



Game Proposal

Trunk Tales is a multiplayer horror game that blends cooperative ghost hunting with social deception mechanics. Players step into the shoes of professional ghost hunters exploring abandoned post-Soviet facilities, but victory is never certain as the ghost's growing power allows it to secretly possess one of the hunters, turning them into a hidden saboteur.

Developed by **Overbuilt S.A.**

Game Summary

Genre:	Cooperative Horror
Number of players:	1 – 5 players
Session length:	up to 15 minutes per session
Estimated AAPU:	26 hours
Monetization:	Premium model; paid skins; Steam Marketplace cuts
Game engine:	Unity Engine

Target platforms

- **Primary:** Windows PC (via Steam)
- **Secondary:** Steam Deck, Linux, Mac
- **Future consideration:** Consoles

Planned milestones

Stage	Ideal date	Note
Closed Alpha	April 2025	Focus on experience & network stability
Closed Beta	June 2025	Focus on cross-region performance
Open Beta / Playtesting	August 2025	Focus on balancing and bug fixing
Demo	1st half of October 2025	Steam Next Fest
Early Access	2nd half of October 2025	Steam Halloween Event
1st Major Update	January 2026	New map and ghost: Butcher
2nd Major Update	April 2026	New map and ghost: Barber
<u>Full Release</u>	July 2026	Final polishing and balancing

Game overview

Core Fantasy

“Become part of a ghost hunting team where expertise meets uncertainty. Experience the tension of investigating haunted locations while questioning every teammate's move, as the ghost's influence grows stronger and loyalty becomes increasingly uncertain.”

Design Foundations

- **Core Loop** — Investigate haunted sites > Collect cursed artifacts needed for exorcism > Survive escalating ghost threats > Execute final exorcism ritual in climactic confrontation. Each stage intensifies pressure through systemic interactions rather than scripted events.
- **Session Flow** — 14-minute matches structured into distinct intensity phases. Each phase combines scripted events with dynamic ghost behaviors to create mounting pressure, from initial investigation through the high-stakes exorcism finale.
- **Social Horror** — Horror emerges through a mix of choreographed scares and player-driven moments. Scripted events create reliable tension peaks, while player interactions generate unpredictable tense moments that feel unique to each session.
- **Skill Ceiling** — Mastery comes from equipment proficiency, environmental awareness, and social dynamics. Players need to balance individual survival skills with team coordination, especially during the critical exorcism phase.

Technical Architecture

- **Ghost Framework** — Heavy randomization in ghost behavior and event triggers creates persistent uncertainty for players, while maintaining core mechanical consistency. The system uses deterministic rules to ensure all players experience the same ghost events within a session.
- **Level Design** — Core map layouts remain consistent while doorways and pathways can reconfigure, creating varied navigation patterns through familiar spaces. Larger maps may feature randomized side-structures to increase replayability while maintaining design control over primary areas.
- **Network Stack** — Custom netcode solution built specifically for our game's requirements. Handles core multiplayer functionality like state synchronization and disconnect management, optimized for our specific gameplay needs.

Visual Identity

- **Environmental Design** — PRL facility layouts based on architectural research, with lighting and materials designed to create an unsettling atmosphere. Abandoned spaces tell environmental stories through detailed props and decay, maintaining historical authenticity without impacting core gameplay systems.
- **Character Design** — Ghost models built using scanned likenesses of well-known Polish actors, with additional supernatural elements and effects, creating our core ghost types. Animations focus on creating clear horror moments that read well in both dark and lit environments.
- **Equipment Design** — Modern ghost hunting tools that blend real paranormal investigation equipment with creative adaptations. Tools maintain professional, serious aesthetics (like EMF meters and blessed-water dispersal systems) while supporting unique gameplay mechanics
- **UI Philosophy** — Clean, minimal interface that emphasizes horror atmosphere through careful use of color, opacity, and animation. Essential gameplay information presented clearly without breaking immersion or horror tone.

Game Feature Breakout

Dynamic Traitor System

The traitor system forms a critical pillar of our emergent gameplay loop, creating natural tension without relying on scripted events. By making traitor selection semi-random and not guaranteed in every match, we maintain genuine uncertainty that keeps players engaged across multiple sessions.

