



ARBO



it MATTERS
GAMES

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GENRE

A casual caring game with an appealing check-back and collecting mechanic.



PLATFORM

Developed for mobile platform, with focus on iOS and Android phones and tablets.



CHARITY

In cooperation with a reforestation charity the players will help planting trees by playing Arbo.

AMIDST CONCRETE AND TRAFFIC, ARBO
IS YOUR RETREAT TO NATURE!



OVERVIEW

OWN ARTWORK



REFERENCE

Neko Atsume, Viridi and Tap Tap Fish - AbyssRium.



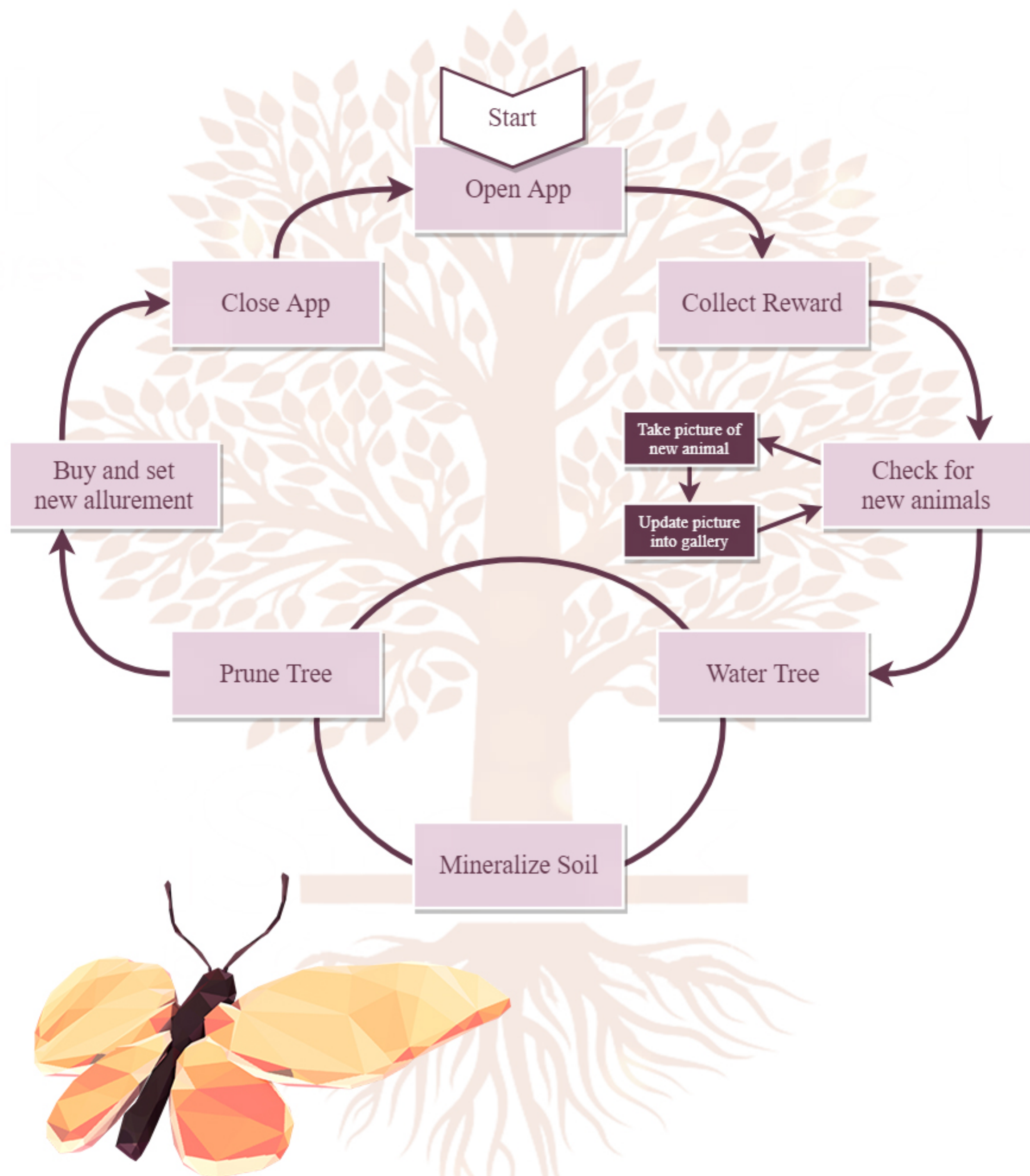
MONETISATION

The game is F2P with in-app purchases and incentivised ads.



AUDIENCE

Commuting casual gamers; fans of caring games and collectors.



OWN ARTWORK

SECOND TO SECOND



The core game consists of three main pillars: collect animals, nurture the tree and place allurements to attract certain animals. A session can take from about 30 seconds (a quick check-back) to 10 minutes (more involved caring, collecting and planting).

The tree can only grow when the player takes care of it. If the player doesn't return for a long time, the tree won't grow and won't attract animals.

Watering and pruning the tree, and mineralizing the soil are temporary effects that are required for the tree to grow. The boost from pruning lasts the longest and from watering the shortest. The boost period from mineralizing the soil depends on the type of fertilizer the player is using.



Take care of your tree so it can thrive and grow high.



Collect all animals and fill up the 5 categories of the animal gallery.

BIOMES

The main view consists only of your tree and its visitors. The UI is kept at a minimum. You can circle around the tree by swiping.

1

GALLERY

You can access your gallery and the main menu here.

3

VISITOR

Animals are visiting your tree! A deer and a doe have found each other below it.



Choose from multiple regions and their native species to create your own beautiful tree.

2

TREE

This is your main view and the first screen you see when you open the app. The tree is the center of the game.

4

CIRCLE-MENU

The position of the circle-menu can be adjusted by the player for left- or right-handed use.



Try to attract every animal and complete your gallery.



GALLERY



ATTRACTION

The tree attracts different types of animals depending on its growth-phase. One goal of the game is to fill up your gallery and collect every animal from each biome.



COLLECTION

Interact with a visiting animal to take a picture and put it in your gallery. When an animal visits your tree multiple times, the chance rises that a rare version will appear.



