



# WINGS

By

**BOOLDOG Games**

# **Flight Simulator Game Wanted!**

- The PC Flight Simulation Sector of Gaming has been largely neglected by major publishers;
- Fewer than 10 relevant new titles have been offered in as many years;
- Simulator Fans are highly specialized in their preferences and expectations;
- Hobby-Level engagement is typical of this audience. “Disposable” games are of no interest;
- Online FlightSim communities are highly involved, more representative than in most other genres;
- Averaging ages of 30~45, “Simmers” are older and more mature than the “Average Gamer”;
- This niche audience is also surrounded by a large crowd of younger would-be enthusiasts.  
Today these are mostly scattered due to the lack of suitable novelty in the genre;
- Most FlightSim players strongly reject microtransaction-based “free to play” games.  
Others tolerate such methods begrudgingly, largely for shortage of alternatives.

# What Kind of Flight Simulator?

- One of the more recent successes in the genre is “Kerbal Space Program”, a game in which one builds and flies his own rockets. It has sold over 2 Million copies\* since 2011;
- KSP is pivotal to our project, Our estimates are based on related data from sales records to emergent player behavior. Our team also includes one of KSP’s original concept authors;
- Many KSP players have been observed to prefer creating airplanes over attempts at space flight;
- Google results show telltale signs of many users seeking a KSP-like game focused on aviation;
- Community members for KSP have openly voiced their specific desire for such a game;
- General Aviation and Combat Flight Simulator fans queried in research claimed being interested in the idea of KSP, but were generally not into space exploration enough to make a purchase.
- The only comparable title available today is one “Simple Planes”, which falls short of our target audience’s desires due to its overly casual approach to the subject. (Among other factors)

\* Data from SteamDB. No info on sales outside the Steam platform (possibly +50%)

# **So, this is our plan:**

## **We'll make a new Desktop Flight Simulator.**

- It must combine the “Pioneer Aviation” theme with the creative process typical of KSP;
- It must have an emphasis on realism, and be highly immersive;
- It must support all possible options of controls from keyboard to home-built cockpits;
- It must support user made Add-Ons in every possible way;
- It must support VR technology;
- It has to offer a vast open world to explore, while maintaining concept coherence with user creativity, that is: It cannot be restricted to a real-world or specifically historical background;
- It must therefore be presented in a “Fantasy World” setting. An alternate reality in which it makes sense for players to fly their unique creations into adventure;
- It must feature customizable characters, to allow for meaningful “Career Mode” gameplay;
- It should also include competitive and cooperative multiplayer features;

# MOTOR WINGS

YOUR CUSTOM CREW

FLY IT !!

