



SPACE RAT STUDIOS

GAAS & G2M STRATEGY

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Genre: 3D Combat Racing Platformer

Anticipated Platforms: PC / Xbox. Adapted Mobile Version.

Business Strategy: Release an MSRP Alpha with Cosmetics and convert to F2P GaaS at Season 1 Launch.

Anticipated Release Date: Alpha Release Q1 2024. Season 1 Launch 2025.

OVERVIEW:

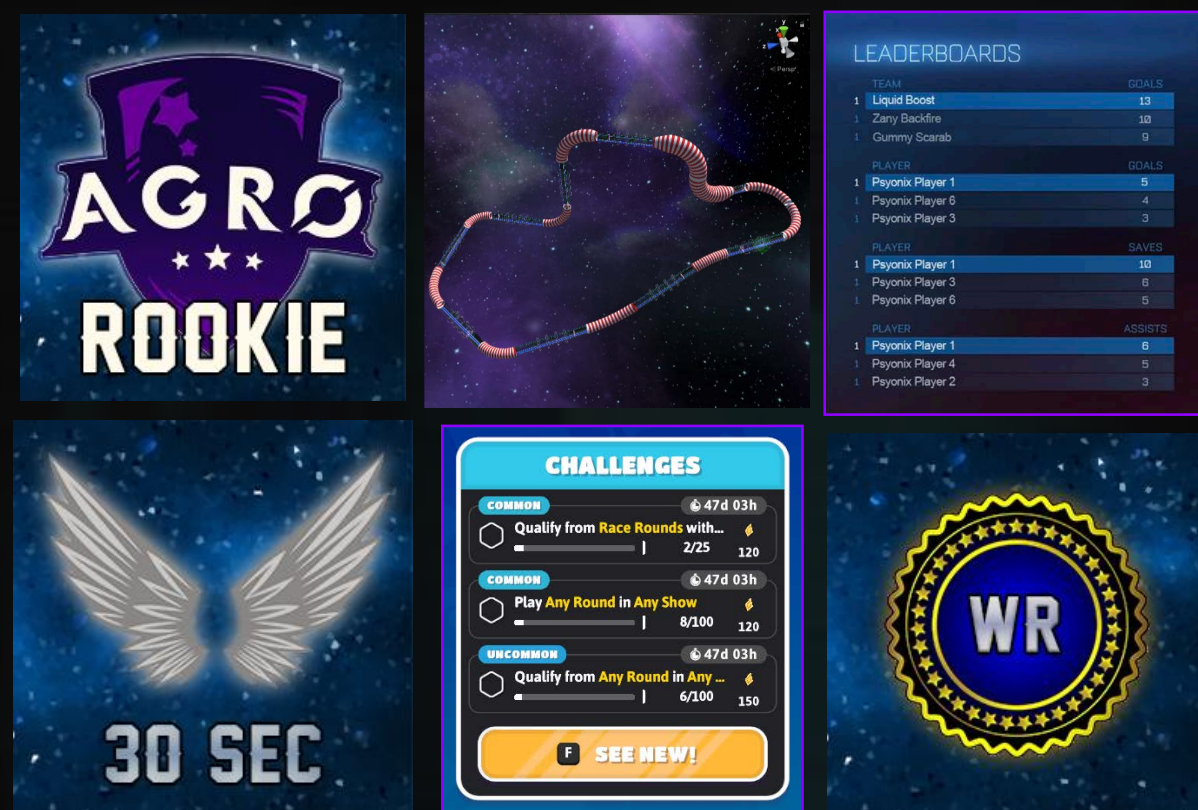
The purpose of the document is to determine a launch, marketing, and GaaS strategy for Space Rats. It will explain how to keep users from churning out by implementing a complex GaaS strategy/approach. Finally, it will outline how we intend to develop and implement a marketing funnel, reach the game's core audience, and acquire users.

GAAS STRATEGY

The Space Rats business model is to create a F2P GaaS that relies on lovable characters and cosmetic item sales. We will keep players engaged with multiple game modes, engaging loops, methods of progression, and an exciting season pass. This should result in steady player acquisition and low churn rate when coupled with our go to market strategy. We want to encourage players to play as much as we can by having daily, weekly, monthly, seasonal, character-based, class-based, and special-event-based challenges.

Our GaaS model is broken up into 4 verticals to create the Space Rats live service game.

