (meaning cards in play and in your hand) corresponds to the likelihood of triggering a chaos event. "Chaos events" are random instances of minions acting of their own volition.

This can include a minion…

- Attacking a random teammate.
- Attacking a random opponent.
- Directly attacking either player.
- A minion attacking a random opponent.
- A minion attacking the player who summoned it.
- Hindering the player in some way, such as…
- Altering how the player perceives health or attack scores.
  - Glitching the screen and limiting the player's view.
  - A spectral-class minion disguising a teammate as an enemy; only revealing its identity once the player has attacked it.

Chaos events rarely work in favor of those who trigger them (maybe one of the hero powers is the embrace of madness). This forces the players to be more discerning in whom they call from the void and adds a layer of strategic nuance to the game.

v. Hero

Players inhabit the role of a hero; the leader of a colony fighting Cthulhu's army. Each has a unique power. The power can directly influence the Combat Phase or provide passive bonuses. The proper use of hero powers can dramatically change the game's outcome.

⚠️ **Creature names and powers are subject to change.**

Heroes	
Name	**Power**
Tata Richotte	Once per round, you can make one of your creatures go into a frenzy, making it attack twice each combat phase.
Maure Ga'telle	You can look into the void and manipulate the next creature offering.
Aegis Carny	Start the game with one extra dread, and gain an additional dread every ten turns.
Iron Swallow	At the start of each game, three random creatures receive the Void Rift ability.
Madgar	Beasts on your team gain +1/+1 each round.
Trielle Ratch	Once per game, swap a creature from your field with a random enemy creature for one combat phase.
Ignis Morningstar	Creatures with taunt on your team have +2 attack.
Sirevicius Phish	Your creatures' first attack each round deals double damage.
Sathar Krish	At the start of the Combat Phase, stun an enemy creature for one round.
Iris the Blind	You can re-roll the creature offering in the summoning phase for free once per round.
Spicemauss	Once per round, one random creature of yours gains life leech.
Elodea Howl	Arcanists on your team receive a +2/+2 bonus.
Ashara Mist	Spectral creatures below tier three have Ethereal.
Garston Kats	Spawn a ruffian (1/1 creature) at the start of each Combat Phase.
Tungsten Keys	Once per game, remove a creature from the void and add it to your team.
Tempest Prescott	At the end of each turn, heal your hero for the total tier of your surviving creatures.
Verteferk	First-tier spectral creatures on your team can attack enemy heroes directly.
Durango Fadness	Your undead receive +1 attack for each undead on your team.
Indigo Blindly	Once per game, replace the entire creature pool in the void.
Vespa Espinoza	At the start of each combat phase, reduce the attack of a random enemy by 1.
Franz Serif	For each spectral creature in your team, reduce the attack of enemy creatures by 1.
Oona the Goob	At the start of the game, two random creatures receive the Dread Infusion ability.

Mighty the Lesser	Your creatures cannot be petrified or have their abilities silenced.

vi. Creatures

Creature attributes include attack points, health points, a void tier, and an attribute. For the purposes of training the models, each creature is a unique character belonging to a well-established species from myths, legends, and lore (e.g. "Count Dracula" as opposed to "a vampire").

Each creature possesses one or more unique abilities that can affect the outcome of the Combat Phase. These abilities can involve dealing damage, healing, buffing other creatures, debuffing opponents, and other unique effects. Players can hold a maximum of 10 creature cards in their hand and have a maximum of seven creatures in play.

⚠️ **Creature classes are subject to change.**

Creature Classes	
Class	**Definition**
Operator	"General" class cards referring to mercenaries and convicts housed within your colony.
Draconic	Hydras, wyrm, wyvern, basilisk, cockatrice, etc.
Spectral	Ghosts, wraiths, spirits, shinigami, etc. This includes psionics; entities capable of altering the perception, constitution, and will of their victims.
Beast	Ostensibly mammalian beasts; catoblepas, sphinx, manticore, cerberus, etc.
Undead	Zombies, mummies, vampires, reanimated warriors, etc.
Unseen	Lurkers of the sea, sky, and deep Earth.
Arcanist	Magic users; witches, warlocks, etcetera.

Creature Abilities	
Power	**Description**
Taunt	Forces enemies to attack this creature first.
Apparition	Appears as another creature of the same tier until it takes damage.
Psionic Confusion	Causes whichever creature first attacks it to attack a creature on the same team.

Double Tap	Creature is revived to 1 health point once it is first slain.
Life Leech	Heals the hero for a percentage of the damage dealt.
Ethereal	Dodges the first attack.
Dread Infusion	Powers up another creature if present at the start of the combat phase.
Void Rift	Casts a random spell from the void after defeating an enemy.

