

ColorBlend *fx*  
DESATURATION

a game by Pi-Dev Bulgaria Ltd.



Business Partners PITCH DECK





ColorBlend fx  
**DESATURATION**

is a 2.5D puzzle-platformer metroidvania  
in a science-fiction post-apocalyptic setting

It tells the story of **The Splatians**, who while  
researching the mythical **Rainbow Powder**, enraged  
the evil **Lord Ashen** who ate the colors of the world.

Let's say Mario meets Portal (*without the portals*) a bit of Splatoon

Trailer: <https://www.youtube.com/watch?v=66UpUr4xfZQ>

Demo: [ColorBlend FX: Desaturation Prologue on Steam](#)



# Game Lore or what happened at Splatland that one night...

Another day passed and another night came...

And again Splattians chat around the warm campfire about everyday stuff. And Sparkle is again late, as usual...

But Sparkle finally completed the prototype of the "ultra mega-giga-tera-cool" device:

## The Colorizator

Researching the [Rainbow Powder](#) finally yielded some nice results. This act, while a technology progress for Splattians, had its *unforeseen consequences*...



# Game Lore or what happened at Splatland that one night...

Lord Ashen was awoken.

Angry and hungry, unhappy with Splatian's technology advancement, he won't allow this.

He decides to stop them by eating the *Essence*\* out of this world. This leads to....

## The DESATURATION

And here the adventure begins...

\* *Essence of course means color*





# Gameplay or how colors mix with traditional platformer elements

ColorBlend FX is all about colors and their interaction with the environment and objects. Let's say Mario meets Splatoon & Portal



Splations top & bottom colors change based on what you do in the game

## The Splations



The Slimes, a real threat to Splations are also tools for puzzle solving. They splatter everything.

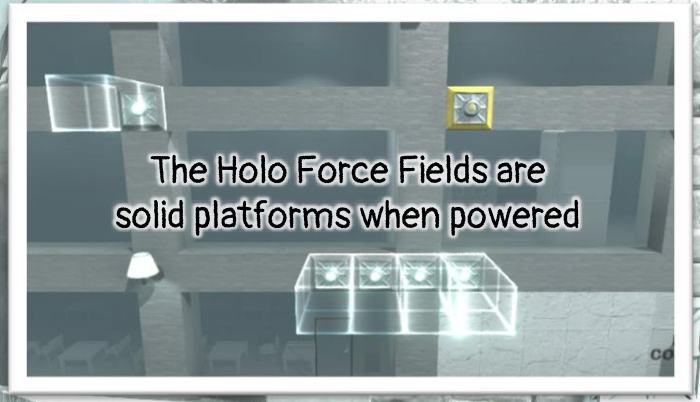


# Gameplay or how colors mix with traditional platformer elements

Color scanners are access control devices that activate circuits based on your colors



They can sometimes be connected to traps



The Holo Force Fields are solid platforms when powered



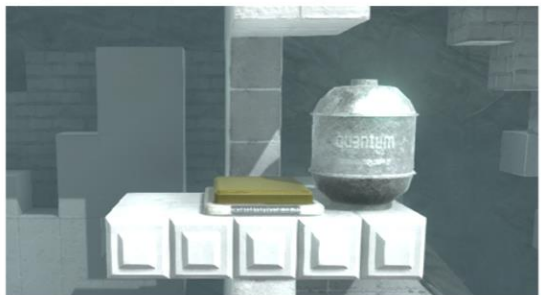


# Gameplay or how colors mix with traditional platformer elements

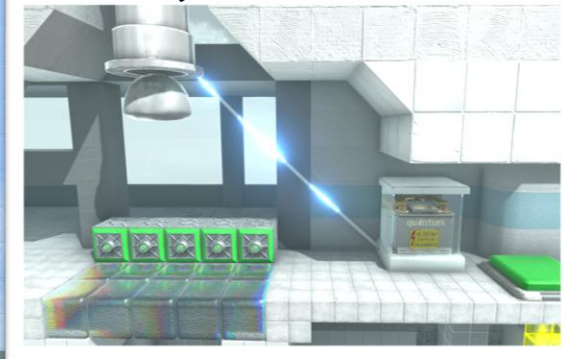
The springs – both hazard and helpful thing



