

Home Invasion: Pitch Deck Appendix

The Research Behind Our Game

This appendix breaks down the research and numbers that back up everything I've said in the pitch deck. Data that proves this game idea makes sense for the market.

1. MARKET RESEARCH: Is Horror Gaming Actually Big?

The Short Answer: Yes.

Right now, the horror game market is worth about **\$9.8 billion globally**. Every year it's growing by about **12.5%** which is faster than most other game genres. By 2032, experts predict it'll hit **\$22.4 billion**.

What does that mean for us? It means there are a lot of people willing to pay money for horror games. Horror games consistently show up in Steam's top-selling games year after year.

Why are horror games so popular?

- People love streaming them (horror gets 2-3x more views on Twitch/YouTube than other games)
- They're easy to develop compared to AAA games, but still make good money
- Community builds around them (people play with friends, share scary moments)
- "Friend-slog" horror games (the kind you play together) are the fastest-growing type of game right now

Bottom Line: We're not inventing a new market. We're entering an existing one that's already proven it makes money.

2. TARGET AUDIENCE RESEARCH: Who's Actually Playing?

We're targeting **ages 16-35**. Here's why that's the right audience:

Gen Z (Ages 16-24)

- **80% of Gen Z plays video games**
- They're the biggest gamer demographic overall (38% of all gamers)
- They love buying cosmetics and DLC (\$5-10 here and there)
- They stream live on Discord and Twitch and are indirectly getting their friends to buy the game

Millennials (Ages 25-35)

- **79% of Millennials game regularly**
- They have money and they're willing to spend it on games they like
- They're the core audience on Twitch and YouTube (the people watching horror games)
- They enjoy both fast-paced action and slower puzzle games

Why They'll Love This Game

- **Casual players get MORE scared** than hardcore gamers (you're perfect targets)
- **Psychological horror appeals to this age group** way more than simple jump-scare horror
- The idea of your own bedroom being scary? That's genuinely unsettling for most people
- It's super shareable: your friends will want to upload their own bedrooms and see what happens

Platform Reality

- **70% of Steam users** are ages 16-35
 - **84% of ages 16-24** use Discord regularly
 - This audience buys on PC Steam, mobile, and consoles
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3. COMPETITOR RESEARCH: What's Already Out There?

The Main Competitors:

Observation Duty (\$2.99-\$5)

- You spot anomalies in fixed rooms
- 500K+ players
- Super cheap, super simple
- But: It's the same rooms every time which gets boring fast

Phasmophobia (\$14.99)

- You hunt ghosts with your friends (multiplayer only)
- 25M+ copies sold, \$212M+ in revenue
- Hugely popular on Twitch
- But: You need friends playing the game. Solo? Not possible.

Other Notable Ones: Dead by Daylight, Five Nights at Freddy's, Resident Evil all do very well, but they're either multiplayer-focused or one-and-done.

The Gap We're Filling

Nobody makes **personalized, AI-powered home horror games**. That's us.

What Makes Us Different	Phasmophobia	Us (Home Invasion)
Solo or Multiplayer?	Multiplayer only	Solo (personalized)
Where do you play?	Generic locations (asylum, warehouse)	YOUR actual bedroom
What scares you?	Ghosts jumping out at you	Weird things in your own space
Do you need friends?	Yes, you NEED people	No, you can play alone
Tech required	Just normal game development	Advanced AI to process photos
Translation: Phasmophobia proves people will pay \$14.99 for horror games. We're going a different direction, which is more personal, psychological, familiar.		

4. FINANCIAL RESEARCH: What Should We Charge?

Why \$12.99?

We've looked at what similar indie horror games actually charge:

- **Observation Duty:** \$2.99-\$5 (cheap)
- **Phasmophobia:** \$14.99 (premium)
- **Home Safety Hotline:** \$14.99 (premium)
- **Mouthwashing:** \$12.99 (premium)
- **Outlast:** \$14.99 (premium)

Our Decision: \$12.99

This puts us in the premium indie category (because we're doing something unique with AI), but slightly cheaper than multiplayer horror games. Psychologically, \$12.99 feels like "I'm paying for quality" without feeling like "this is a full AAA game."

DLC & Seasonal Content: \$4.99-\$6.99

Every month or season, we release new anomaly packs (new creepy things to find). \$5 is:

- Not too expensive to impulse-buy
- High enough margin to fund development
- Standard across the industry

This pricing model is proven: Phasmophobia's DLC at \$9.99-\$19.99 sells like crazy. We're being smarter and cheaper, but still profitable.

5. FINANCIALS: The Math That Matters

Year 1: Conservative Start

- **Players:** ~15,000
- **Gross Revenue:** ~\$280K (\$12.99 base game + DLC sales)
- **After Steam's 30% Cut:** ~\$180K net revenue
- **Why conservative?** It takes time to build an audience.