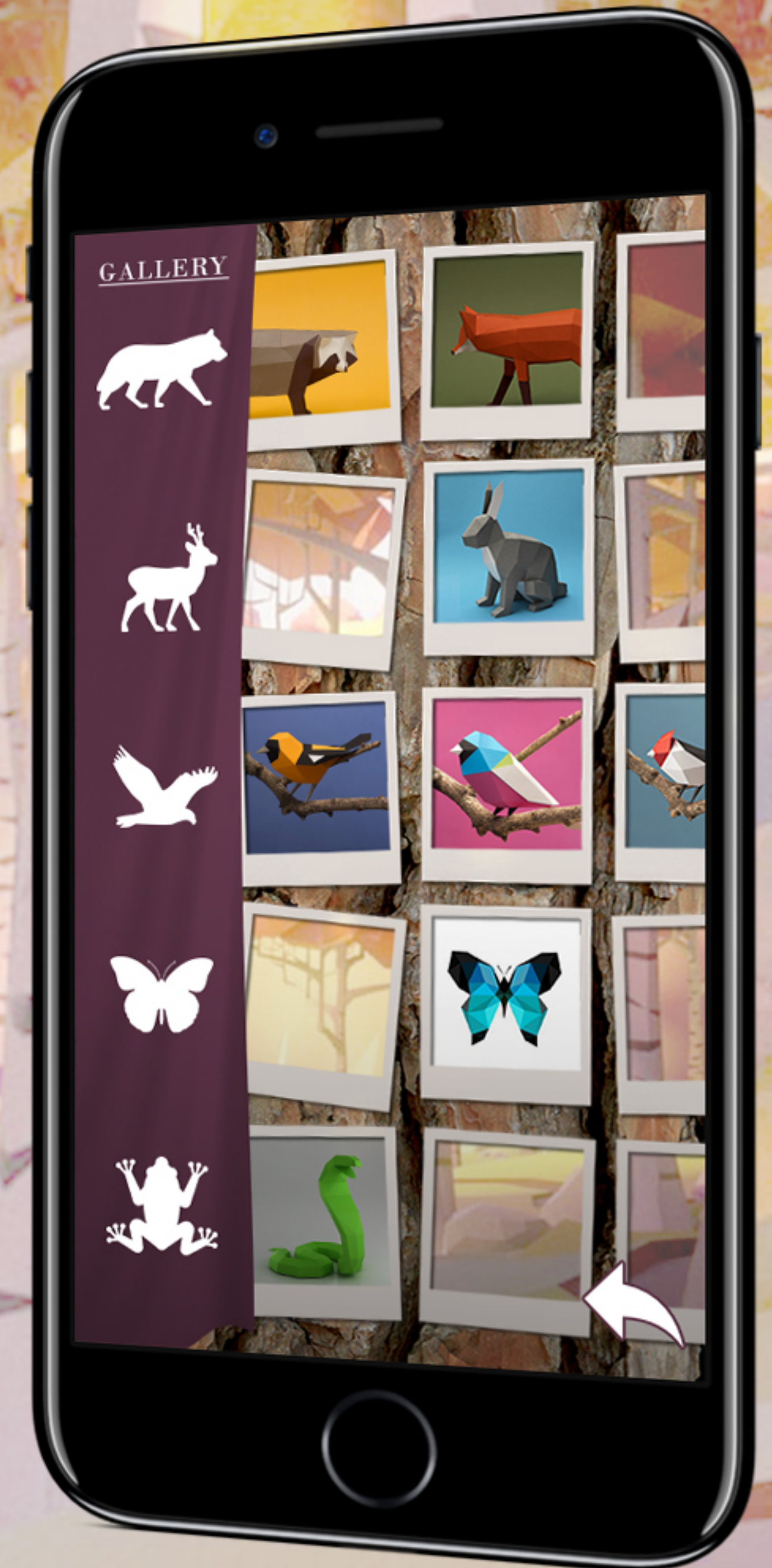
CATEGORISATION

The gallery is divided into several categories where every animal has its place. The gallery offers a beautiful close-up picture of the collected animals and interesting facts about each and every one of them.