EARN YOUR  
WINGS

YOUR  
CREW'S  
HANGAR



CHOOSE YOUR  
RIDE

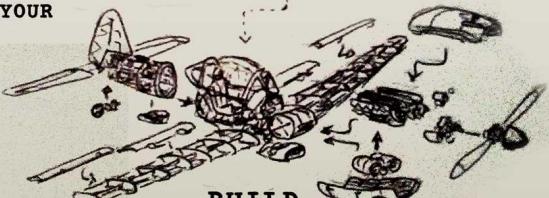
Repair, Upgrade, Maintain



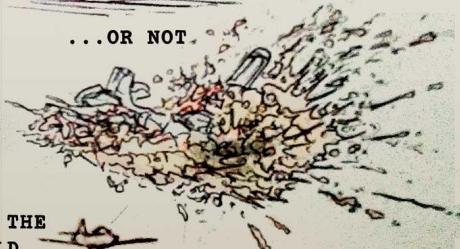
Make  
Your  
Own



BUILD  
YOUR PLANE



EXPLORE THE  
OPEN WORLD



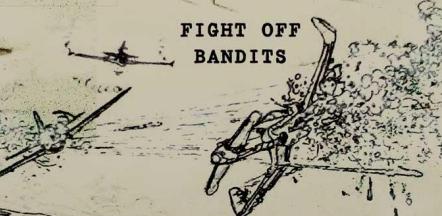
BRING HOME  
THE LOOT



Buy New  
Parts



FIGHT OFF  
BANDITS



SCROUNGE  
& SALVAGE

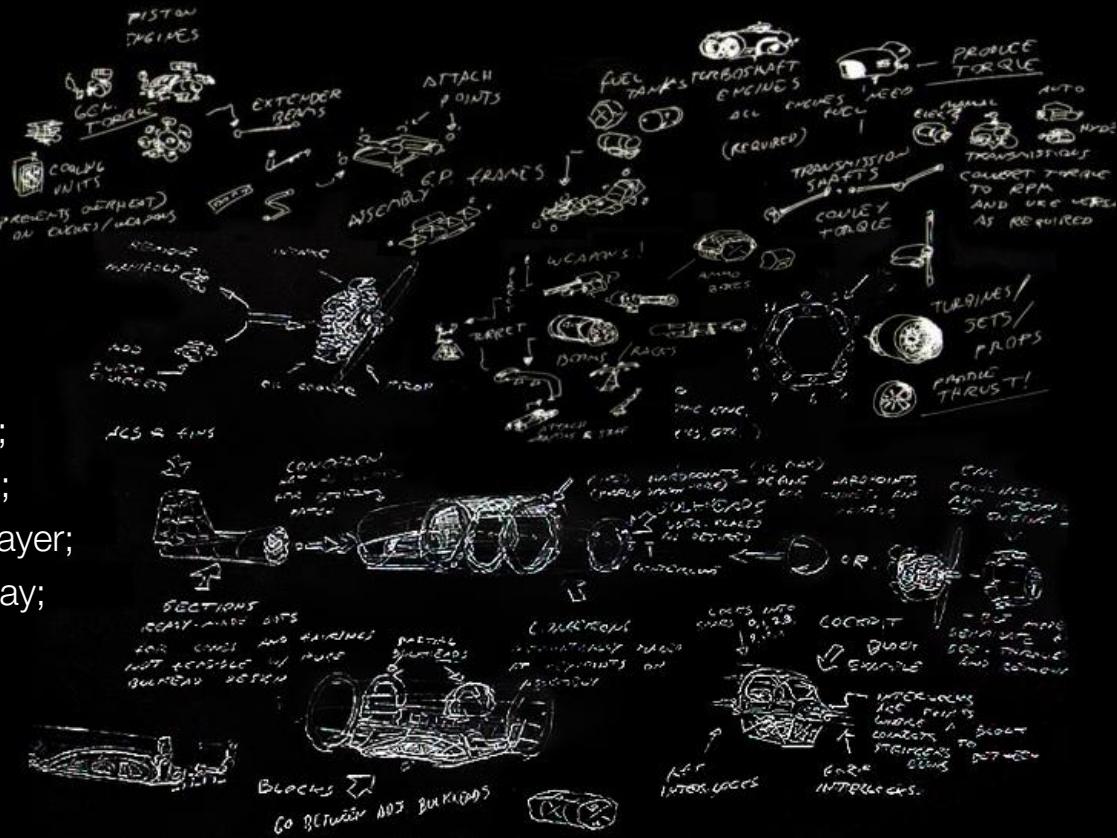
BUY, SELL, TRADE  
TAKE UP MISSIONS



**NO PAY-TO-WIN TYPE  
TRANSACTIONS IN GAME**

# Some Features:

- Immersive Graphics and SFX;
- Realistic Flight Dynamics;
- Detailed Functional Cockpits;
- Airframe Physics Simulation;
- A Vast Open World to Explore;
- Intuitive and Flexible Creative Tools;
- Advanced Engine/Systems Models;
- Real-Time or Asynchronous Multiplayer;
- Crew-Based Career Mode Gameplay;
- Customizable Crew Characters;
- Adaptive Friend and Foe AI;
- Dynamic Weather Effects;
- Comprehensive Add-On Support;
- VR Compatibility;



These and other features put **MotorWings** positively ahead of our sole direct competitor



