

PITCH



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INTRODUCTION



THE STORY

- **The Protagonist:** Max is constantly pushed to the brink of madness by a brutal, apocalyptic world.
- **The Motivation:** He channels this trauma into absolute determination to overcome obstacles and find his daughter.

THE DEVELOPER

- **The Creator:** Conceptualized by Rodrigo Banzato, founder of Rodrigo Banzato Cia Ltda.
- **Experience:** This is the studio's 5th game project, bringing proven development maturity to the market.
- **Portfolio:** rodrigobanzato.com

LATEST NEWS

PROJECT UPDATES

- **Ecosystem Expansion:** Official website updated with the newly launched Amazon Kindle lore novel and the active crowdfunding campaign for gamers and publishers.
- **Development Milestones:** Internal testing for Demo V3 is officially finalized. Production is now transitioning into the final adjustments for the Vertical Slice Demo.

RECENT VIDEO HIGHLIGHTS

- Key video updates from our official YouTube channel mapping our recent developmental and branding journey:



GAME CONCEPT

CORE EXPERIENCE

- **Genre Hybrid:** An atmospheric FPS/TPS Action RPG blending tactical survival horror mechanics with gritty post-apocalyptic exploration.
- **Immersive Narrative:** A dark, realistic single-player journey exploring mature themes, rich lore, and high-stakes character progression.



GAMEPLAY PILLARS

- **Tactical Gunplay:** Intense combat paired with strategic inventory management and a dual-perspective camera system (1st and 3rd person).
- **Atmospheric Survival:** Freedom of exploration through cold, radioactive ruins where resources are scarce and survival is hard-earned.



GAME CONCEPT

VEHICULAR SURVIVAL

- **V8 Engine Feature:** A massive pillar absent in S.T.A.L.K.E.R. and Fallout—piloting a powerful V8 muscle car.
- **Dual Camera Driving:** Seamless switch between interactive first-person cockpit and third-person view.



DARK REALISM

- **Ominous Tone:** Gritty alternative 1979 atmosphere, focusing on deep horror rather than colorful sci-fi.
- **First-Person Immersion:** Interactive cinematic scenes engineered to elevate psychological tension.

GAME CONCEPT

OPEN-WORLD EXPLORATION

- **Vast Environment:** Total freedom to explore ruined regions, radioactive landscapes, destroyed industrial complexes, and abandoned bunkers.
- **Dynamic Encounters:** Organic world populated by hostile factions, unexpected allies, and aggressive mutated threats.



ENVIRONMENTAL HAZARDS

- **Survival Elements:** Extreme gameplay conditions requiring careful navigation through radiation lakes, quicksand, and toxic anomalies.
- **Resource Scarcity:** A harsh world where map exploration directly rewards tactical inventory management and crafting preparation.



GAME CONCEPT

COMMUNITY & CALL TO ACTION

- **Steam Storefront:** Wishlist the game, track production metrics, and explore official community devlogs.
- **Official Link:**
steampowered.com/JustMadness

MEDIA & REELS

- Scan the official gameplay showcase video below to witness the raw engine fidelity, atmospheric fog, and psychological survival horror loop.



UNIQUE FEATURES

SIGNATURE GAMEPLAY MECHANICS

- **Madness Attack System:** A signature combat mechanic where players channel psychological trauma into lethal battlefield advantages.
- **Cold War 1979 Setting:** A unique, uncompromised retro-apocalyptic era blending brutal analog tech with deep tactical survival horror.



DYNAMIC SYSTEM CORES

- **Choice-Driven Factions:** Forge alliances or provoke enemies with strategic narrative decisions that directly alter world progression.
- **Deep Character Evolution:** Complex RPG progression and skill systems tailored to withstand lethal mutated threats and radioactive anomalies.