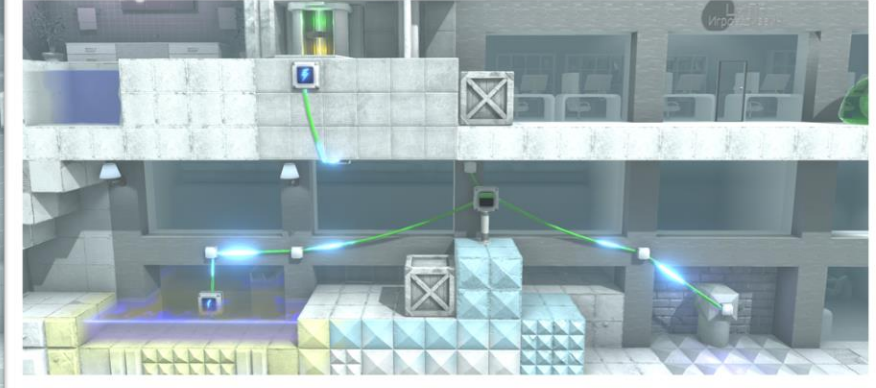
Physics objects and pressure plates



Battery terminals & batteries

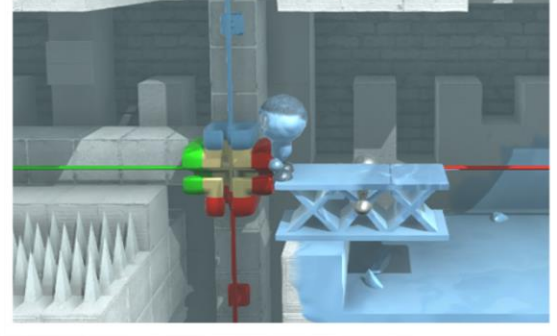


Cables, power, switches



Moving platforms

(and their color matters too)





# Gameplay or how colors mix with traditional platformer elements

- Minecarts, trains, tracks & recoloring them
- Paint, water, lava, puzzles, exploding barrels...
- And of course deadly traps





# Gameplay or how the game flows

- Non-strictly-linear progression
- Metroidvania style game flow
- Permanent or temporary upgrades,
- Different items and objects gain access to new areas to explore





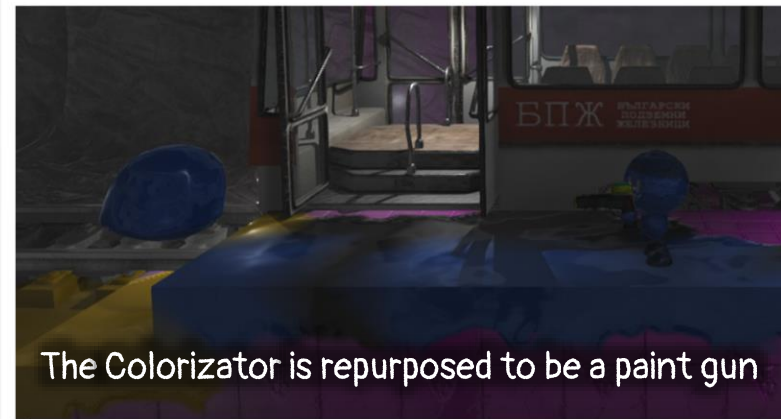
# Gameplay or how the game flows

Main objective: find the Crystals of Essence then defeat Ashen.

Two endings, the good ending is much more grindy

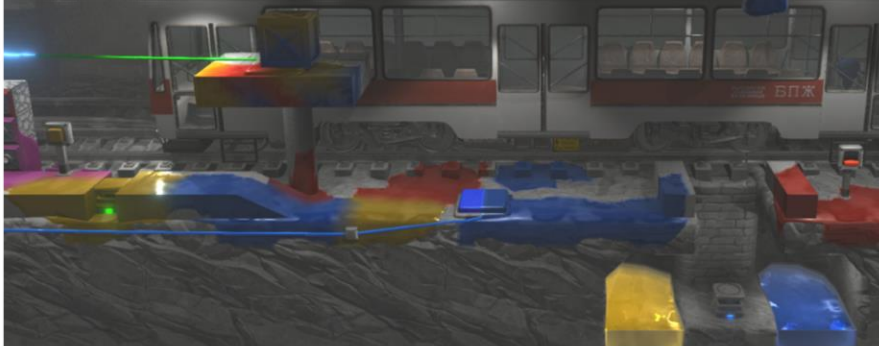
Not very easy game, actually needs some brain.