Key Implementation Points:

- Traitor conversion can only occur after the ghost reaches certain power thresholds
- Players with less than 3 matches are protected from becoming traitors, ensuring new players can learn core mechanics first
- System aims for traitors in roughly 50% of matches to maintain unpredictability
- If no traitor is selected, the ghost receives a power increase to maintain session difficulty
- Selection is weighted to distribute the role fairly among regular players

Strategic Value:

- Creates organic “trust nobody” moments that drive social engagement
- Generates highly shareable gameplay moments perfect for content creators
- Traitors can secretly relocate or hide collected Fragmentum
- Maintains high replayability through varied social dynamics

Fragmentum Collection & Effects

Fragmentum are cursed artifacts pulsing with supernatural energy that players must collect to power their exorcism ritual. Each Fragmentum also grants unique abilities to traitors, creating dynamic risk/reward scenarios.

Key Implementation Points:

- Two tiers of Fragmentum (minor/major) with distinct gameplay implications
- Major Fragmentum contribute 35% to exorcism progress, minor contribute 10%
- Each Fragmentum has unique passive effects influencing ghost behavior
- Traitors can harness Fragmentum powers for sabotage attempts
- Neutralization methods vary, encouraging diverse gameplay approaches

Strategic Value:

- Players must choose between destroying Fragmentum to weaken the ghost immediately or saving them for the final exorcism
- Destroyed Fragmentum permanently reduces ghost power but makes exorcism harder to complete
- Encourages exploration through varied Fragmentum locations
- Increases replay value through randomized Fragmentum combinations

Exorcism Phase

The exorcism sequence transforms careful horror gameplay into an intense action finale. This intentional shift provides cathartic release from built-up tension, letting players reset mentally before their next match, while ensuring every game ends memorably.

Key Implementation Points:

- Progress bar moves from -100% to +100%, starting at 0%
- Base progress rate of +2% per second can be modified by various factors
- Ghost/Traitor sabotage creates -3% regression per second after 5 seconds
- Fragmentum detonate at specific progress thresholds, unleashing unique effects

Strategic Value:

- Provides satisfying tension release after careful horror gameplay
- Creates natural “all or nothing” dramatic moments
- Rewards team coordination and resource management under pressure
- Creates clear, exciting win/loss scenarios
- Ensures matches end with high energy rather than drawn-out tension

Player Progression System

Our progression system lets players naturally gravitate toward their preferred playstyles while keeping core gameplay accessible. Rather than rigid build paths, players unlock tools and abilities that enhance how they most enjoy playing.

Key Implementation Points:

- Flexible advancement paths supporting personal playstyles
- Unlocks expand tactical options without creating hard power gaps
- Focus on specialization in preferred mechanics
- Equipment and skills can be freely adjusted between matches

Strategic Value:

- Drives engagement through meaningful personal progression
- Enables players to enhance their favorite gameplay aspects
- Supports experimentation with different playstyles without punishment
- Rewards investment in specific mechanics while maintaining core accessibility

Perpetual Reward Stream

After unlocking all mechanical options, our cosmetic reward system maintains engagement through personalization opportunities. This system supports both player expression and potential marketplace interactions.

Key Implementation Points:

- Character customization and equipment variants
- Steam Marketplace integration for trading
- Regular seasonal cosmetic additions
- Special cosmetics for achievements

Strategic Value:

- Maintains progression after all base unlocks
- Creates additional revenue opportunities
- Supports community economy
- Rewards dedicated players with visible achievements

Strategic Equipment System

Our equipment system emphasizes meaningful choices through limited inventory space and multipurpose items. Each piece of equipment has clear basic uses, but players can find creative ways to use them as they gain experience with the game.

Key Implementation Points:

- Limited inventory slots create strategic loadout decisions
- Items occupy different amounts of space based on their power/utility
- Some items have multiple use cases that players can discover through experimentation
- Equipment supports varied playstyles from ghost hunting to team support
- Players can freely adjust loadouts between matches based on team needs

Strategic Value:

- Supports diverse playstyles through specialized equipment:
 - Ghost detection and tracking tools
 - Defensive items for repelling supernatural threats
 - Offensive equipment for confronting manifestations
 - Support items for team protection and recovery
 - Fragmentum detection and handling gear
- Creates depth through item mastery:
 - Basic functions are immediately useful
 - Advanced techniques reward experimentation
- Encourages team coordination through complementary loadouts
- Limited space forces meaningful choices rather than “bring everything” approaches

Finances & Estimated Budget

Marketing Considerations

We'll be honest here — we don't have much experience with marketing. While we're confident in our game development abilities, we might need some help with the marketing side of things to reach our desired target audience.