# Our Motley Crew:

## Guilherme Falanghe

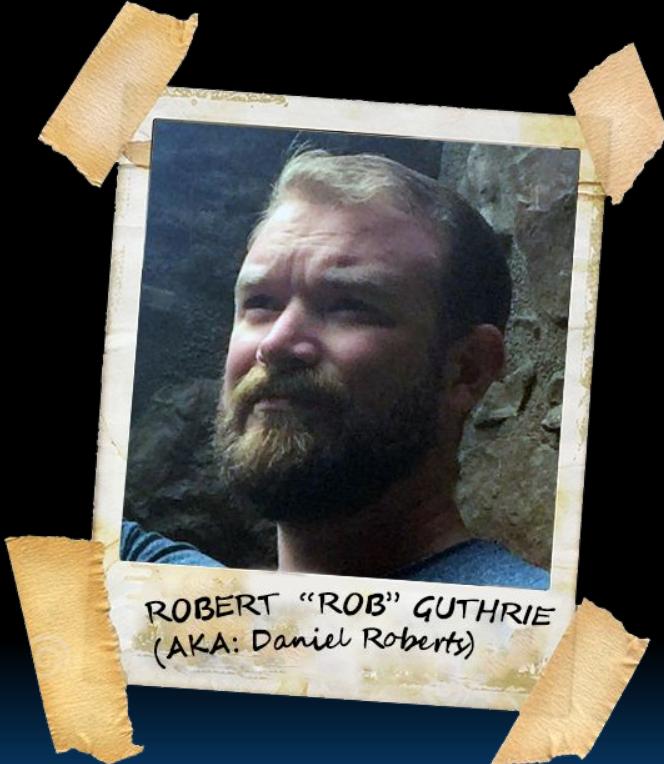


- Bachelor of Science in Game Planning and Design;
- Over a decade of experience as a game developer, started out creating Add-Ons for “MS Flight Simulator 2004”;
- Specialized in Programming, Game Design, 2D/3D Artwork, UI/UX, Animation, Sound Effects and Soundtrack Composer;
- Twin brother to the lead developer of KSP;
- Half author of the original KSP concept;
- Advisor in early game design for KSP, source of the notion to focus it towards the simulation market;
- First admin of the KSP player community;
- Over 20 thousand hours of Flight Sim experience, active member of various simulator communities;

Note that any connection with the developers of KSP (Squad) has been strictly informal.  
Volunteer advisory was provided while employed elsewhere at the time.

# Our Motley Crew:

## Robert Guthrie



ROBERT "ROB" GUTHRIE  
(AKA: Daniel Roberts)

- Graduate of the Art Institute of Vancouver;
- Majored in Level design and Project Management;
- 13 Years of Industry Experience;
- Has Launched Three Companies, Successfully Releasing Multiple Titles;
- Artistic Lead and Project Coordinator;
- Succeeded in Creating and Releasing a Game Made Entirely Using MS Paint. ("Doctor Tsunami", [SteamID:861860](#));
- Accomplished Writer and Novelist;
- Experienced with 3D Modelling, Animation, World Crafting, and Various Artistic Tools;
- Web Designer;

# **How we plan to do it:**

- Sell through the Steam Platform, which covers all the desktop gaming market for our purposes;
- Early-Access Release Model, Steady Update Cycle;
- Buy early, get the best deal. Pricing scales up with game completion;
- Once bought, All subsequent updates are free;
- Updates remain free until all items in the published “Proposed Features” list are checked off;
- Then we restart the cycle with modular expansion packs.



# Game Design and Business Model

- The “Open World”, or “Sandbox” game style is the key to scalable development;
- A minimalistic first release can be published after as little 6 months from setting up;
- This skeletal first version would have only the most basic features needed for playing.  
It would be offered free with a pre-order option for a period before pricing starts up;
- Flight Sim fans are an ideal first audience, more helpful and patient than can be found in most other genres;
- We grow with our game. Active players (Add-On makers) are prime candidates for staff recruitment;
- With a larger staff, we can later broaden our scope beyond the niche of Flight Simulation as a genre;
- Our game concept was envisioned to allow further styles of play to integrate into a shared world;
- This can include any future projects we may have.



# Expectations:

- Our projections here are made taking KSP and others as reference guidelines;
- KSP has sold over 2 million copies\*, with an average price of 25 USD; Our player base overlaps the KSP audience by at least 75%;
- Our public extends outside the KSP crowd to the extent of the entire flight simulation genre (combat and civil), including players who dismiss KSP for being “Rocket Science”;
- The Combat Flight Simulation market size can be derived from Steam sales for “War Thunder”, with around 9 million active users;\*
- From this data, we may reasonably set our lowest expectations at a number of sales at least as high as that for KSP, in the same period of 5 years;
- Investment in paid advertisement can greatly boost figures and shorten return times.