And it's post-humanity science fiction.



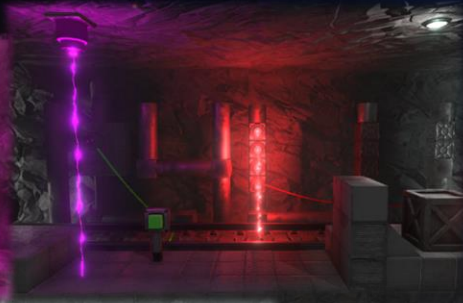
The Colorizator is repurposed to be a paint gun

Repairing the underground tunnels unlocks Fast Travel





# Other random stuff to show some WIP visuals



PeterSVP took the Quantum t $\frac{1}{2}$  CPU  
True innovation - a quantum particle processor that turned  
the world economy upside down!



# Inspiration & what influenced this (& their performance too)

units data from SteamSpy

- Splatland have some direct references to Bulgarian geography & culture
- Art inspired by titles like Limbo, Inside, Little Nightmares, QUBE, Portal, but in distinct and simple voxel style
- Gameplay inspired by classics like Mario, Metroid, Zelda but also modern titles like Spelunky, Axiom Verge
- In fact there are lots of references to titles that inspired me in a way.





# Where it stands & who will love it

Geotarget: Entire world

Age: 14-34

People who like:

- puzzles, platformers, metroidvania
- science fiction, exploration
- splattering slimes that make everything around dirty
- taking a toy gun and splattering paint everywhere
- some challenge – both action and puzzle solving

Game includes comic mischief (Lord Ashen)  
and cartoon violence (against slimes)





# The formal stuff like what's it, the monetization

- Single player only. Made in Unity
  - Games I drew inspiration were single-player after all
- \$\$\$ = Premium! No IAPs. The shopkeeper may even mock them!
  - However, DLCs are an option!
- Initially PC & Steam Deck, then PS5 and Xbox S/X
  - And we have the partnerships in place
    - But Unity Pro is expensive...
- Targeting release @ Q2 2023 Steam, Q3/Q4 Consoles
  - Price point ~ € 19.99 - € 24.99
  - First playthrough ~= 8-10 hours depending on player skill