Year 2: Growing

- **Players:** ~50,000
- **Gross Revenue:** ~\$950K
- **After Cut:** ~\$665K net
- **Why growth?** Word-of-mouth, Twitch streamers playing, seasonal content gets people back

Year 3: Established

- **Players:** ~100,000
- **Gross Revenue:** ~\$2.1M
- **After Cut:** ~\$1.5M net
- **Why this level?** 100K players = top 5% of indie games.

How These Numbers Break Down

Base Game (\$12.99):

- Cost per sale to player: \$12.99
- Steam takes 30%: You get \$9.09
- Example: 15,000 players = \$137K from base game sales

DLC Revenue:

- About 45-55% of players buy seasonal content (\$4.99-\$6.99 per pack)
- Average player spends \$12-15 on DLC per year
- Example: 15,000 players $\times$ 50% who buy DLC $\times$ \$12 average = \$90K from DLC

Total Year 1: ~\$230K-\$280K (before Steam's cut, before refunds, before regional pricing adjustments)

6. SWOT ANALYSIS: Honest Assessment

Strengths

Unique Idea

- Nobody else is doing this. First-mover advantage.

Proven Market

- Horror games already make millions. We're not inventing demand.

Streamable AF

- Imagine a Twitch streamer uploading their messy dorm room and watching the AI turn it even creepier. Viewers go crazy for that.

Built-in Virality

- "Look what the AI did to my room" is meme-worthy material. People will post about it on social media.

Low Distribution Cost

- Steam handles everything. Providing the mobile functionality goes via HTML5 on our self-hosted website

Weaknesses

AI is Tricky

- Making anomalies that are consistently creepy is difficult. AI can make weird things that aren't scary.
- Solution: Heavy playtesting, AI model refinement, human feedback loops.

Privacy/Legal Stuff

- You're storing photos of people's bedrooms. GDPR in Europe dictates this has to be done responsibly.
- Solution: Clear privacy policy, on-device processing where possible, user opt-in for data storage.

Small Team

- If it's just 2-3 people building this, time management matters.
- Solution: Hire the right people early, automate what you can, set realistic timelines.

Opportunities

VR Version

- Post-launch: Porting to Meta Quest, PlayStation VR. Even scarier in VR.
- Revenue: New game sale + new audience = 30-50% extra players.

Partnerships

- Imagine: "Explore a creepy version of the Louvre." Partner with famous museums, landmarks, haunted locations.
- Revenue: \$100K+ per partnership deal, plus increased brand recognition.

International Markets

- Horror is global. Translation + marketing to Asia, Europe, South America.
- Reality: Translation = \$5-10K. Worth it if each market brings 1-5K players.

Merchandise

- Hoodies, posters, plushies of the weird anomalies. Not huge revenue, but good for community.
- Revenue: Low (\$20-50K/year), but builds brand loyalty.

Bottom Line

The research shows:

- Horror gaming is a **\$9.8B market** with 12%+ annual growth
- Our target audience (**ages 16-35**) makes up 70% of Steam and actively buys games
- **Phasmophobia proved** that \$14.99 horror games work (25M copies sold)
- We're positioned in a gap (personalized, solo horror) that nobody else is filling
- Our pricing (\$12.99 base + \$5-7 DLC) is competitive and proven
- Even conservative player estimates (\$180K net Year 1) make this viable

Observation Duty – Dummy Build

5 pregenerated rooms + camera capture for playtesting

Gameplay

Game started. Watch for anomalies.

Time: 09:58 Unreported: 0

CAM 1

CAM 2

CAM 3

CAM 4

CAM 5

Dummy Room 4



Object Added

Object Removed

Intruder

Other / Distortion

Observation Duty – Dummy Build

5 pregenerated rooms + camera capture for playtesting

Camera Setup

Dummy Room 1

Active



dummy-1

Included

Dummy Room 2

Active



dummy-2

Included

Dummy Room 3

Active



dummy-3

Included

Dummy Room 4

Active



dummy-4

Included

Dummy Room 5

Active

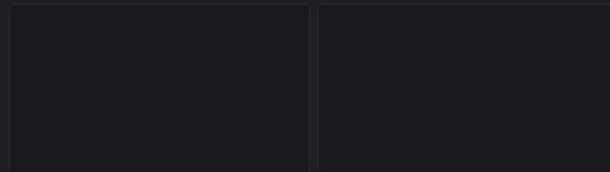


dummy-5

Included

Add Room via Camera

Stand safely on a stable surface, place your phone high in a corner, make sure you are not in frame, then press "Capture Frame".



Start Camera

Capture Frame

Confirm Room

You can start the game immediately using the 5 pregenerated rooms.

Active rooms: 5 (need at least 2 to start)

Start Game

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