Our current thinking is pretty straightforward: we'd like to hire one person to handle our marketing and community management. They would focus on creating regular social media content (particularly TikTok and YouTube shorts) showcasing our development progress to build interest and funnel interested players to our Discord community and, once our Steam page is live, Steam wishlists. While this position isn't directly included in our core team budget allocation, our funding request includes sufficient contingency buffer to accommodate such a hire if deemed strategically necessary during development.

We're really looking forward to having in-depth discussions with potential publishers about marketing strategy. We'd love to leverage your experience and expertise in this area — what channels work best for indie horror games? How should we allocate our marketing resources? What kind of community building strategies have you seen succeed?

Estimated employees cost

For our salary cost projections, we base our calculations on an average monthly compensation of 12,000 PLN (approximately 3,000 USD) per position, inclusive of associated licensing costs. This figure applies to both full-time employees and potential contractors.

Our team structure encompasses 3 core members and 6 essential hires/contractors, totaling 9 positions. We've added a buffer position to reach 10 total headcount for contingency planning.

At this staffing, our monthly personnel costs will amount to 120,000 PLN (approximately 30,000 USD). With a development timeline of 10 months to Early Access release, the total personnel investment required is 1,200,000 PLN (approximately 300,000 USD).

The subsequent development period of 6 – 10 months to reach full release will require an additional investment of 720,000 – 1,200,000 PLN (180,000 – 300,000 USD). However, we anticipate that revenue generated during our Early Access phase will offset these ongoing development costs, potentially funding our path to full release while staying within our currently planned budget and Ask.

Stage	# Month	Budget needed [PLN]	Budget needed [USD]
Early Access	10	1 200 000	300,000
Release — Optimistic	16	1 920 000	480,000
Release — Pessimistic	20	2 400 000	600,000

Note: In our estimates, we assume a PLN-USD ratio of 4:1

Revenue Model & Pricing Strategy

- **Base game — Early Access:** \$9.99
Early Access launch discounted price at \$8.99
- **Base game — Full Release:** \$14.99
Full release launch discounted price at \$12.99
- Multi-copy bundles to encourage group purchases
- Gradual price increases during development
- Regular seasonal sales participation
- Additional post-launch revenue streams:
 - Cosmetic DLC packs
 - Expansion packs with new locations and ghosts

Sales Projections

Base scenario post-steam cut revenue: \$1.10M – \$1.68M
Optimistic scenario post-steam cut revenue: \$2.80M – \$4.02M
Successful scenario post-steam cut revenue: \$8.75M – \$13.09M

Early Access Period (6 Months) (Priced at \$10)

Scenario	Est. Units sold	Pre-Steam Cut	Post-Steam Cut
Base	40K – 60K	\$400K – \$600K	\$280K – \$420K
Optimistic	100K – 150K	\$1M – \$1.5M	\$700K – \$1.05M
Successful	500K – 750K	\$5M – \$7.5M	\$3.5M – \$5.25M

Post-Release Period (1 Year) (Priced at \$15)

Scenario	Est. Units sold	Pre-Steam Cut	Post-Steam Cut
Base	80K – 120K	\$1.2M – \$1.8M	\$840K – \$1.26M
Optimistic	200K – 300K	\$3M – \$4.5M	\$2.1M – \$3.15M
Successful	500K – 750K	\$7.5M – \$11.2M	\$5.25M – \$7.84M