ONLINE GAME LOOPS



CURRENCY



COSMETICS



SEASON PASS



DAILY

After the FTUE, the daily game loop of a player will hinge on the relationship between each *race* giving you *XP* and/or a *reward* and presenting a new set of *challenges* for the player to complete.

XP will move players further down two seasonal rewards track. This constant progression will incentivize them to play another race.

Currency rewards will incentivize the player to visit the in-game store, where they can purchase cosmetic items to customize their characters and/or course pieces in the map editor.

Players will always be encouraged to share their custom creations over social media.

As the player plays more and more matches, they will also be motivated by moving up the Leaderboards and climbing up through the Divisions.

This daily gameplay loop will also be supported with daily challenges and tournaments as well as seasonal/cross-IP in-game events.

WEEKLY

Themed Tournament

Weekly Leaderboards

Class-Based Challenges

MONTHLY

In-Game Events

Character-Based Challenges

Mid-Season Drops

SEASON



Free Reward Track

Paid Reward Track

Career Milestones

Achievements

GOAL: RETENTION & MONETIZATION

PLAYER RANKING SYSTEM

Players will be separated into division based on skill. As players earn/lose “matchmaking ranking points” (MMR), they will climb/fall in the ranks. This game loop will incentivize players to keep playing to progress or reclaim their rank. MMR resets at the beginning of each A.G.R.O Season.



DIVISION	MMR PERCENTILE
Master	Top 1% of players
Platinum	80-99th percentile
Gold	50-79th percentile
Silver	30-49th percentile
Bronze	10-29th percentile
Rookie	0-9th percentile

LEADERBOARDS

Each game mode, player, and course will have its own leaderboard and associated achievements/awards/character portrait/cosmetic. Our objective is to entice our more competitive users (and streamers) to remain locked in a struggle for 1st place in every game mode, on every course, and as every character indefinitely. The goal is to give players an endless number of records to chase so they play Space Rats over and over again.

AWARDS

There will be both **permanent awards to players who set world records** (e.g. a unique Portrait Border) AND have a **cosmetic item that you can only wear as long as you hold a certain record.**

LUCKY COMET COURSE LEADERS

Rank	Gamertag	Character	Time
1	Zolrag	G-Rat	1:22.84
2	Bazicmir	Hopper	1:23.07
3	Pontifex	Toda	1:23:23
4	Kirbstomp	Pandamonium	1:23:45
...
12,074	PsychoBob	Koop	1:26:17

GAME MODES

TEAM RACE: Our highest eSports potential mode. Partner up with your friends or strangers with a similar rank and work together to win the race! Class composition is part of the strategy.

QUICK RACE: Single course race for a snackable experience.

FRENZY ORB: A battle mode set inside a sphere. Battle game styles could include: Battle Royale, Team Battle, Capture the Flag, and more.

SPEED RUNNING MODE: Race for time without pesky opponents. Compare your times to others' on the leaderboards in several categories.

"THE SHIPYARD"

Space Rats will include an **in-game map editor** known as "The Shipyard." Players will create their own custom courses from scratch or modify existing ones.

MAP PIECES, **SCHEMATICS**, and **COURSE COSMETICS** can be earned or purchased.

In addition to creating courses, players can customize a "**Home Ship**," a social hub where they can show off their achievements, and custom characters.



CHALLENGES

Every day when players log in, there will be new daily challenges that award XP and in-game currency. There will also be weekly, event-related, individual character-related, and AGRO milestone challenges.

TOURNAMENTS

There will be weekly tournaments in various game modes that incentivize players with rewards. There will be tournaments in each type of game mode. Tournament currency & rewards will change each season depending on the theme of the AGRO pass.



DAILYWEEKLYMARATHON

CHALLENGES

COMMON47 d 03h

Qualify from Race Rounds with...2/25120

COMMON47 d 03h

Play Any Round in Any Show8/100120

UNCOMMON47 d 03h

Qualify from Any Round in Any ...6/100150

F

SEE NEW!

