

Horror invades your home

Home Invasion

A puzzle-horror game where your house becomes the haunted attraction





Problem & Opportunity



- Horror games are one of the most watched genres on the internet
- Players crave immersive, personalized experiences
- No game has yet weaponized your own home as the horror setting
- Mobile + PC integration doubles playerbase



The Solution

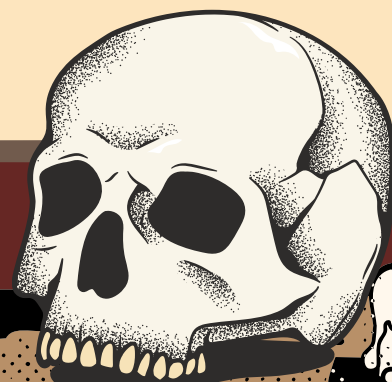
Gameplay Flow: You photograph your own home on mobile. Our AI transforms those images into a surveillance system where anomalies appear. Spot them before time runs out.

- Setup: Capture photos of your rooms (one-time), from an angles you expect security cameras to be
- Play: Watch feeds, identify anomalies, report before timer ends
- Progress: Unlock harder anomalies

Privacy First: Your Home, Your Control



- On-Device Processing: Photos processed locally; raw images never stored on servers
- GDPR Compliant: Legal team ensures full EU/global privacy compliance
- Transparency: Clear terms; players control what data exists
- No Data Monetization: We don't sell photo data or player behavioral data



Market Size

I.



Horror
Genre

\$5.2B

Global horror
game market
(2024-2025)

2.

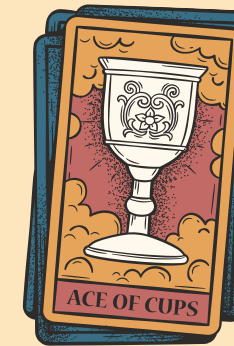


PC Gaming

\$40B

PC digital game
sales annually

3.



Mobile Users

7B

Mobile users
worldwide
(Android+Apple)

Validation & Marketing Strategy

- Crowdfunding (Q2 2026):
Kickstarter validates demand, funds dev, builds community
- Community-First:
Discord + Reddit organic + paid ads in horror gaming communities
- Post-Launch: Micro-influencer partnerships with horror/puzzle streamers (100-500K followers)
- CAC Target: \$3-5 per player via organic + crowdfunding momentum



Monetization Models

Base Game

\$12.99

One-time purchase on Steam (research-backed pricing)

Seasonal DLC

\$4.99-\$6.99

Monthly anomaly packs + themed location expansions



Monetization Strategy

I. Target ARPU

\$18.50 (base game + average 0.33
DLC packs per player)

2. Year 1 est. Revenue

\$280K (15K players × \$18.50 avg)

3. LTV Projection

\$45-60 over 2 years
(repeat DLC purchases)

4. Seasonal Content

Monthly anomaly packs
keep engagement high,
special Halloween events

Development Roadmap

Q1 2026

Finalize AI anomaly detection; mobile app beta testing with closed group

Q2 2026

Kickstarter campaign; validate demand + fund full development

Q3 2026

Beta launch with Kickstarter backers; iterate based on feedback

Q4 2026

Full Steam launch; begin influencer partnerships & scaling marketing



Traction & Testing Strategy

- Core Mechanic: Photo capture + AI anomaly detection proven in prototype
- Crowdfunding as Test: Kickstarter success = proof of concept & market demand
- Beta Feedback Loop: Real players identify edge cases; AI improves iteratively
- Growth Projections: 5K-10K Kickstarter backers → 25K+ by Q2 2027 post-launch

CURRENT: PRE-ALPHA →
VALIDATION VIA
CROWDFUNDING



Team

Game Designer & Dev

**Game design
student with
intermediate
Unity
experience**

Spearheading core mechanics and
programming

Hiring: Artists (And future devs)