GRAPHICS AND SOUND

NEXT-GEN ENGINE PIPELINE

- **Unreal Engine 5 Power:** Leveraging cutting-edge UE5 features to deliver striking atmospheric fidelity, advanced lighting, and gritty realism.
- **MetaHuman Technology:** Accelerating production workflows for highly detailed, realistic character animations and expressive facial rendering.
- **FAB Asset Integration:** Utilizing the unified FAB marketplace to optimize environment pipelines while focusing internal development on core custom assets.

AUDIO & LOCALIZATION

- **Immersive Soundscapes:** Blending tailored sound libraries with original musical compositions and sound effects engineered for survival horror.
- **Global Market Readiness:** Built from the ground up to support localized multi-language options, targeting a broad international audience.



PLATFORMS AND MONETIZATION

TARGET PLATFORMS

- **Primary Launch:** PC via Steam release featuring 9 localized languages, cloud saves, full controller support, and community integrations.
- **Console Expansion:** Multiplatform porting strategy targeting Xbox, PlayStation, and Nintendo Switch as part of the publisher milestone roadmap.

MONETIZATION & LTV

- **Business Model:** Premium B2P (Buy-to-Play) pricing model aligned with competitive titles in the atmospheric survival genre.
- **Long-Term Value (LTV):** Post-launch revenue scaling planned through narrative DLC expansions, asset packs, and franchise scalability.



SCHEDULE AND TEAM

PRODUCTION TIMELINE

- **Milestone Schedule:** Clear 20-month development timeline focused on world building, outpost design, and character scaling.
- **GDD Readiness:** Comprehensive Game Design Document finalized and fully prepared for strategic publisher review.

TEAM & BUDGET ALLOCATION

- **Core Studio Structure:** Managed by 3 core experienced members backed by key strategic outsourcing partners.
- **Estimated Cost:** \$160,000 USD projected budget for complete development cycle up to commercial release.