3V3 TOURNAMENT

3V3 TOURNAMENT [2ND CHANCE]STARTS IN: 3m 13s

ROUND 1ROUND 2QUARTER FINALS

GROWING TAKUMI

JUNIOR DRAGON

PURE BOOST

ZANY VENOM

TENDER PALADIN

WILD BZMO

LIQUID BOOST

TEAM VENOM

JUNIOR DRAGON

ZANY VENOM

JUNIOR DRAGON

LIQUID BOOST

TENDER PALADIN

LIQUID BOOST

LEADERBOARDS

TEAMGOALS

1Liquid Boost13

2Zany Backfire10

3Gummy Scarab9

PLAYERGOALS

1Psyonix Player 15

2Psyonix Player 64

3Psyonix Player 33

PLAYERSAVES

1Psyonix Player 110

2Psyonix Player 36

3Psyonix Player 65

PLAYERASSISTS

1Psyonix Player 16

2Psyonix Player 45

3Psyonix Player 23

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IN-GAME EVENTS & CROSSOVERS

Space Rats is well-positioned for seasonal, cross-IP, and regularly occurring in-game events. With an unlimited number of animals to base characters on, the only question becomes “how will players customize their characters?”

Cross-Over Events:

Space Rats is a family-friendly game with lore spanning an entire galaxy. Who is to say what other IP's cosmetic items might find themselves competing in the AGRO?

Character and Class Events:

Fun scenarios arise, like: “What does an all PANDAmonium race look like?” Or “What if we removed thrusters for the event?”

Seasonal Events:

Dress your characters up in various outfits for the spooky, winter, or other seasonal event.

Story Events:

Unlock a storyline as you race through a new set of courses.



SPACE RATS CURRENCY

TYPE	NAME	INFO
Hard	AGRO\$	Only purchasable with USD. The only currency to buy “hard currency items” and the AGRO pass.
Medium	Credits	Earned through participation/playing. Buys “regular items” including level cosmetics.
Experience	XP	XP is gained by playing. While this is not a “spendable currency,” it will serve as a gatekeeper for certain wearable cosmetics. XP is also the metric by which season progress is measured, both in the “free” and “AGRO Pass” tracks.
In-Game Collectibles	Course Schematic	By spreading “Course Schematics” throughout the race courses in non-optimal positions, players will choose between maintaining their current line or deviating to collect these items. “Course Schematics” can be “spent” to unlock course pieces (cometic version of standard pieces) in the Shipyard map editor.
Seasonal Event	Credit Chips Moon Rocks	Used to buy items specific to special events. For example, during a Halo event, UEG Credits can be used to customize a Halo jetpack only available during that event. Moon Rocks could be used to be by NASA gear.

MONETIZATION

After converting to F2P, Space Rats will generate revenue when players purchase the AGRO Pass, character cosmetics, course pieces and skins, and new characters. We will release new characters and new outfits for ever character each season.



A.G.R.O. SEASON PASS



The A.G.R.O. Pass will consist of two parallel tracks: a FREE TRACK and a pay-to-play A.G.R.O. Pass (season pass).

Players will progress through BOTH tracks by earning XP. A player who unlocks the A.G.R.O. pass after progressing along the Free Track will unlock all A.G.R.O. rewards behind him. The content of both tracks is renewed each season. Player progression will also be reset to zero and they will be required to buy a new A.G.R.O. Pass.

Free Track:

Available to all players. The rewards on the free track will be “regular” items awarded infrequently (~every 5 tiers). Players will be tempted each step of the way by seeing the additional rewards that could be collected with the purchase of the A.G.R.O. Pass.

Paid Track:

Accessible to players who’ve purchased the pass. This track will have many different type of prizes awarded at each tier. It will also feature an XP boost, allowing the player to move quickly through the season.

Track Rewards:

As players collect XP to progress through the tracks, they will be rewarded with: Various Cosmetics, FX, Soft Currency, XP Boosts, Courses Pieces.



Tier	Free Track	A.G.R.O. Track
1	Currency (AGRO\$)	Special Cosmetic Item
2		Course Piece
3		Regular Cosmetic Item
4		Currency (AGRO\$)
5	Cosmetic Reward	Special Cosmetic Item
6		XP Boost and Portrait
7		Special Cosmetic Item
8		Course Piece
9	XP Reward	Currency (AGRO\$)
10		NEW FREE CHARACTER
11		Special Cosmetic Item

COSMETICS & ITEMS

Because Space Rats is a class-based game comprised of characters with different body types (number of limbs, presences of wings, etc.), the wearable cosmetics will be specific to each character. Players will need to collect each piece individually to complete an outfit.

