

GRADIUS

Gradius is a VR ready, 3D space adventure and combat simulator, for the PS4 and Xbox One. Similar to games such as *Elite Dangerous*, players take control of the Vic Viper, a trans-dimensional starship, liberating numerous planets throughout the futuristic and ruthless galaxy. Fly across space solo, or create a squadron with your friends, to battle against waves of extra-terrestrial gunships, all leading to multi-stage skirmishes with colossal battleships.



Images above consist of games within the genre of space adventure. They are as follows from left to right: *Star Citizen*, *Rebel Galaxy*, *No Man's Sky*, *Elite Dangerous*

VR SUPPORT

Similar to its competitors the game can be developed for Virtual Reality (VR) consumers:

- Selling the game with PS VR (PS4) compatibility will tap into a market with currently only one space exploration game (*EVE: Valkyrie*) on offer
- Developing for the future Microsoft HoloLens (Xbox One) will allow for an early release of Gradius on the platform
- Selling the game on PC at a later date with compatibility for the HTC Vive and Oculus Rift will rival the existing space exploration games, that all have VR support

Capitalising on a new medium such as VR could be crucial to a successful franchise:

- VR analysts have projected that the total revenue will increase from \$5.2 billion in 2016 to over \$162 billion in 2020
- Software revenue for the VR market will grow 200% year-over-year
- Most revenue through 2020 will come from the US, Western Europe and Asia

Taking advantage of the booming VR market enables the increase in profits and sales numbers for Gradius VR. The high demand for VR headsets and software are mostly from console gamers, the main demographic for Gradius. Due to the early stages of adoption of VR technology, every sale region will see an annual growth of more than 100% throughout the forecast period.



GRADIUS FEATURES

- Players control the **Vic Viper**, navigating across treacherous galaxies liberating planets from an ancient alien race that is plaguing every corner of space
 - After rescuing the residents of the planets, they will offer you aid
- During battle, players will be able to activate a variety of devastating **ordnances** to eliminate every ship in sight
- Combat will not only be restricted to space; glide across a **planet's atmosphere** eliminating enemy ground units
- **Upgrade** the Vic Viper at an assortment of space stations dotted across the galaxy
 - Improve numerous parts of your ship including: weaponry, engines & shield systems
 - Add a personal touch with **cosmetic enhancements**, changing the colour and adding liveries to name but a few.
- Players can delve into multiple game modes which include:
 - **Single-Player**: Experience an engaging narrative around a lone pilot fuelled by hate and revenge
 - **Multiplayer**: Engage in competitive dog fights with fellow space pilots in smaller scale battle arenas
 - **Co-op**: Create a squadron of up to 4 players to fight against hordes of alien ships



Images above consist of inspirations for Gradius. They consist of ship flying, player attire, ground combat and alien ships (Not representational of art in game)

PLATFORM & MICROTRANSACTIONS

The game will be available across multiple platforms: Xbox One, PS4 and eventually coming to PC at a later date. The game will be purchased **physically** through retail and **digitally** on Xbox, PlayStation and Steam market places.

Microtransactions within the game will consist of cosmetic upgrades for their ship for single-player as well as multi-player. This shall be similar to successful monetisation tactics that games like *Counter-Strike: Global Offensive* have employed.

SPACE POPULARITY

Big franchises such as *Star Wars* have recently released films with critical acclaim and most importantly large amount of profits. Competing games such as *Elite Dangerous* have also acquired large player counts:

- *Star Wars: The Force Awakens* was met with universal praise with a 92% on Rotten Tomatoes, taking in **\$2 billion** at the Box Office
- *Elite: Dangerous* has currently **900,000 owners** on Steam

Not only is space being explored in film, television and games, projects such as SpaceX wanting people travelling to Mars. Aligning the release of the game with either a movie, or a space-themed event will capitalise on the **'hype'** being generated at the time, leading to more sales of the game