✨ **Marketing:** community managers can host creature design contests.

⚠️ **Creature names, stats, and abilities are subject to change.**

Tier 1 Creatures

Name	⚔️	🩸	Ability
Ghoul Scavenger	2	2	Gain +1/+1 for each creature that dies during the Combat Phase.
Lost Wraith	1	3	Ethereal.
Minor Demon	3	1	Dread Infusion.
Cursed Doll	1	2	Taunt.
Rat Swarm	2	2	When Rat Swarm dies, summon a 1/1 Rat.
Apprentice Witch	2	3	At the start of the Combat Phase, grant +1 attack to a random ally.
Baby Cthulhi	1	1	Gain +1/+1 for each aquatic creature on your team.
Restless Spirit	1	2	Resurrects as a 1/1 after it dies once.
Pet Imp	2	1	Void Rift.
Feral Ghoul	3	2	None.
Ritual Acolyte	1	2	Gain +1 attack for each Witch on your team.
Young Deep One	2	2	None.
Rookie Investigator	2	3	Gain +1/+1 if there's a Demon on the enemy team.
Lesser Migo	1	1	Ethereal, Dread Infusion.
Ravenous Zombie	3	1	None.
Shadow Stalker	1	1	Cannot be targeted by enemy abilities.
Necromancer's Thrall	1	4	Taunt.

Horrified Survivor	2	1	Gain +2 attack if there's a Ghoul on the enemy team.

Tier 2 Creatures

Name	⚔	🔴	Ability
Nightmare Spawn	3	3	Life Leech.
Dread Witch	2	5	At the start of the Combat Phase, deal 1 damage to a random enemy.
Fathom Lurker	4	4	None.
Possessed Doll	2	6	Taunt, Ethereal.
Vengeful Phantom	4	2	Resurrects as a 2/1 after it dies once.
Elder Deep One	5	3	None.
Shadow Beast	3	5	Cannot be targeted by enemy abilities.
Greater Migo	3	3	Ethereal, Dread Infusion.
Ghostly Apparition	2	2	At the end of the Combat Phase, deal 2 damage to the enemy entity.
Insidious Imp	2	2	Void Rift, Dread Infusion.
Mad Cultist	2	4	At the start of the Combat Phase, summon a 1/1 Acolyte.
Shrieking Banshee	1	5	When this creature attacks, reduce the enemy creature's attack by 1.
Spectral Hound	3	4	Ethereal.
Tendril Horror	5	2	None.
Vampiric Bat	2	3	Life Leech.

Tier 3 Creatures

Name	⚔	🔴	Ability
Shadow Conjurer	4	5	At the start of the Combat Phase, grant Ethereal to a random ally.
Swamp Thing	6	6	None.
Spectral Knight	4	6	Taunt, Ethereal.
Nightmare Walker	5	4	Life Leech.
Void Serpent	3	7	Taunt.
Wendigo	7	3	None.

Ancient Witch	3	5	At the start of the Combat Phase, deal 2 damage to all enemy creatures.
Threshold Lurker	6	4	Dread Infusion, Void Rift.
Decaying Lich	5	3	When this creature dies, summon a 3/3 Ghoul.
Star Vampire	4	4	Life Leech, Void Rift.
Abhorrent Overlord	8	2	None.
Necrotic Gargoyle	4	5	Taunt.
Doom Hound	5	4	Ethereal.

Tier 4 Creatures

Name	⚔	🔴	Ability
Terror from the Deep	7	6	None.
Phantom Dragon	6	7	Ethereal.
Grave Titan	6	6	When this creature dies, summon two 2/2 Zombies.
Elder Thing	5	7	Taunt, Dread Infusion.
Moonbeast	8	5	None.
Crypt Ghoul	7	4	Life Leech.
Shoggoth	5	8	Taunt.
Void Terror	6	5	Void Rift, Ethereal.
Dimensional Shambler	7	5	At the start of the Combat Phase, reduce the health of all enemy creatures by 1.
Ghast	7	3	When this creature dies, deal 3 damage to the enemy entity.
Night Gaunt	6	6	Ethereal, Life Leech.

Tier 5 Creatures

Name	⚔	🔴	Ability
Elder God's Herald	8	8	At the start of your turn, give +1/+1 to all your other creatures.
Spectral King	7	9	Taunt, Ethereal.
Void Leviathan	9	7	Dread Infusion.