WEARABLE	ITEMS WORN
HELMET	Master Chief, Doom Guy, pirate hat
FUR/SKIN SHADE	Cheetah Print, White fur, Purple reptile skin
FACE	Scream mask, pirate bandana, Mad Max goggles
TORSO	Chest armor, shirt, jackets
LEGS	Pants, shorts, underwear
FEET	Sneakers, boots w/ talons, clown shoes
GLOVES	Space suit gauntlets, Mime Gloves
JETPACK	Mandalorian, Rocketeer, Toy Rocket, Lava Lamp
LOGO/DECALS	Achiever, Tron, Black Hole, Speed Freak

MAP EDITOR	COSMETICS FOR CUSTOM PIECES
COURSE PIECE SKINS	A standard piece to build courses, but with a custom cosmetic skin – “Vegas,” “Space Junk,” “Dune,” “Wasteland Yutani,” “Circus,” etc.
DECORATIVE OBJECTS	Statues, waterfalls, doodads, NPCs/fans, character posters, robots, etc.
HAZARDS	Pendulums, archimedes screws, hatches, flame spouts, etc.

VISUAL FX	NON STANDARD VFX
EMOTES	Taunt, celebrate, jeer, acrobatic maneuvers, etc.
SFX TRAILS	Unique jetpack trails
ACTIONS	Special animations for core mechanics
BANNERS	For lobbies, replays, menus, etc.
LOADING SCREENS	The more the merrier.
MUSIC	Character/level theme songs, victory/defeat songs, etc.

RETENTION WITH REWARD TYPES

What sort of rewards can the player experience while playing Space Rats? All rewards, whether bought or earned, are strictly cosmetic. We are not a pay to win game.

- **Currency Rewards:** Players can earn medium, seasonal, collectible, and event-based currency by playing the game. They must purchase hard currency.
- **Divisional Rewards:** Players are awarded with banners and pride as they climb the division and ranks.
- **Class Based Awards:** Unlock special items unique to your character class as you master that playstyle.
- **Character Specific Rewards:** Earn individual characters' cosmetics by playing as them and reaching certain statistical goals.
- **Narrative Rewards:** Backstory on the characters, the course, or the local planet revealed.
- **Victory Rewards:** Players who win special events and tournaments or achieve the highest ranks in the game (i.e. Master or WR Holder) can earn high level trophies & achievements.

RELEASE STRATEGY

PLATFORMS: PC / CONSOLE → MOBILE

MONETIZE: MSRP \$14.99 / GAAS

GAME TYPE: CASUAL COMPETITIVE / MEDIUM SKILL

GENRE: 3D COMBAT RACING PLATFORMER

COMPS:

SOM:

630 MILLION (IPSOS)

Casual Competitive PC/Console Gamers (NA & EU)

THE GAP:

3D BIPEDAL RACING GAMES

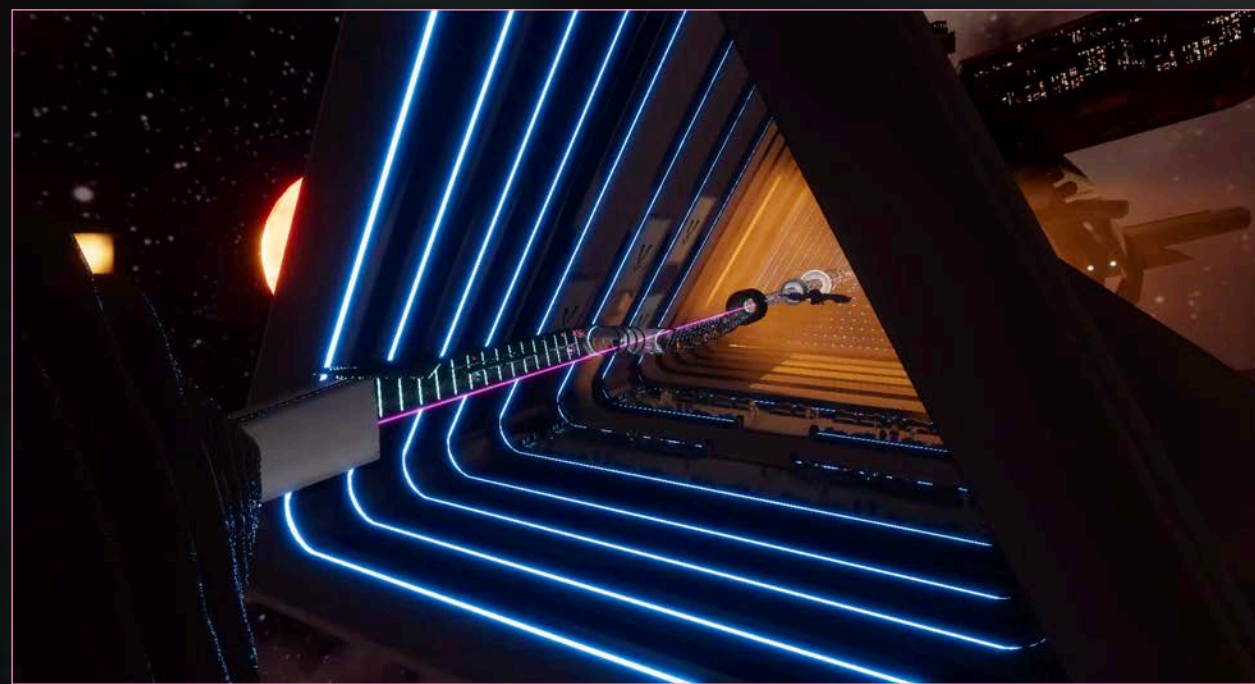
STRATEGY:

CONVERT TO F2P

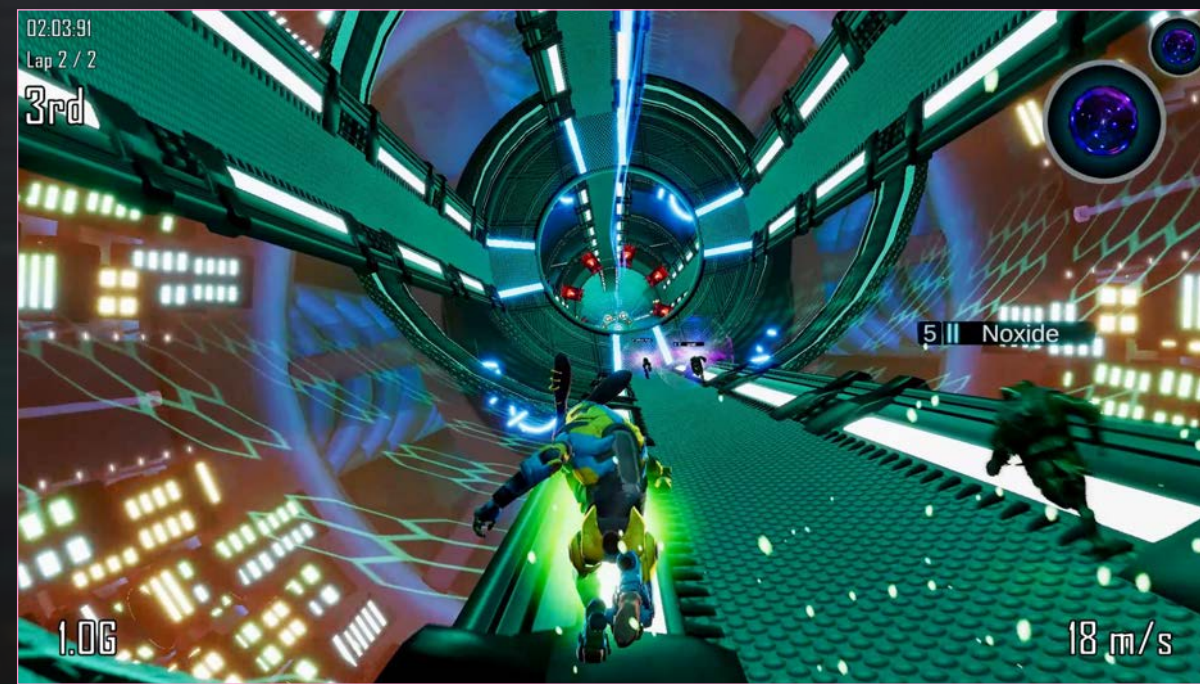


UNIQUE SELLING POINTS

**NOVEL COURSES =
NEW GAMEPLAY**



**COMBAT RACING
PLATFORMER**



**CUSTOMIZABLE
CHARACTERS**



**EXCITING
FORMATS**



Positioning Statement:

"A physics-based competitive runner with GaaS components. Think Fall Guys meets Wipeout with Teenage Mutant Ninja Turtle-like characters!"