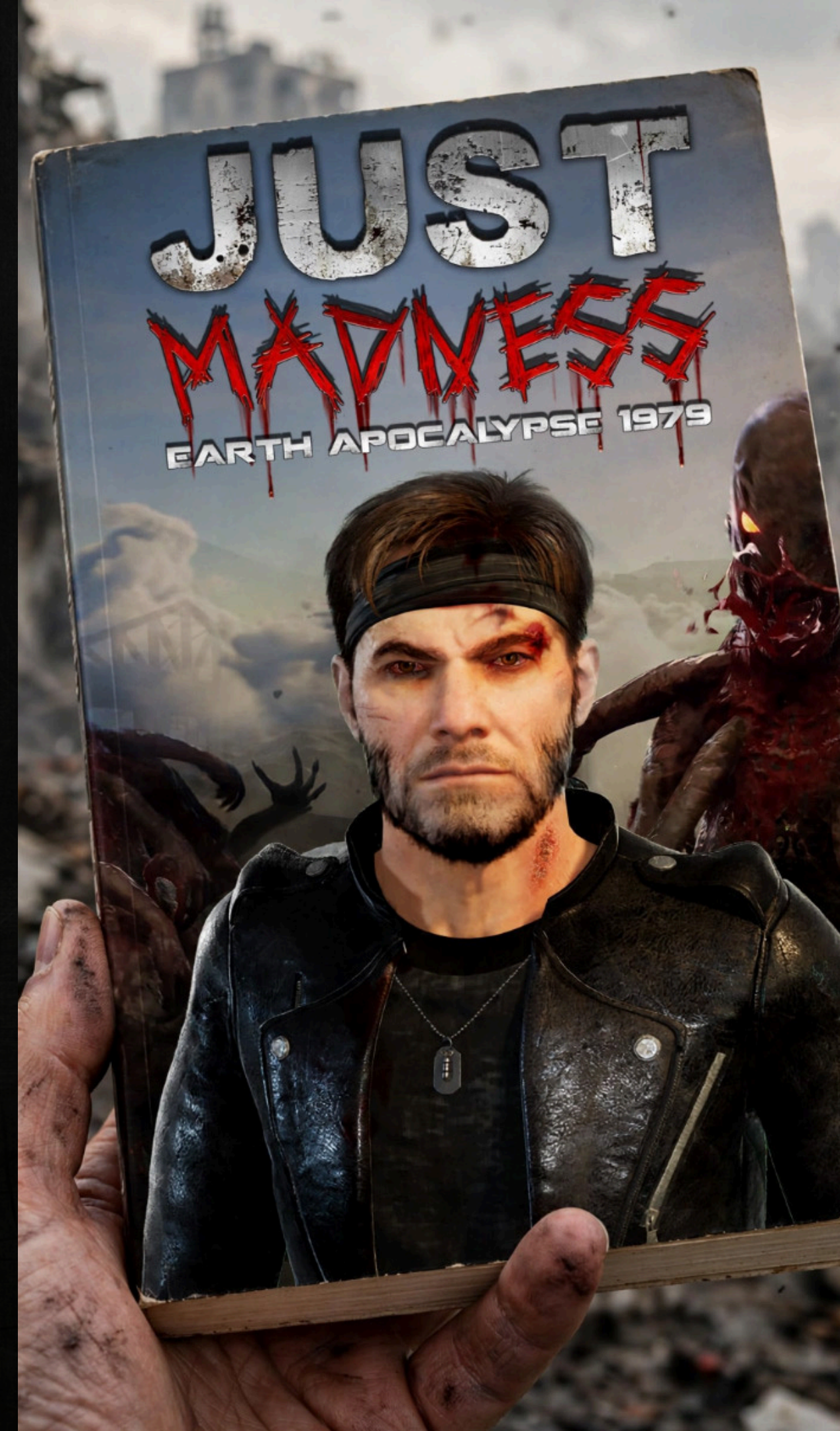
BUSINESS PLAN

INVESTMENT & PHASES

- **Milestone Funding:** Structured into 5 production phases of 4 months each, optimized at \$32,000 USD per phase (Total: \$160,000 USD).
- **Parallel Production:** Each milestone simultaneously advances character assets, world bases, VFX, cinematics, programming, and narrative polish.

PARTNERSHIP & PROTOTYPE

- **Publisher Alignment:** Seeking a strategic partner to accelerate global distribution pipelines and secure dedicated production focus.
- **Playable Build Ready:** Phase One milestone is internally secured by the studio—playable prototype, Steam keys are available for immediate evaluation.





BUSINESS PLAN

TEAM SCALABILITY

- **Core Expansion:** Current funding is optimized to bring 2 additional full-time members, scaling the dedicated production core to 5 members.
- **Onboarding Readiness:** Integration risk is mitigated by 50 internal training videos and a comprehensive proprietary production manual.
- **Flexible Staffing:** Production pipelines are designed to dynamically bring in on-demand specialist talent based on phase requirements.

LEADERSHIP & EXECUTION

- **Proven Expertise:** Directed by a veteran Producer/Artist with a 20+ year game industry track record and a structured, delivery-focused mindset.
- **Operational Drive:** Production culture built heavily on clear operational duties, high motivation, and rigid development timelines.