\* Info sourced from SteamDB;

No data could be found on further sales done outside the Steam platform.



# Values Breakdown:

## **Operation costs for the 2\* year initial investment phase:**

Variations reflect planning flexibility in staff size, development scale and other factors.

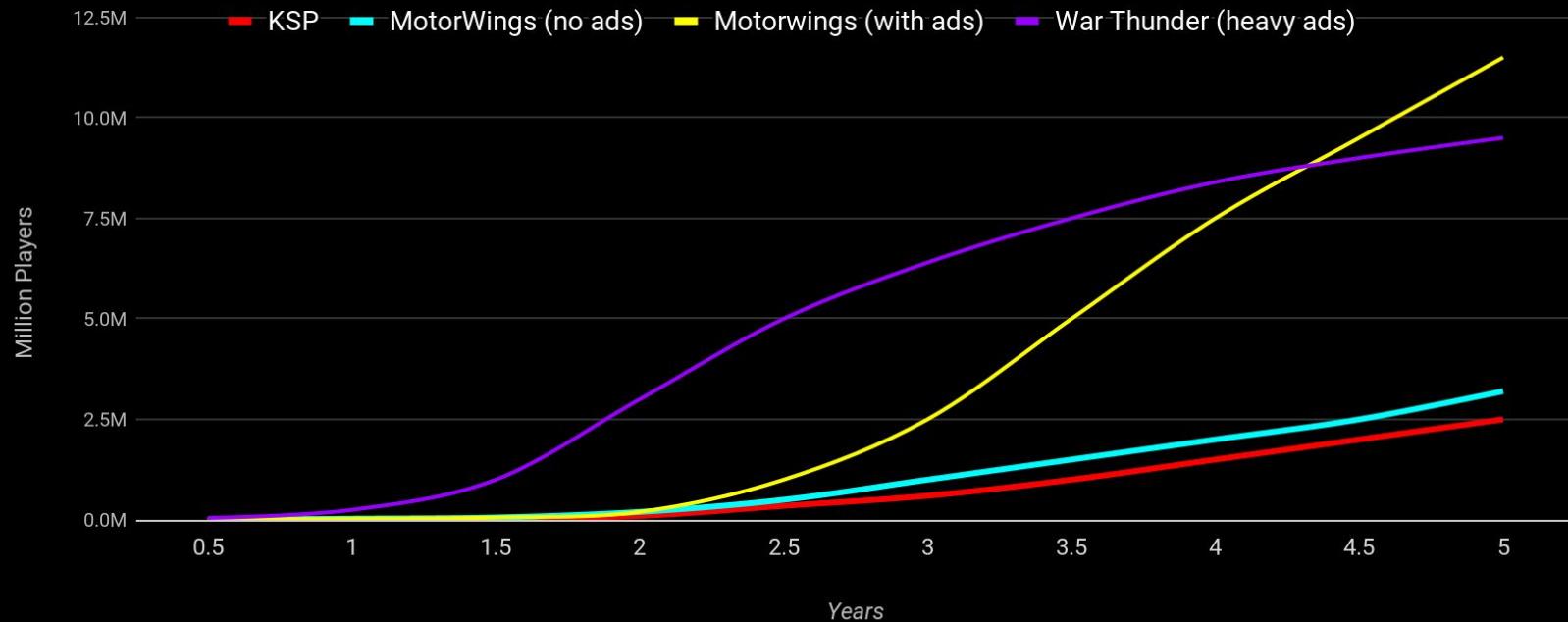
Item	Estimate
Office Space, Services, Software, Equipment, Etc.	30k to 40k USD
General Staff of 5 to 10 Individuals (dev. and others)	300k to 500k USD
Steam Platform Overhead (incl. organic publicity)	30% on Sales
Product Marketing	To Be Defined

\* The 2 year period is estimated from experience with the release of KSP.

Note that KSP has had no meaningful budget allocated for direct advertisement, reaching profitability at roughly this time from organic distribution alone.