Star Spawn	8	8	When this creature attacks, deal 2 damage to all enemy creatures.
Lord of the Abyss	8	6	Void Rift.
Faceless God	10	5	Ethereal.
Hellfire Demon	7	7	At the start of the Combat Phase, deal 3 damage to a random enemy creature.
Dimensional Horror	8	6	Dread Infusion, Void Rift.
Eldritch Hydra	8	7	Life Leech.

Tier 6 Creatures

Name	⚔	🔥	Ability
Avatar of Cthulhu	10	10	When this creature takes damage, deal 3 damage to the enemy entity.
Shub-Niggurath's Offspring	12	8	Upon death, summon 2 "Lesser Offspring" (5/5, no ability).
Yog-Sothoth's Emissary	9	9	Void Rift, Dread Infusion.
Necronomicon Beholder	10	7	At the start of the Combat Phase, reduce the health of all enemy creatures by 3.
Spawn of Azathoth	11	9	Upon death, deal damage equal to this creature's attack to all enemy creatures.
Elder Lich	9	10	Life Leech, Ethereal.

vii. Cthulhu's Champion

Cthulhu's champion is a Lovecraftian horror. Each commands an army composed of a single class of creature.

⚠️ **Creature names, stats, and abilities are subject to change.**

Cthulhu's Champions		
Champion	**Class**	**Description**
Nyarlathotep	Operator	The shape-shifting Crawling Chaos, delighting in causing chaos and misery among humans in a thousand different forms.
Azathoth	Unseen	The Blind Idiot God at the center of the universe, mindless and chaotic, whose existence shapes reality through an insane tune.
Shoggoth	Undead	An amorphous being created as slave labor by ancient alien races.
Yog-Sothoth	Spectral	The all-knowing and all-seeing entity of glowing spheres, existing outside of time and space, holding the key to accessing other dimensions.
Shub-Niggurath	Beast	The Black Goat of the Woods with a Thousand Young, a fertility deity associated with nature and dark, orgiastic rituals.
Hastur	Arcanist	An enigmatic entity associated with the *King in Yellow*, a forbidden play that drives readers to madness, lurking at the edges of reality.
Yig	Draconic	Yig is fiercely loyal to his children, vowing to kill or those who do them harm.

C. Playtesting

A small number of variables must be determined through internal playtesting.

⚠️ **Playtesting items are subject to change.**

i. Time Between Rounds

There are a number of variables by which the time between rounds may be determined:

- A constant 90 seconds between rounds, allowing players to choose their hero before matchmaking begins. This follows the timing of Hearthstone proper.

- The first round Combat Phase is 60 seconds in which players are allowed 15 seconds to select a hero, before 12-13 seconds of intro animation as they assume control. This interval increases each round by 15 seconds, capping off at 120 seconds. This follows the timing structure of *Hearthstone: Battlegrounds*.

D. Player Progression

Players can level up their hero through gameplay, unlocking cosmetic enhancements throughout each competitive season. The more a player plays, the more they can customize their hero and their gameplay experience.

E. Competitive Play

The game will have a competitive ranking system where players can rise in rank based on their performance in matches. Seasons will last for 90 days with rank-based rewards being distributed throughout and after. This provides a continual goal and sense of progression for players.

F. Anti-Frustration Features

i. Experience Thresholding

Like Hearthstone, players will have the option of playing against a computer or against human opponents in ranked competitive play. They will also be required to complete 12 matches against the computer before entering into ranked matches. This ensures they've grasped the basics of the game before wasting human players' time. The data from these matches will be used to calibrate their initial matchmaking.

ii. Inactivity

Players will automatically concede defeat after two phases of inactivity. In these cases, the health of Cthulhu's champion will need to be adjusted.

iii. Repeat Concession

Conceding three times within the span of five matches incurs a penalty in the form of a reduction in rank.

4. Art Direction

The game will feature a stylized, haunting art style that draws from a variety of horror subgenres including Lovecraftian, Gothic, and Modern horror. Each creature and Entity will be uniquely illustrated to emphasize their frightening nature and distinct abilities.

A. User Interface

The game's user interface will be designed for clarity and accessibility, allowing players to easily understand their creatures' abilities, the state of the game board, and their current dread resources. A clean, minimalistic design will be employed to keep the focus on the game itself.

B. Accessibility

The game should be designed to be inclusive and accessible. This includes options for colorblind players, subtitles for any spoken content, and customizable controls. The game interface should also be designed to be as intuitive and easy to navigate as possible.

5. Sound Design

The game will have a horror-themed soundscape, featuring eerie background music and chilling sound effects to enhance immersion and engagement. Each creature will have its own unique sounds for attacks, abilities, and deaths, enhancing the player's connection to their chosen creatures.