MARKETING CAMPAIGN OBJECTIVES

Our mission is to create a friendly and fun brand that reminds us of the games we grew up with, BUT that is ALSO accessible to a modern audience. The main objectives for this campaign are broken down into the following categories.

REACH

Focus on the target audience through organic and possibly paid strategies.

ACTION

Encourage and reinforce action through constant player interaction.

CONVERSION

Drive player traffic from various sources to the Space Rats landing page to build up the community.

ENGAGE

Regularly engage with fans and the greater gaming community by leveraging social media and other online communities.



Age Range: 10 – 35

Generation Types: Gen Z, Millennials

Gender: 55% : 45%, Male to Female

Countries: US, CANADA, UK, and EU

Main Geo Focus: Primary Focus on North American Market,
Secondary on EU

Language: English

TARGET CORE AUDIENCE

MESSAGING STRATEGY & DEVELOPMENT

The marketing messaging focus is to concisely and clearly state the unique experience Space Rats offers. This will reduce friction and provide clarity to funnel in our ideal users and build a community quickly. Further testing and optimizing will help ensure messaging resonates with the target audience while being effective in aiding campaign goals.

CAMPAIGN MESSAGING

Key Features:

- 360° Degree Racetracks with variable artificial gravity (centripetal force)
- Customizable characters with unique racing characteristics
- Endless player routes and possibilities for replayability due to unique course design
- Has a strong story and well-developed characters that resonate with players
- Catch up and get even—combat racers use boosts, powerups, traps, and projectiles

ONE LINER

Space Rats is a 3D combat racing platformer where sci-fi animal characters compete in variable gravity environments. Race by using parkour, jetpacks, grapple hooks, and powerups to win!

"CASUAL"

"INDIE"

"COMPETITIVE"

"MULTIPLAYER"

"3D PLATFORMER"

"RACING"

"PHYSICS-BASED"

"ACTION"

STAGE	TIMELINE	DETAILS	GOAL
Community Building	Ongoing	After announcement, the game/studio should look for any gaming conventions/events to attend to build awareness and sign-ups for beta or the launch	Grow the number of players with Space Rats on their wishlist for release
Vertical Slice	-12 months from launch	Testing of initial game mechanics without a larger gameplay loop.	Prove out all mechanics of the game, lock art style, refine production schedule.
Announcement	-11 months from launch	Announce the development of the game and upcoming opportunities to test	Earned media and awareness, organic player growth
Pre-Alpha (Live 1 months)	-9 months from launch	Release fully playable MVP to a small player base for testing. Refine larger game loop and begin to drive store purchases.	Goals: <ul style="list-style-type: none">• 10,000+ players• Positive review score: 75%• Download:review ratio 25:1
Alpha (Live 4 months)	-10 months from launch	Alpha testing period to tune the balance of the character abilities and incorporate player feedback prior to launch. Players have paid access to 8 characters and 16 courses	Goals: <ul style="list-style-type: none">• 22,000+ players• Positive review score: 75%• Download:review ratio 25:1• Invite friends: 30%
Beta (Live 5 months)	-3 months from launch	Beta testing period to tune the balance of the character abilities and incorporate player feedback prior to launch	Goals: <ul style="list-style-type: none">• 65,000+ players• Positive review score: 85%• Download:review ratio 25:1• Invite friends: 15%
Press Tour	2 weeks out	Embargoed press tour to give journalists a chance to have hands-on time to enjoy the game before launch	Earned media
Season 1 Launch	Launch Date + 1 Month	F2P Conversion. Paid advertising start on publishing platforms (Epic, Steam, Play Stores, etc) Paid social ads: TikTok, Snapchat, Instagram, Youtube, Twitch, PPC Influencer marketing: streams, community play sessions, contests, promoted posts, Player UGC contests	Goals: <ul style="list-style-type: none">• 314,000+ players• 80% install/play rate• Positive review score: 90%• Connect to social: 15%• Invite Friends: 10%• Sales:review ratio 60:1

PROMOTIONAL STRATEGIES

Space Rats will spread awareness through word of mouth, shared social content, organic search traffic, earned media, and paid ads to drive traffic to the website and our Discord page. Once we approach launch, we will have a call to action to our users/Discord subscribers asking them to wishlist the game on Steam, Epic, Microsoft, and Sony stores.