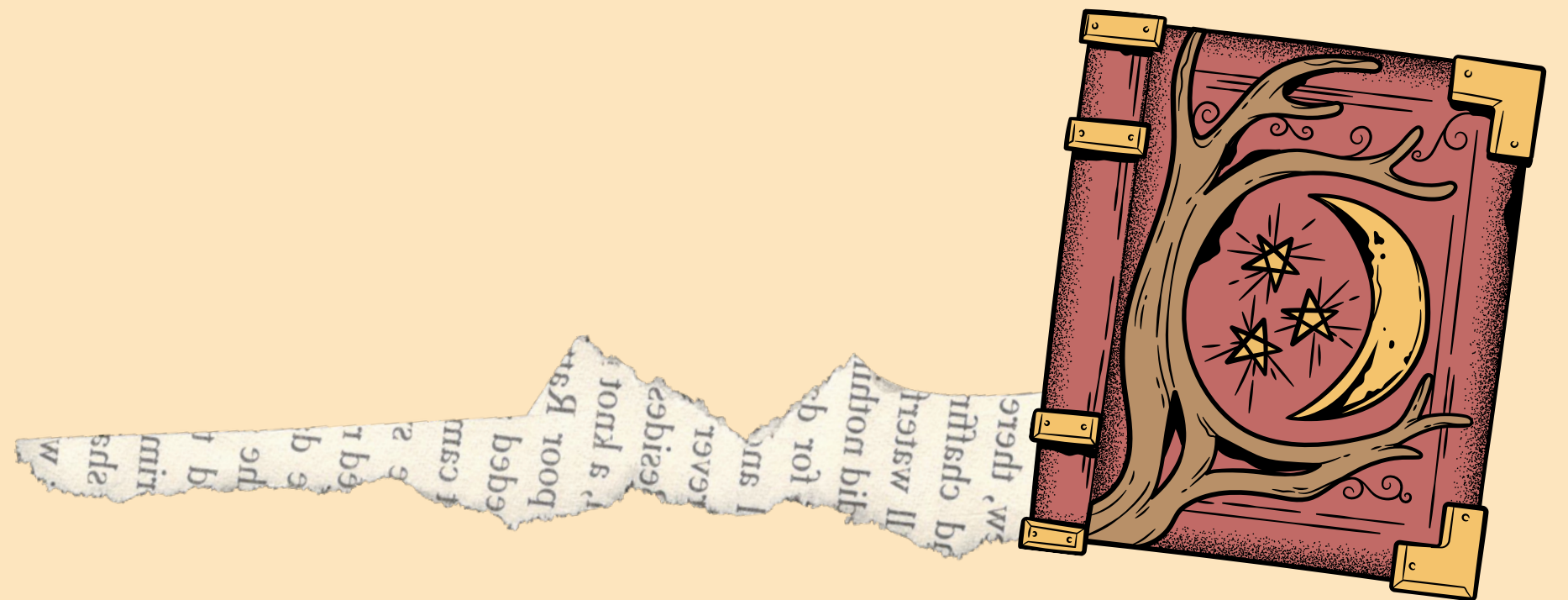
**Recruiting
concept/3D
artists for
visual polish**

Building out full visual identity
using Kickstarter funds

Competitive Landscape

Market Insight: No one has done personalized home-based horror.

- (1) Observation Duty: Fixed, pre-built environments; we use YOUR space (personal moat)
- (2) Phasmophobia: Multiplayer co-op; we focus solo, asynchronous play
- FNAF & Horror Games: Generic horror settings; we weaponize player environment
- Moat: First-mover in AI-powered personalized horror; player photo library = defensible data



Financials (3-Year Projection)

Year 1 (Post-Launch)