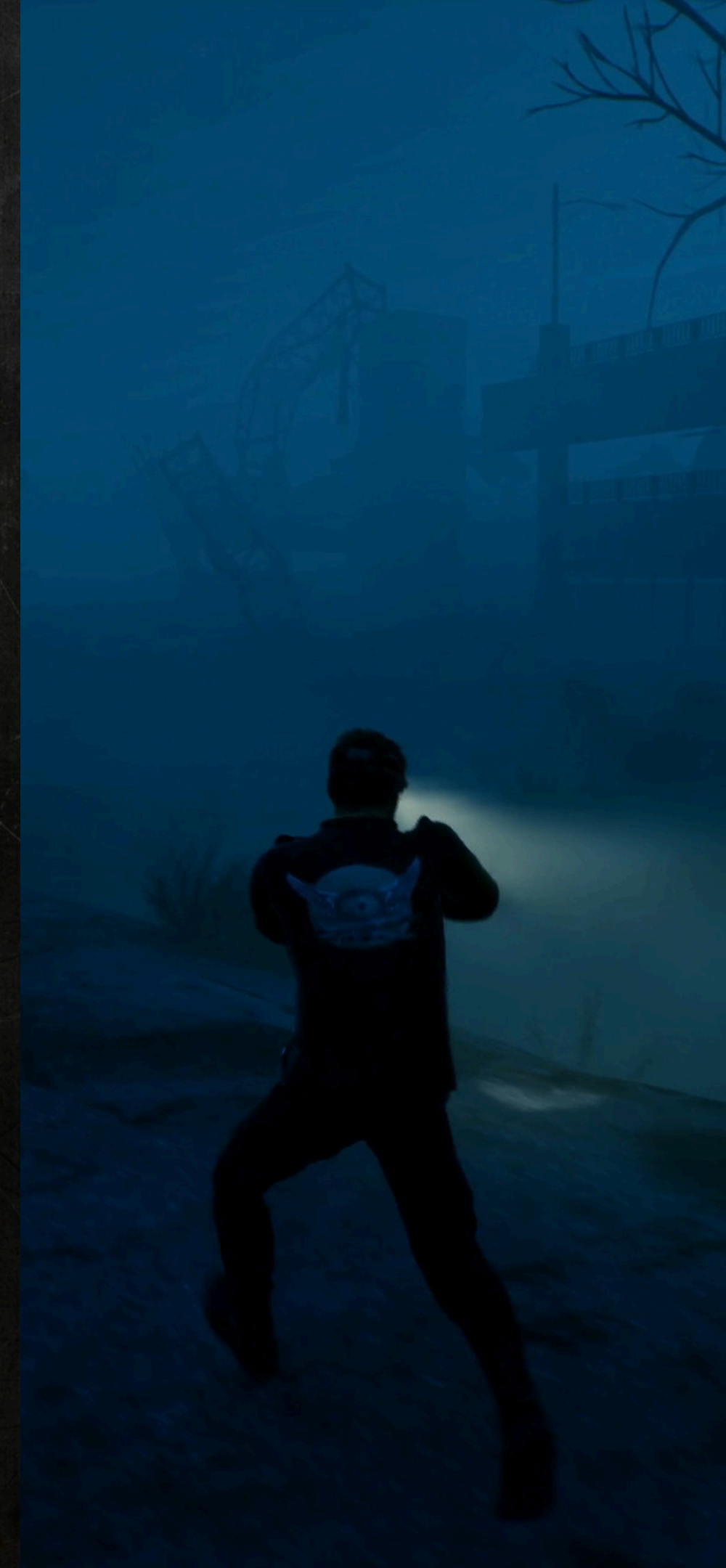
CONCLUSION

MARKET OPPORTUNITY

- **High-Demand Genre:** Atmospheric survival horror and post-apocalyptic RPGs represent a massive, deeply loyal, and highly lucrative global audience.
- **Core Player Drivers:** Players in this niche are heavily driven by gritty environmental immersion, tactical resource management, and choice-driven resilience.

BENCHMARK & COMPETITIVE LANDSCAPE

- *Just Madness* is strategically engineered to capture and disrupt this high-volume market, sitting alongside proven genre benchmarks:
 - **Fallout 3 / New Vegas:** 12M+ copies sold each
 - **Dying Light 2:** 10M+ copies sold
 - **Days Gone:** 9M+ copies sold
 - **Metro Exodus:** 8M+ copies sold
 - **Stalker 2 / Wasteland 3:** 2M+ copies sold each



CONCLUSION

PARTNERSHIP ADVANTAGES

- **Industry Impact:** Committed to crafting a standout survival horror title that disrupts the high-volume post-apocalyptic market.
- **Full Transparency:** Reach out today to secure full access to our comprehensive GDD, live milestone timelines, and expanded financial Business Plan.

LET'S BUILD TOGETHER

- **Direct Contact:** Use the verified secure channels below to schedule a live prototype demonstration or request a developer build pitch.



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