KINKAJOU

TEAM MEMBERS

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LOGLINE

Split between the living and the spirit worlds, play as Neferu—a lost soul who must use the powers of the Duat to manipulate the world of the living (Kemet). Journey through ancient Egypt, solve the mystery of your body's disappearance, and reunite your soul and body to earn your passage into the perfect afterlife of Ma'at.

DIRECTIONS FROM THE MARKET TESTING DEPARTMENT

Through our extensive market research analytics, we have identified this game as having clear potential for success. The core theme of **possession puzzles** is engaging and appeals to the demographics the company is interested in targeting. Therefore, we would like to continue to see this project forward.

Our primary concerns are around the *Paranormal Egyptian* theme being too similar to competitors in the marketplace. To maximize the potential of this intellectual property, our metrics indicate that the game needs to focus on **a pastel retrofuture theme**. Our predictive research has identified **randomly changing abilities, electric transference, and chain-reactions** as being the most suitable elements to make the product stand out in the marketplace.

REFERENCE MATERIAL

In order to provide clarity, the Marketing & Research department has compiled some references with elements related to the proposed direction.

Super Crate Box: https://youtu.be/aJV3jB0Z8cM?si=l6PRCnEK4Yw6dGa0
OK Go - This Too Shall Pass: https://youtu.be/qybUFnY7Y8w
Super Mario Odyssey: https://youtu.be/wGQHQc_3ycE?si=W0JP_RqrGyxPXzw2&t=95