WEBSITE

Landing page with the trailer, game info, links to download, link to social, newsletter signup. The website should be optimized for organic traffic for the brand, category and longtail keywords.

GOALS: All traffic, organic traffic, referring traffic. Email and landing page conversion.

STEAM

Official page: game description, trailer, screenshots.

The official game page will help gauge interest before launch with the “wishlist” feature.

GOALS: All traffic, referring traffic. Capsule CTR (click-through-rate). Wishlist conversion.

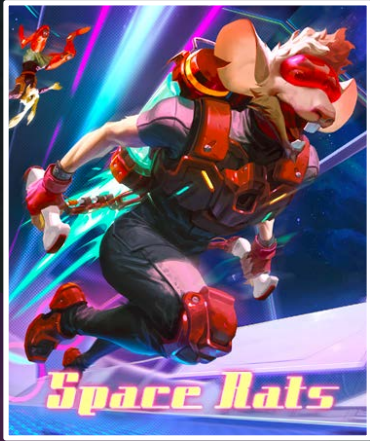
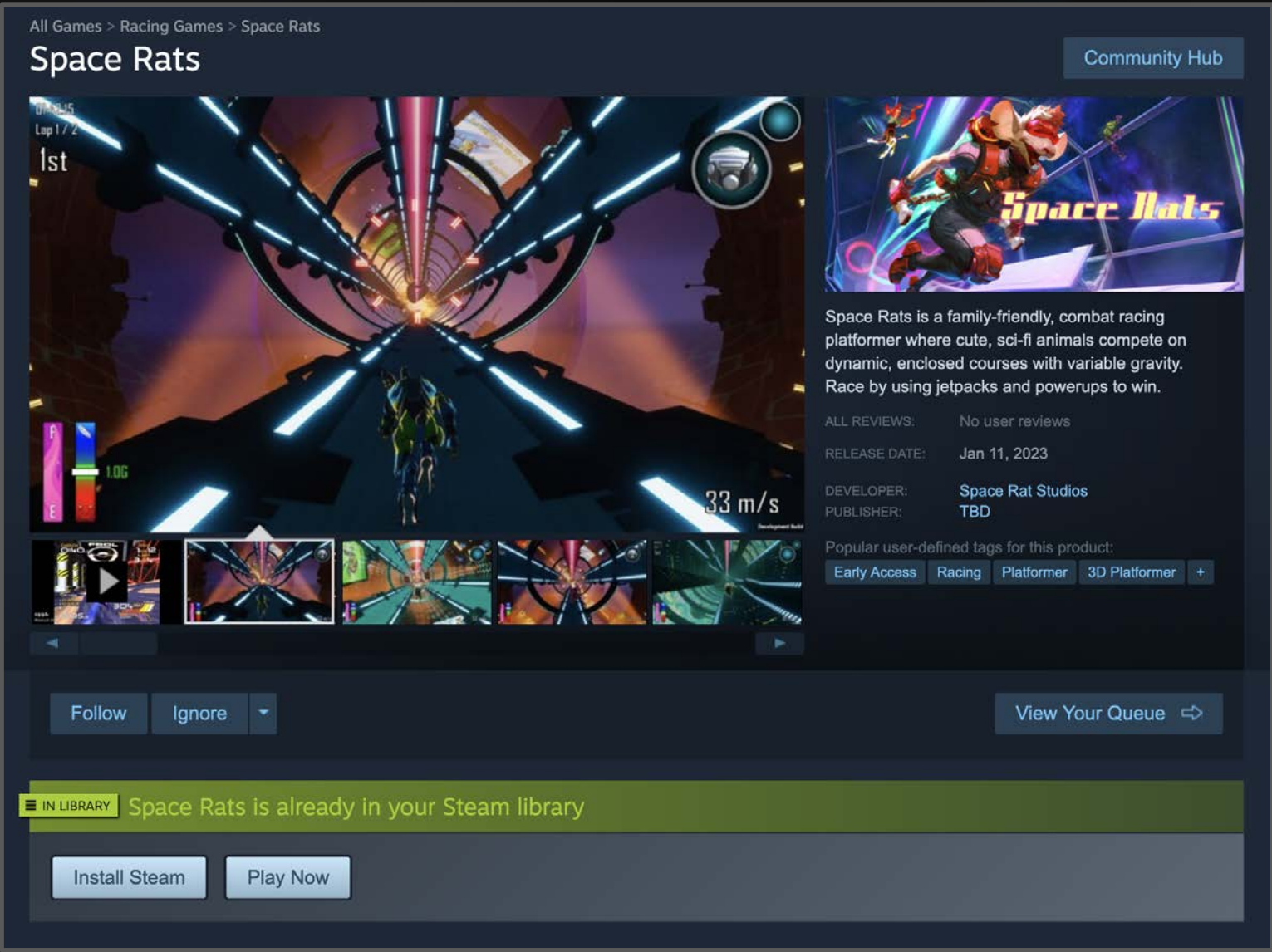
EXPERIENTIAL