6. Development

Development of *Eldritch Arena* will utilize the Unity game engine.

A. Platforms

The game will be designed for both mobile (iOS, Android) and PC (Windows, MacOS, Linux), with potential expansion to consoles. The game should be optimized to run smoothly on various devices and operating systems.

B. Web3 Integration

Forthright Entertainment is passionately committed to showcasing the unique advantages of Web3 integration in elevating player engagement and immersion. At launch, this will be achieved to the greatest effect via Collector's Edition Battle Passes which serve as the exclusive means of documenting a subset of players' performance metrics each season. The team is excited to explore new avenues for the creation of unique value through thoughtful integration of Web3 technologies in future releases.

C. Future Development

The game has a lot of potential for expansions and updates. New heroes and creatures can be introduced, keeping the game fresh and challenging for players. Thematic events tied to different horror subgenres or specific stories could also be implemented.

7. Roadmap

A. Development Roadmap

i. Post-Launch Support

The game will have a dedicated team to provide post-launch support, including addressing bug fixes, balancing issues, and releasing new content. Regular updates and communication with the player community will be essential for maintaining player engagement.

The game is free to play, with cosmetic options (creature skins, entity models, battlefield designs) available for purchase. There is also a seasonal battle pass offering weekly quests and additional rewards.

B. Key Benchmarks

Development Milestones	
Milestone	**Estimated Arrival**
Alpha Build	September, 2023
Beta Testing	October, 2023
Launch	End of Q4, 2023 to Early Q1

8. Growth

A. Funding

Funding for the game will come from an MIP submitted to the Mythos Foundation.

Funding Breakdown			
Human Capital	**Per Month**	**# Months**	**Total**
Development Lead	$6,250	6	$6,256
Project Manager	$5,250	6	$31,500
Game Designer	$5,350	4	$21,400
Systems Designer	$5,000	3	$15,000
OST/Sound Designer	$5,000	2	$10,000
Community Evangelist	$4,300	4	$17,200
Total	**$31,150**		**$214,584**
Technological Capital			
Equipment Costs			$10,416
Total			**$10,416**
Third-Party Vendors			
Asset Refinement (Outsourced)			$13,228
4media Group Marketing			$125,000
Total			**$250,000**

B. Marketing

To generate interest and attract players, the game could utilize social media advertising, influencer partnerships, and promotional events. Pre-launch sign-ups could offer exclusive in-game items as incentives. Upon release, seasonal events could be organized to keep the player base engaged and encourage them to return to the game.

Marketing for *Eldritch Arena* will be spearheaded by Lee Kirton as part of a broader partnership with 4media Group; a world-class marketing and communications firm. Lee is an alumnus of industry leaders such as Bandai Namco, Atari, Infogrames, and GT Interactive. His track record of success as a marketer in the gaming industry includes contributing to the launch of *Elden Ring*, *Cyberpunk 2077*, *The Witcher 3: Wild Hunt*, *Tekken 7*, and *Dark Souls III*.

C. Monetization

In terms of monetization, the game follows a freemium model. The base game is free.

The following items will be purchasable via fiat currency[*]:

- **Battle Passes:** players may choose to purchase battle passes for seasonal competitive play, granting them access to a limited-time unlockable hero, two additional hero options at the start of each match, and other exclusive perks.

- **Oracle Pacts:** players are shown the best moves they can make during the Preparation Phase. This does not guarantee the player's victory in that round. Use of a pact is recorded in a player's stats. Player's may choose to disable this feature and be matched with opponents who've done the same.

  Wins in which a pact was made at any point throughout the match are denoted on leaderboards. Players may choose to disable this function in the settings. The number of oracular pacts per game is shown in players' profiles.

  [*] *These transactions will be facilitated using Web2 infrastructure.*

The following items will be purchasable from the <u>Mythical Market</u>:

- **Hero Enhancements:** players can purchase vanity upgrades to their favorite heroes, swapping their outfits, vocalizations, backdrops, and more.

- **Collector's Edition Battle Passes:** players may choose to purchase "Collector's Edition" passes for seasonal competitive play which feature exclusive vanity upgrades. Collector's Edition battle passes will also record a player's performance statistics at the end of each competitive season.

  Collector's Edition passes will also serve as the only means of recording and accessing a subset of players' stats, unlocking exclusive columns on all official *Eldritch Arena* leaderboards.

D. Community Management

The game will support a vibrant community with features like a friends list, direct messaging, player forums, and in-game guilds/clubs. Community events like tournaments, challenges, or cooperative events can also be introduced to foster a sense of camaraderie and competition.