\$320K

15K players × \$21.33 avg

Year 2

\$980K

50K players × \$19.60 avg

Year 3

\$2.2M

100K players × \$22 avg

Funding for Development

\$75K

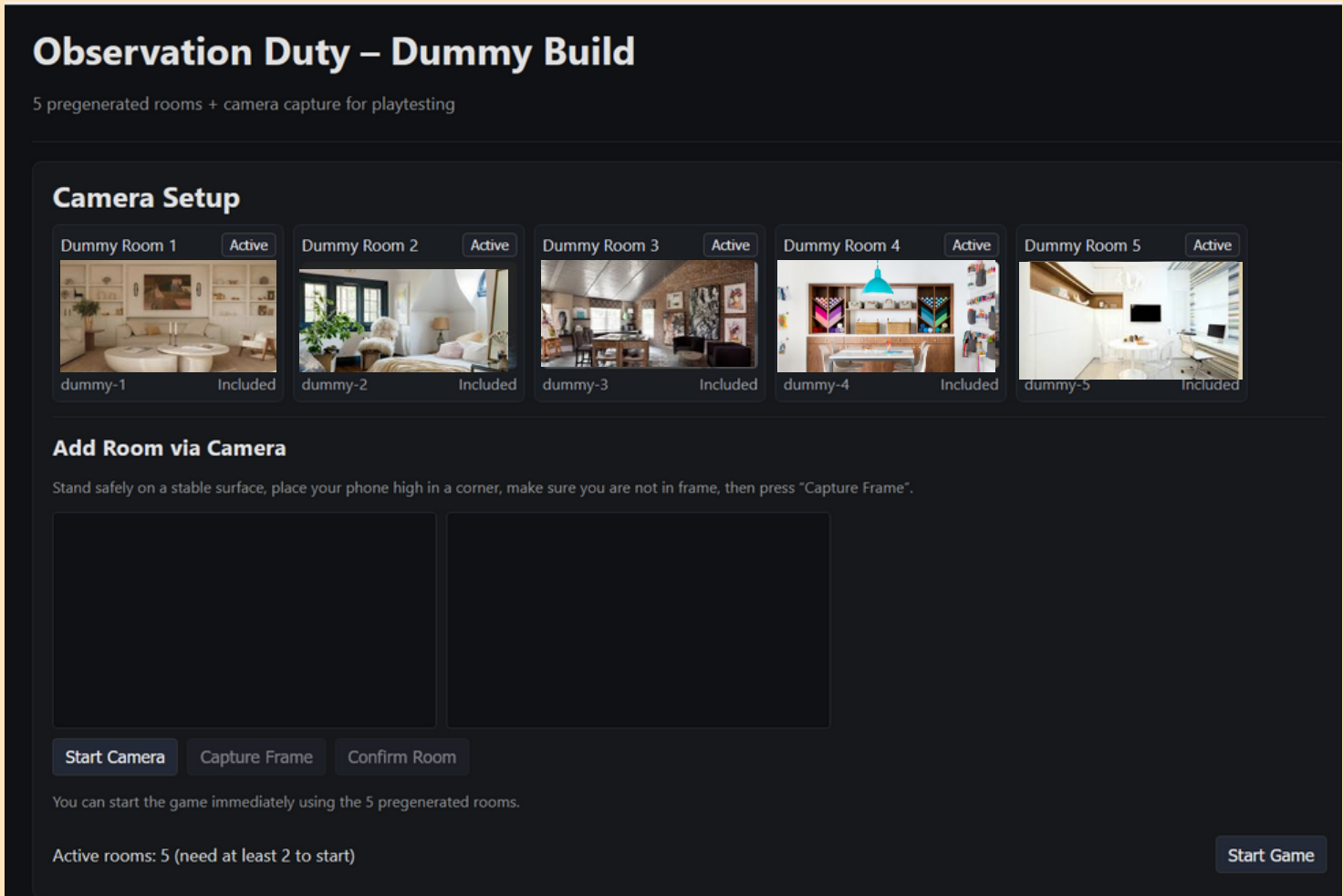
+ Kickstarter funding (TBD)