Industry Reference Points

- **Phasmophobia** (Major Success Case)
 - Over 2M units sold in first 4 months of Early Access
 - Currently, over 20M units sold
 - Launch price: \$13.99
 - Current price: \$19.99
 - Note: Represents an exceptional outlier in the market
- **Lethal Company** (Recent Major Success)
 - Over 1M units sold in the first month
 - Currently, over 13M units sold
 - Launch & current price: \$9.99
 - Note: Represents another exceptional viral success case
- **Devour** (Successful Case)
 - Approximately 2,400,000 units sold total
 - Launch price: \$4.99
 - Current price: \$9.99
- **Demonologist** (Recent Success)
 - Approximately 600,000 units in Early Access
 - Launch price: \$13.49
 - Current price: \$14.99
- **Lunch Lady** (Underperforming Case)
 - Approximately 370,000 units in Early Access
 - Launch & current price: \$4.99
- **In Silence** (Underperforming Case)
 - Approximately 350,000 units sold
 - Launch price: \$7.99
 - Current price: \$9.99

Note: Unit sales figures are based on data from Video Game Insights (VGInsights). While this data is considered reliable within the industry, actual sales numbers may vary as not all data is publicly disclosed by developers/publishers.

Market Opportunity

Opportunity identification

- The horror multiplayer genre has proven highly successful for indie studios, with games like Phasmophobia demonstrating massive potential for innovative concepts.
- The current market lacks short-session horror experiences (10 – 15 minutes) designed for friend groups.
- Emerging trend of players seeking “shared fear” experiences they can enjoy in manageable time blocks.
- Regional advantages:
 - Authentic PRL-era setting appeals to audience seeking unique horror environments
 - Potential for expanded market penetration through regional marketing and localization
 - Partnership with recognized Polish actors provides additional marketing leverage

Target audience

Primary Audience

- Friend groups (ages 18-35) seeking shared horror experiences
- Social gamers who enjoy cooperative play with strategic depth
- Content creators and streamers who value emergent gameplay moments
- Horror enthusiasts looking for genre innovations

Secondary Audience

- Competitive players attracted to the social deduction elements
- Players interested in Eastern European history and atmosphere
- Casual horror fans seeking accessible entry points to the genre

Content Creation & Community Potential

- Horror games consistently rank among the top-performing genres for engagement:
 - Phasmophobia peaked at 133K concurrent viewers on Twitch
 - Horror game streams maintain higher viewer retention rates
 - Horror clips and highlights consistently trend on YouTube Gaming and TikTok
- Game design optimized for content creation:
 - 14-minute matches perfect for short-form content (TikTok, Shorts, Clips)
 - Betrayal mechanics create natural “clip-worthy” moments
 - Spectator mode allows eliminated players to capture dramatic moments
 - Multiple rounds per stream maintain viewer engagement
- Strategic content creator opportunities:
 - Early Access program for selected creators
 - Seasonal events tied to horror calendar (Halloween, Friday 13th)

Viral Growth Potential

- Group purchase incentives encourage multiple sales through friend networks
- Each dramatic betrayal moment becomes shareable content
- Community engagement drivers:
 - Weekly challenges and events
 - Seasonal content updates
 - Community-voted features during Early Access
 - Regular content updates based on player feedback

Competition analysis

Key competitors

- **Phasmophobia** — Market leader in ghost hunting games. Features methodical investigation gameplay where 1–4 players gather evidence to identify ghost types using detection tools.
- **Lethal Company** — Recent successful horror game combining exploration with resource management. Teams salvage items from dangerous facilities while avoiding hostile creatures.
- **Devour** — Cooperative horror focused on multi-stage exorcism rituals. Players work together to complete objectives while avoiding demonic threats.
- **Demonologist** — Ghost hunting simulator, emphasizing realistic paranormal investigation. Offers single and multiplayer experiences with authentic equipment.
- **Launch Lady** — Recent indie title built around sound-based mechanics. Players evade a supernatural entity that responds to environmental noise.
- **In Silence** — Asymmetric multiplayer where one monster hunts survivors using sound mechanics. Features unique audio-based stealth gameplay.