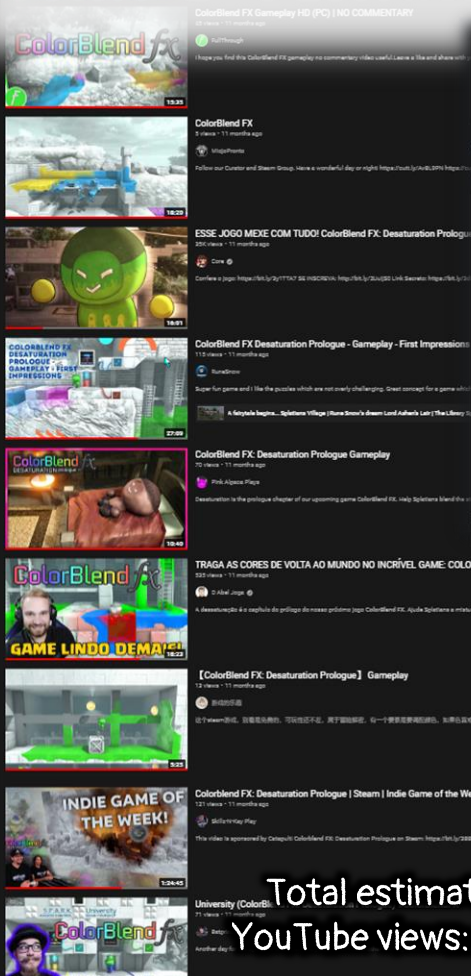
SINGLE PLAYER

\$\$\$ = PREMIUM

PC, STEAM



# Some traction free prologue + Next Fest + Indieway (Last updated: Dec 2022)

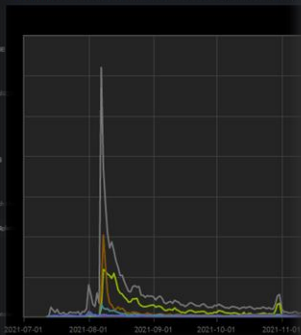


Total estimated  
YouTube views: 40K

IMPRESSIONS (?)	CLICK-THRU RATE (?)	VISITS (?)
13.33 million	1.12%	149,388

## VISITS OVER TIME

This graph shows the number of visits to your store page



## Game: ColorBlend FX: Desaturation Prologue

Lifetime Steam revenue (gross)	\$39 (gross)
Lifetime Steam revenue (net)	\$34 (gross)
Lifetime retail units (?)	43 (Steam)
Lifetime free licenses (?)	24,421
Lifetime total units (?)	24,464
Lifetime units returned	0 (0.0%)
Current players (?)	0 (view on Steam)
Daily active users	7 (average)
Lifetime unique users (?)	10,439
Median time played	18 minutes

## BEST INDIE GAMES INDIEWAY MARCH



- We released free prologue on August 1<sup>st</sup> 2021
  - Contains the first chapter of the game,
  - About a hour long, speedruns at 15 minutes
  - it got mostly positive reviews but only 50 with no marketing efforts
  - 1463 wishlists on main game, 24464 prologue licenses, 10439 played it
- We attended Steam Next Fest – June 2022
  - 8014 downloaded & 2371 people played the demo, but just 300 wishlists.
- We got some neat YouTube coverage too ~40K views
  - And featuring on the Bulgarian National Radio



# We're team Pi-Dev

creatures with passion about cool video games



## Petar Petrov – PeterSvP

Petar is the lead developer, designer and artist. Loves different video games, mostly single player. Nintendo fan. And the main reason for Lord Ashen's existence – blame him!



## Iliyan Kateliev – DarksSilencer

The magician who makes you feel the game with your ears. He produces the music and designs SFX. Has great flavor of games too. Also helps with story and level design.