Unit Economics

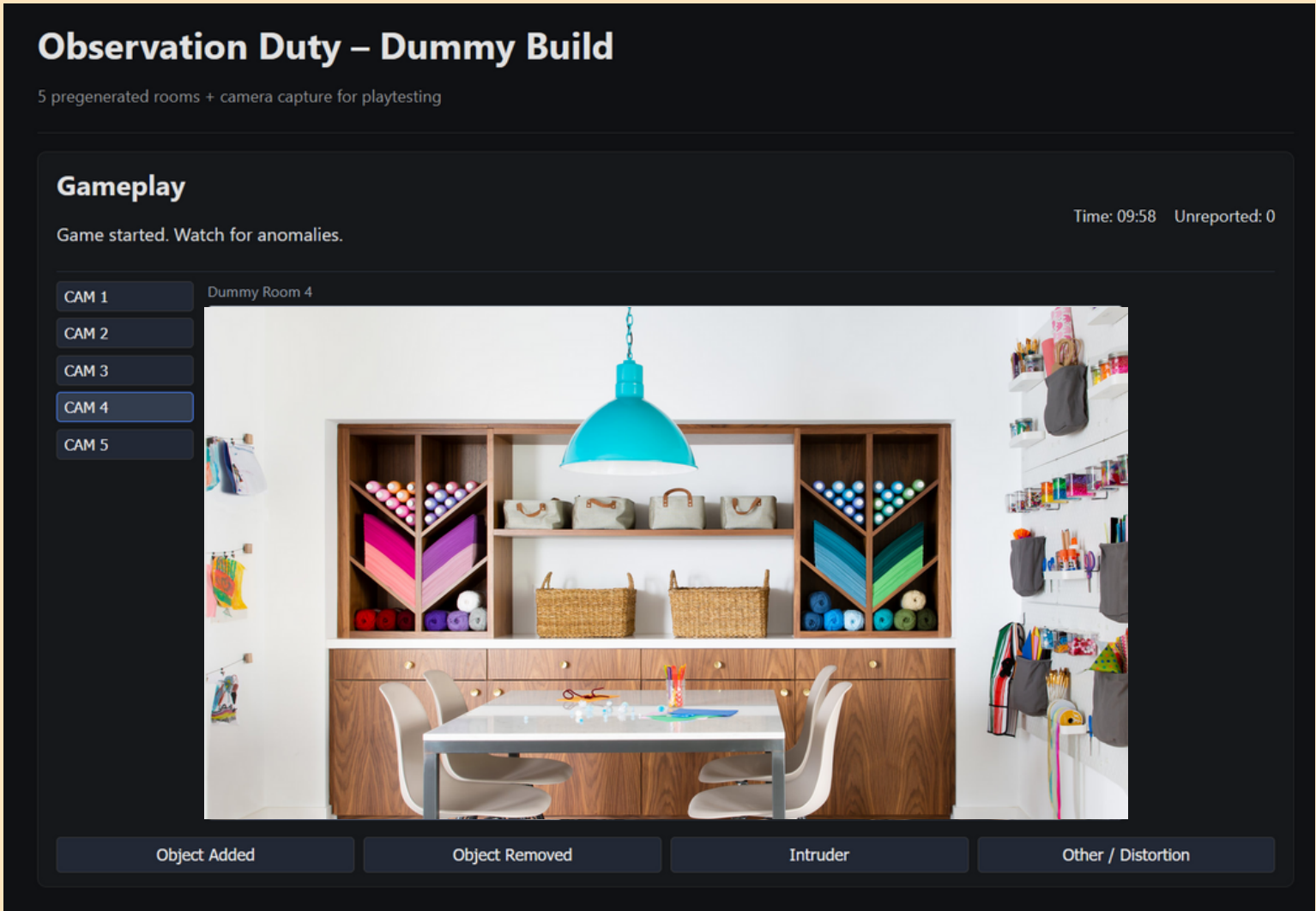
LTV: \$50-75

CAC: \$4-6 (organic + paid)

Gameplay Example



Picture sources: HGTV





Seed Funding: \$75,000

Use of Funds

\$30K:

Art Polish (concept/3D artists for Kickstarter video)

\$20K:

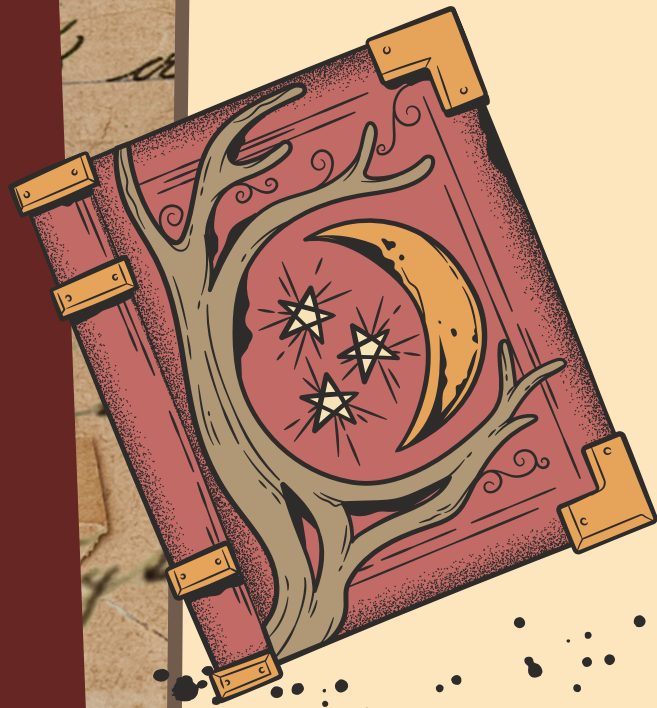
AI/ML Refinement (anomaly detection, edge case testing)

\$15K:

Crowdfunding Campaign (Kickstarter production + initial community ads)

\$10K:

Legal & Operations (GDPR compliance, privacy setup, accounting)



The Future is Personal Horror

Join us in revolutionizing how players
experience games—one home at a time.

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