Our Competitive Advantages

- Our approach to horror focuses on creating the feeling of uncertainty and paranoia, minimizing reliance on jump scares.
- Shorter, more intense 14-minute sessions fitting modern gaming habits of players.
- Team-based gameplay that blends necessary cooperation with social deception.
- Distinctive setting in post-Soviet PRL era locations, providing a fresh alternative to conventional horror environments, departing from typical haunted houses and asylums.
- Leveraging partnerships with renowned Polish actors to maximize media visibility and establish market presence
- Dynamic gameplay systems featuring randomized ghost behaviors and procedural generation, ensuring each match requires unique tactical approaches

Market size and trends

- Co-op games consistently outperform non-co-op titles, with the average co-op game selling 40,000 units versus 5,000 for non-co-op games
- Despite representing only 6% of new Steam releases in 2023, co-op games generated 36% of total unit sales, indicating significant market demand
- The 25% of most successful co-op titles achieve lifetime sales exceeding 300,000 units
- Horror games in particular deliver strong ROI due to their typically lower production costs combined with high player engagement and retention rates
- Similar titles in our target audience range have shown strong performance.

Some abovementioned information is based on the rapport created by Video Game Insight. The source of the report can be found at vginsights.com/assets/reports/VGI_Rise_of_the_Co-Op_Games.pdf

Team overview

Current Core Team

Our core development team consists of three professionals who have successfully collaborated on multiple projects in the past. Our shared work experience began at a software company that focused on both game development and Unity-based applications. Since then, we've participated in several Global Game Jam events, where our projects earned multiple runner-up awards. Each team member brings diverse technical expertise to the table, complemented by our shared identity as passionate gamers and deep passion for game development.

Our team has established a strong track record of excellence, consistently ranking as finalists in three prestigious Global Game Jam events. Through our work at Ignibit (formerly VR Visio), we've successfully developed multiple games, including Drone Hunter VR, Rift Coaster HD, and Zero Killed. We have also delivered high-impact commercial projects for numerous Fortune 500 companies and global organizations, serving industry leaders such as PepsiCo, Merck, Stanley, Volkswagen, Cadillac, UNESCO, Saudi Aramco, Compensa, Jetson and more.

We fondly view our team through the lens of the classic gaming roles — Tank, Damage, and Healer — a perspective that, while lighthearted, perfectly captures the unique synergy we've observed in our collaborative dynamics.

Damian Karczewski

Tank

Role in the team: Project Lead & Founder of Overbuilt

LinkedIn Profile: linkedin.com/in/damian-karczewski

Having founded Overbuilt, Damian manages strategic business relationships with clients, publishers, and industry partners while serving as the company's official representative. He prioritizes creating an environment where his team can focus exclusively on their core expertise by effectively shielding them from external distractions, while simultaneously directing development strategies and organizational planning to drive the company forward.

- Winner of Gdynia Business Plan in 2014
- Poland's Representative in the Intel Business Challenge
- Reached the national finals of Creative Business Cup

Oktawian Wasilewski

Damage

Role in the team: C# Engineer & Unity Developer

LinkedIn Profile: linkedin.com/in/oktawianwasilewski

A seasoned Unity and C# expert with over 12 years of dedicated experience, he brings unparalleled technical mastery to game development projects. His work is driven by genuine passion and a steadfast commitment to excellence in utilizing the Unity engine and C# programming. This profound technical knowledge and industry expertise serves as a cornerstone for our development initiatives.

- Began his game development journey in school years using GameMaker.
- Participated in every Global Game Jam event since 2014, marking ten years of continuous participation, while actively joining numerous hackathons.
- Developed and shipped 15+ commercial games, such as The Shattering.

Dawid Niedźwiedzki

Healer

Role in the team: Game Designer & IT Generalist

LinkedIn Profile: linkedin.com/in/dawid-niedzwiedzki

A lifelong fascination with game development led him to recognize that creating exceptional games requires mastery across multiple disciplines. This insight shaped his unique approach: to become a jack of all trades to master one — game design. His expertise spans internet security, network infrastructure, programming languages, community management, and localization, enabling him to address various technical and operational needs.

- Selected as a LinkedIn's Top Voice in Game Design in early 2024.
- Active in the Polish Forum Roleplay community since late elementary school (early 2000s), being among its early creators and developing numerous forum-based games.
- Coordinated the Polish Community Translation Project for ARK: Survival Evolved

External Collaborators

Oskar Kaszyński Live-Action Director, CEO of “PAN!KA” film studio

He backed our early development with \$100,000 in seed funding, enabling completion of early critical project milestones. Through his industry network, he facilitated partnerships with prominent Polish actors for character likenesses and promotional content. He also directed and produced our game's first live-action prototype trailer.