## Long Term User Growth

Total Adjustable Market Estimated From War Thunder Users + FlightSim Users Who Fully Reject it's "Free-to-Play" Design

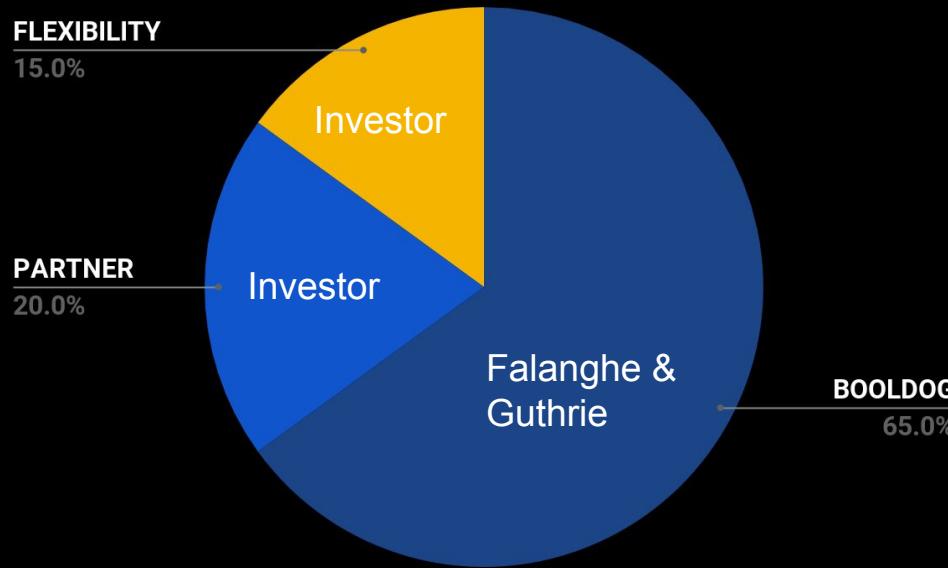


Projections here depict possible advertisement for MotorWings starting upon year 2, in a scale similar to that used for "War Thunder". All values estimated from SteamDB info exclusively.

The area between the blue and yellow lines covers results in proportion to our funding variables. Year zero marks start of development for KSP and MotorWings. For WT, zero marks release date.

# 3.1415926359:

## Participation options for the present investment round



Shares may be negotiated within flexibility margin to optimal specifics upon agreement.

No additional investment rounds are planned at this time.

# Distribution Facts:

- The Steam platform offers built-in organic advertisement specific to individual preferences;
- The FlightSim audience is ideally suited for organic distribution, being largely self-promoting;
- YouTube presence was key to KSP becoming a sales success;
- The “Build Your Own” style of game is optimal for maximum exposure by user made videos;
- It would be best to delay marketing expenses until the later stages of game development. This would maximize returns from sales, as the retail price per copy increases with completion;
- Organically acquired players tend to be largely more considerate and tolerant of issues common in early development than those brought in through overt advertisement;
- It greatly benefits the online community to defer introducing large numbers of more casual ad-induced players to a time when the game is closer to completion;
- The health of a game’s community is effectively proportional to it’s resulting viral media output;

These phenomena were observed in user behavior on the KSP forums and related communities, during and around the time it reached a viral stage for YouTube exposure.

# Development Specifics:

- Development plans are based around use of Unity3D technology. This greatly simplifies things by covering most of the technical foundations of 3d graphics software coding;
- Various elements of our game are planned with deliberately vague guidelines at this early stage, as user feedback inevitably leads to various design changes. We therefore allow for this in planning;
- Many features, from generic artwork to dynamic terrain generation can be managed by way of third-party packages offered (royalty free) in the Unity3D Asset Store. Our work may thus be largely directed towards the unique necessities of our project;
- All elements (esp. graphics) can be initially made to minimalistic “placeholder” quality. Early players should be aware that cyclic improvements will be made regularly on all aspects of the game;
- A reliable update schedule is critical to the project, whereas feature completion is a relatively unmarked event. Financial sustainability is expected during ongoing development;
- The AGILE work methodology is ideally suited for iterative projects such as ours.

All these factors were observed from close experience with the development of KSP.



# PILOT WINGS

By

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