



PITCH

MAX MADNESS

MAY 2026

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INTRODUCTION



Max, the protagonist, is constantly pushed to the brink of madness by the world and its situations. However, he channels this madness into a driving force, fueling his determination to overcome obstacles and stay committed to finding his daughter.

The mind behind the idea and main concept of the game is Rodrigo Banzato, founder of Rodrigo Banzato Cia Ltda. This is not his first venture into game development; it's his fifth game project. For more information, visit: www.rodrigobanzato.com

LATEST NEWS

We've updated our website! 🎉 The new additions include our crowdfunding campaign, which is ready to launch - it's all set and very detailed. Take a look [here](#).

We've also added player statistics, which you can find on our investor page [here](#)

We're eager to secure investment to help speed things up, but regardless, we're continuing to advance the project. Check out our [YouTube](#)



GAME CONCEPT

This game is a fast-paced FPS/TPS action RPG with survival elements, designed for fans of post-apocalyptic worlds. It offers a rich experience with freedom of exploration, intense gunplay, and a dark, realistic narrative that explores mature themes.



GAME CONCEPT

The game's overall design is focused on realism, with a dark and ominous tone, leaning more towards horror than colorful visuals. With mature themes, it elevates the horror experience to a new level, featuring incredible interactive first-person scenes.



GAME CONCEPT

The environment is vast, with destroyed buildings, burned-out houses, and immense freedom to explore each region. As you venture out, you may encounter friends, enemies, or environmental hazards like radiation lakes, quicksand, and more.



GAME CONCEPT

For more images and videos, visit the game's Steam page:

https://store.steampowered.com/app/3652470/Max_Madness/



UNIQUE FEATURES

Among the game's exclusive features, we can highlight:

- First or third-person gameplay
- Exclusive Madness Attack System
- Explore a vast open world with mysterious and treacherous locations
- Dynamic relationships: forge alliances or make enemies, with choices that impact the story
- Character progression: evolve your skills to face formidable enemies and creatures
- Action-packed gameplay: use weapons and vehicles to achieve objectives
- Survival mechanics: manage resources and avoid deadly radiation

Experience the thrill of survival in a post-apocalyptic world, where every decision is crucial and every encounter can be fatal. Feel the adrenaline rush of exploring hostile environments, scavenging for scarce resources, and facing off against lethal creatures. With engaging gameplay and a dark atmosphere, this game promises to recapture the excitement and challenge you love in games of post-apocalyptic worlds.

GRAPHICS AND SOUND

For graphics, we're leveraging the power of Unreal Engine 5, enabling rapid production of animations and facial expressions with Meta Human and other cutting-edge features.

We also utilize assets from FAB to accelerate production, while prioritizing customization and creation of unique assets. For sound design, we draw from FAB assets and other libraries, but also create original music and sound effects to enhance the gaming experience.

Our game is optimized for global appeal, with support for multiple language options to reach a broader audience worldwide.



PLATFORMS AND MONETIZATION

We're equipped to release the game on Steam, in 9 languages (audio and subtitles) complete with features like Achievements and other details.

With a publisher, we hope to expand to other platforms, including Xbox, PlayStation, and Nintendo. We don't have any developer kits from these companies, so our focus right now is on PC.

Our ideal scenario involves a premium monetization model, with potential DLCs and a possible sequel.



SCHEDULE AND TEAM

For complete development, we've set a 20-month production timeline, which will feature a vast open world with multiple bases of varying sizes and numerous unique characters.

The intricacies of our design are outlined in our comprehensive Game Design Document, which we'll share at the appropriate time.

Our team, consisting of 3 main members and several contributing partners, brings significant game development expertise to the project. Our estimated production cost is \$200,000. Further details on the team, schedule, and costs can be found on next page.



BUSSINESS PLAN

This is a simplified version of our business plan, so you can quickly review our plan and objectives.

Our team is committed to finding a great publisher and/or investor who can accelerate our production, allowing us to focus exclusively on this game. To demonstrate our potential, we are responsible for completing Phase One, where we will provide a playable version of our game (1 - 2 months to be concluded), enabling players to experience the quality and share their opinions. I've got a game prototype key ready, just let me know if you need it.

Our production investment is set for 5 phases, with each phase lasting 4 months at a cost of USD 40,000.

Each phase involves the simultaneous production of characters, bases, various effects, cinematics, items, weapons, and programming, along with adjustments to the story and narrative.

Check it out the [game page](#) on Steam

BUSSINESS PLAN

The funds will be allocated to our team, allowing us to focus 100% on the game without other priorities. We're looking to add 2 more people, bringing our team to 5 full-time members dedicated to the game. That's the best scenario for us. I'd love to share my 50 training videos and a comprehensive training manual I put together specifically for this game's production with our new team members.

Depending on our needs, we can bring in more people to match the demands of each phase. I've got a very structured mindset that makes me thrive on clear duties and timelines - I'm a get-things-done type. That's why I believe we can scale up quickly and effectively in all areas.

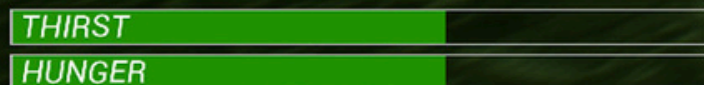
This is a unique opportunity to work with a Producer / Director and Artist with a strong mindset. My 20+ years of game experience [video](#) can give you a better sense of who I am. It's not just about projects, it's about mindset. For me, it's just a matter of time and hard work. Motivation is always at an all-time high.

Check it out the [game page](#) on Steam

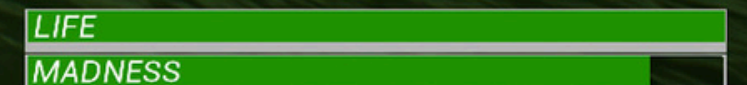
CONCLUSION

Players of post-apocalyptic games often enjoy exploring ruined worlds, scavenging for resources, crafting and surviving against harsh environments and hostile enemies. They also appreciate the freedom to make choices that impact the story and gameplay, as well as the thrill of uncovering hidden secrets and encountering unexpected events. The sense of resilience and accomplishment in the face of catastrophic odds is a major draw. These players enjoy games like:

Fallout 3 (12 million copies)
Stalker 2 (2 million copies)
Metro Exodus (8 million copies)
Dying Light 2 (10 million copies)
Fallout New Vegas (12 million copies)
Wasteland 3 (2 million copies)
Days Gone (9 million copies)
Chernobylite (1 million copies)



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CONCLUSION

We're excited about the journey ahead and are committed to crafting a standout game that makes a lasting impact in the industry. That's just the beginning of a great development process that you might be a part of. Feel free to contact us for further information and access to our detailed GDD and more details of the Business Plan.



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