Katarzyna Figura Professional Actor, Character Likeness — Nurse

Janusz Chabior Professional Actor, Character Likeness — Barber

Sebastian Stankiewicz Professional Actor, Character Likeness — Butcher

Katarzyna Figura, Janusz Chabior, and Sebastian Stankiewicz are well-known faces in Polish cinema, each holding multiple awards and nominations. They agreed to let us use their likenesses for our ghostly characters — Figura as the Nurse, Chabior as the Barber, and Stankiewicz as the Butcher. Their involvement makes our game more appealing to Polish media coverage, which we can leverage to reach international audiences.

Additional Hires Needed

To ensure successful project completion, we have conducted a thorough analysis of our staffing requirements. Based on extensive team discussions and project scope evaluation, we have identified the following essential positions that need to be filled. These roles will be strategically phased in according to project milestones and development needs:

- **Environment Artist** — Creating immersive environments is the backbone of any horror game. We need a talented 3D environment artist to replace our placeholder assets and craft new locations that bring our game's vision to life. This is a priority position that needs to be filled as soon as possible.
- **3D Character Artist** — Our early ghost character models are mere prototypes that require significant enhancement. We require a 3D character artist to elevate these models to a professional standard. Due to our limited number of ghost characters, this position can be effectively fulfilled through a contract arrangement rather than a full-time hire.
- **Technical Artist** — Our development requires a technical artist who can specialize in rigging of our characters and ghosts. They would also manage other crucial aspects of artistic improvement, including Level of Detail (LOD) optimization, polygon reduction, and lossless texture compression. Ideally, they will also bring expertise in enhancing the quality of our shaders.
- **Unity Developer** — As we progress into the next phases of development, relying on a single Unity Developer is no longer sufficient. An additional Unity developer is essential to accelerate our development process. This will enable parallel development where one developer can focus on addressing existing issues while the other implements new features, preventing development bottlenecks.
- **Sound Designer** — Sound is equally vital as visuals in crafting an immersive horror experience, so we need to bring aboard a sound designer who can enhance our game's audio aspects through carefully selected ambient, sound effects, and overall composition of these elements.
- **QA Specialist** — We require a QA once we approach our alpha testing phase. This position can be structured as either two part-time specialists or one full-time role. The QA specialist will be responsible for systematically identifying, documenting, and tracking potential issues that could impact the player experience and network synchronicity.

Current project status

- Trunk Tales is in pre-alpha stage with a working multiplayer prototype
- Initial investment of \$100,000 has delivered:
 - Robust custom networking framework
 - Early gameplay systems and mechanics
 - Basic level design and environment implementation
 - Character movement and interaction systems
- Development is currently paused until we acquire additional funding

Video recordings (from latest to oldest)

Subject: Early mockup trailer

Link: https://www.youtube.com/watch?v=0zjk7hBtv_8

Subject: Networking up to 5 players, Customization, Environment Testing

Link: <https://www.youtube.com/watch?v=Dk1AeDO7PgQ>

Subject: Testing networking synchronicity and stability — Basics, 3 Players

Link: <https://www.youtube.com/watch?v=Vg-nvw8Vft0>

Subject: Testing networking synchronicity and stability — Basics, 2 Players

Link: <https://www.youtube.com/watch?v=FzOGcVQ9z2k>

Gameplay demo

Our prototype multiplayer system is built on Steam's Matchmaking & Lobbies infrastructure, requiring all testing to be conducted through the Steam platform. Due to this technical requirement, we don't provide downloadable executables (.exe files). If you're interested in evaluating our latest build, please let us know how many Steam access keys you need, and we'll generate them for your team.

The Ask

We're seeking \$400,000 (USD) in funding for development. This budget would provide coverage for development team compensation, operational overhead such as licensing and infrastructure costs, and potentially initial marketing resource allocation. We would love it if our publisher could also help us with:

- Expertise in Early Access deployment and post-launch strategies
- Connections with established horror genre content creators
- Leveraging Polish actors' likenesses for boosting our media presence
- Planning and organizing streamer events and promotional campaigns/events
- Building and growing our community before launch
- Multi-platform social media engagement optimization