In-person demonstrations and tournaments with prizes at live events prior to launch.

CHANNEL	STRATEGY	GOALS
TikTok	Official account to share short-form official content and UGC. Create short-form content that is focused on the unique experience of SR, unique graphics, emotes, etc	Engagement rate, reach, link clicks
Youtube	Official account to share long-form official content and UGC highlight reels. Create keyword-rich descriptions, tag videos, and consistently post to build an audience, leveraging promoted posts and ads to drive traffic	Wishlists generated Coverions generated Influencer Impressions
Snapchat	Official account to share short-form official content and UGC	Engagement rate, reach, link clicks
Twitter	Official account for promotion posts, @support account for player communication	Engagement rate, reach, link clicks
Facebook	Official page to act as a Facebook ad landing page	Engagement rate, reach, link clicks
Twitch	Official page for brand livestreams. Create keyword-rich descriptions, tag videos, and consistently post to build an audience, leveraging promoted posts and ads to drive traffic	Wishlists generated Coverions generated Influencer Impressions

DISTRIBUTION

PLATFORM	DISTRIBUTOR	COMMENTS
PC	STEAM	Self Publish on the Steam Store
	EPIC	Self Publish on the Epic game store
	MICROSOFT GAME STORE	Self Publish for Microsoft Game Store
CONSOLE	XBOX	ID@XBOX to self-publishing on the XBOX Game Store
	PLAYSTATION	Self Publish on the Playstation Game Store
	NINTENDO	Self Publish for the Nintendo Switch



Steam Listing & Widget:

The steam page will be optimized with high-quality assets providing visual context, a clear, concise game description, appropriate tags and other descriptions. The call-to-action for players to "wishlist" the game will sent to our Discord community and website landing page. The steam widget will be prominently featured on the Space Rats website and all our social media campaigns.

New Releases	Alpha MVP (10 months)	Alpha Live (3 Months)	Season 1 (8 Months)
Map Styles	ALIEN DUNE OUTPOST MINING RETRO STATION ORGANIC RESEARCH VESSEL	FUTURE TECH COLONY	A.G.R.O. VEGAS
Maps	Map 1-4, Map 5-8, Map 9-12	Map 13-16	Map 17 -20
Local Game Modes	Single Track Race All Grand Prix' Versus (2/3/4 Players + AI)	Grand Prix Afrofuturism Team Race Mode Beta	Grand Prix AGRO Vegas Matchmaking Team Race Mode
Online Game Modes	Speed Running for Leaderboard Standings Matchmaking Single Track Races Matchmaking Grand Prix	Grand Prix Afrofuturism Team Race Mode Beta	Grand Prix AGRO Vegas Matchmaking Team Race Mode
Characters	"G-Rat" TYPE: Thruster "Hopper" TYPE: Leaper "Toda" TYPE: Crawler "Pandemonium" TYPE: Heavy "Koop" TYPE: Hybrid "Tigre" TYPE: Gearhead	"Violeta" TYPE: Crawler "Bono" TYPE: Leaper	"Chi-Chi" TYPE: Heavy "Space Bat" TYPE: Thruster
Cosmetics	198 total items - Cosmetic outfits for each character aesthetically designed to match levels. New Rewards	88 items - "Future Tech outfit for each character" New Rewards	110 items - "AGRO Vegas outfit for each character" New Rewards
Game Elements	Free Reward Track Daily Challenges Leaderboards Cinematics Hard Currency Soft Currency	Future Tech Grand Prix Cinematics First in-game event Event Currency	AGRO Pass Reward Track AGRO Vegas Grand Prix Cinematic Win All 4 Grand Prix' Cinematic

THANK YOU!





SPACE RAT STUDIOS

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