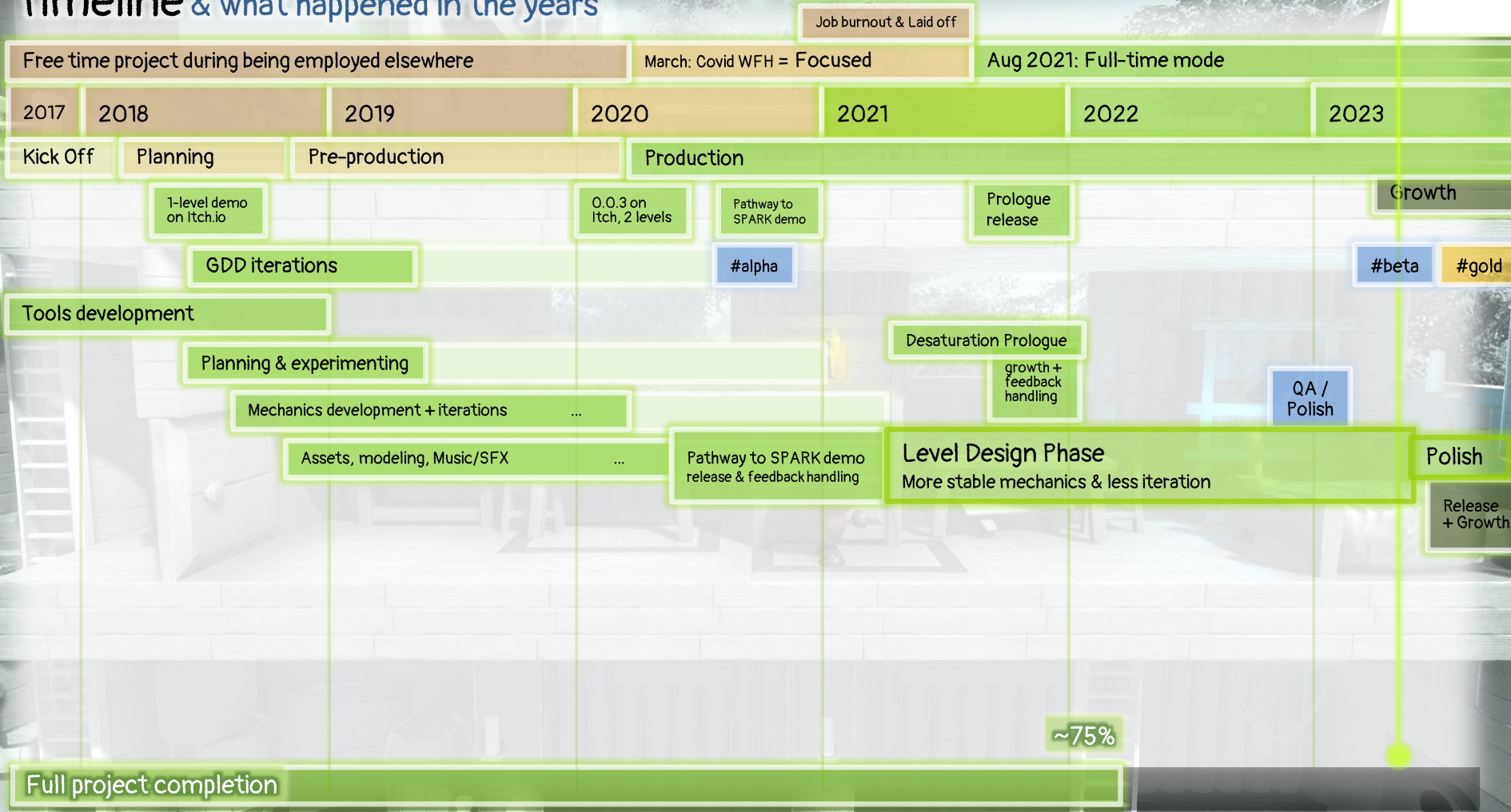


But friends, creators and influencers also helped in different ways.

Core | Foures | NoThx | Christofer White | others...



# Timeline & what happened in the years

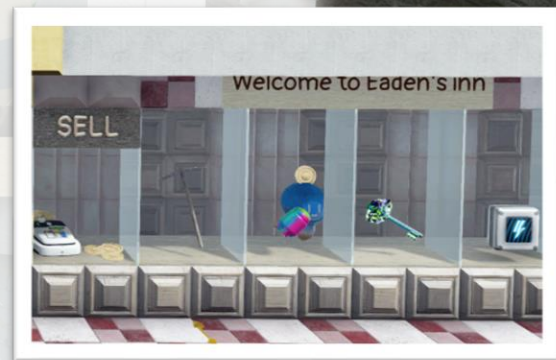




# What we seek from a business partner

- Our biggest weakness: Marketing & PR!

- We need a publisher/investor. Running close to the edge now! And close to completion too!
- If you are a **publisher or influencer or PR/Marketing agency or fellow indie or big corp:**
  - Your marketing/PR/influential power is the thing!
  - If you are a publisher, we don't generally need large funding.
    - We just need to finish the game & survive 2-3 months,
      - » ~\$10-15K will be ideal
    - We definitely need localization, eventually QA/testing
- Else if you are an investor, then we need some funding
  - between \$20K and \$50K, mostly for marketing & PR and localization!
  - And we are new to business to be brutally honest, that's our first project



- We already have partnership with Sony and Microsoft

- And Nintendo, but the game is way too "heavy" for Switch
- And the game runs like butter on Valve Steam Deck

MARKETING, PR

LOCALIZATION

PC, STEAM



# That thing we put on back of the box to attract slimes & Splatians

- Help Splatians return the stolen colors back to the world and foil the plans of the evil Lord
  - Stomp juicy slimes, splatter your surroundings and figure how stuff works and why!
  - Solve puzzles, match & blend colors & get that barrel fall on that one button
- Explore, find items that will guide you through your journey.
  - Take that toy water gun & spread paint to help yourself
  - Or even take control on those slimes
- Find the way how to recover your stocks of Rainbow Powder
  - Find the Crystals of Essence & resynthesize it
- And learn about your past. The goddess Ranina?
  - Does she exist? Is she alive? How the humanity vanished?



Fake Box Art



# Let's keep in touch!

If you need more details we can setup a meeting over Discord!

Discord: [PeterSvP#2013](#)

[petersvp@gmail.com](mailto:petersvp@gmail.com)

[contact@colorblendfx.com](mailto:contact@colorblendfx.com)

Social media links available at <https://pi-dev.com/>