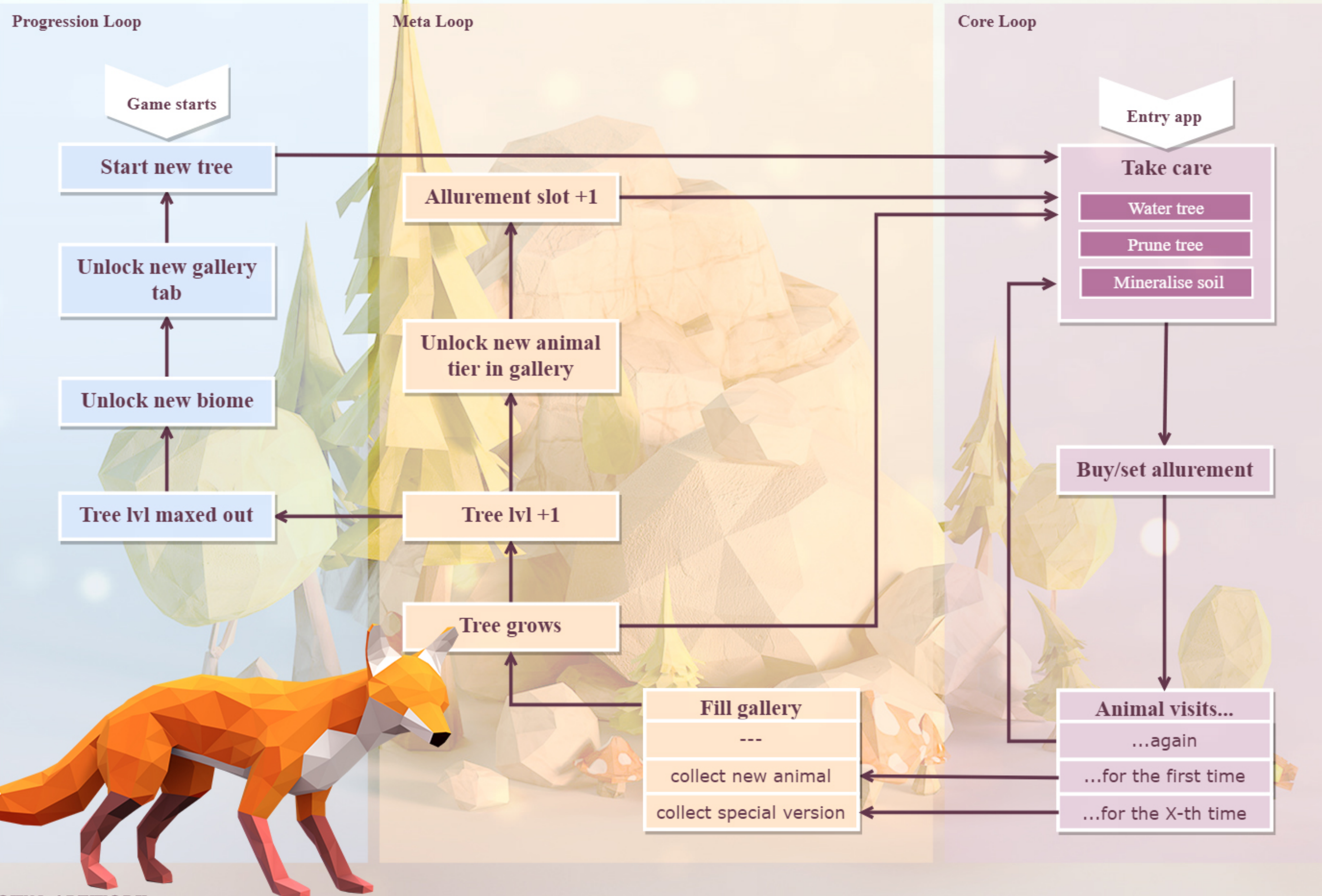


COMPLETION

In order to fill up the gallery and complete it, you will have to raise multiple trees. You need to check back into the game regularly to not miss any animal.



GAME LOOP



OWN ARTWORK

CULTIVATE

Take care of your tree to watch it grow, and fill the animal gallery with new visitors.

Once the tree has reached the next growth level, new types of animals will arrive.

When the tree is fully grown, the next biome is unlocked with a new tree and different animals to collect.



Cultivate the perfect habitats for various wild animals.



CURRENCY

You will gain currency to spend through various milestones:



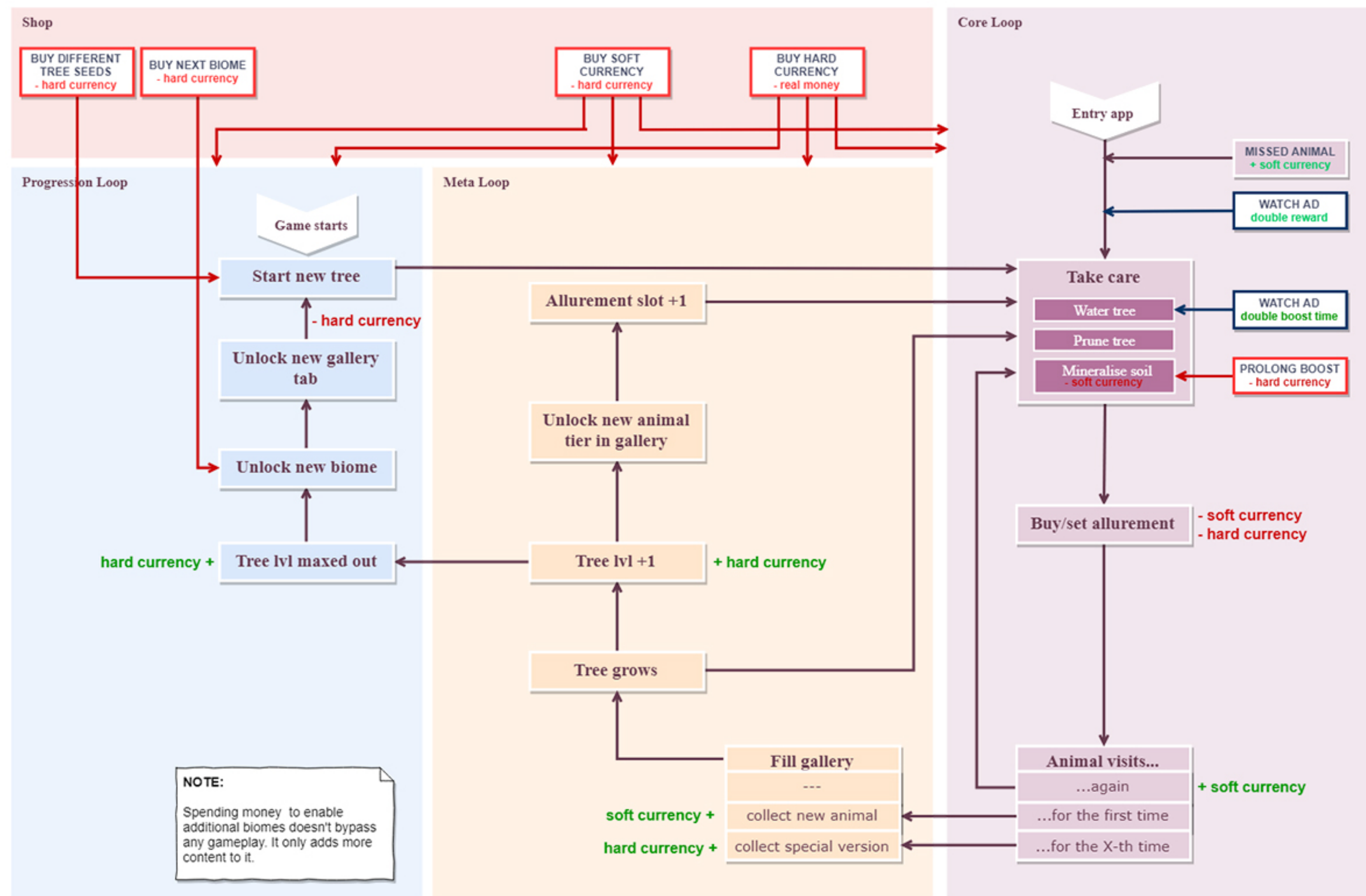
IAPs

Players will be able to spend their ingame currency on:



NEW SEEDS ALLUREMENTS MINERALS NEW BIOMES

MONETISATION



"Arbo" follows a free-to-play monetisation strategy with in-app purchases and incentivised ads. Players can spend money to influence gameplay or add more content.

RETENTION

With its distinctive style and approachability Arbo is exceptionally suited for regular content updates with new regions, animals and features.

All aspects of Arbo's game design are aimed at having players regularly checking-back and engaging with the game, following the growth-cycle of the tree and the amount of collected animals as progression parameters.

SHORT TERM

Check-back mechanics:

Players frequently return to Arbo to not miss any visiting animals.

Tree Care:

Watering and pruning the tree, and mineralizing the soil are temporary effects that need to be repeated to keep up the tree growth.

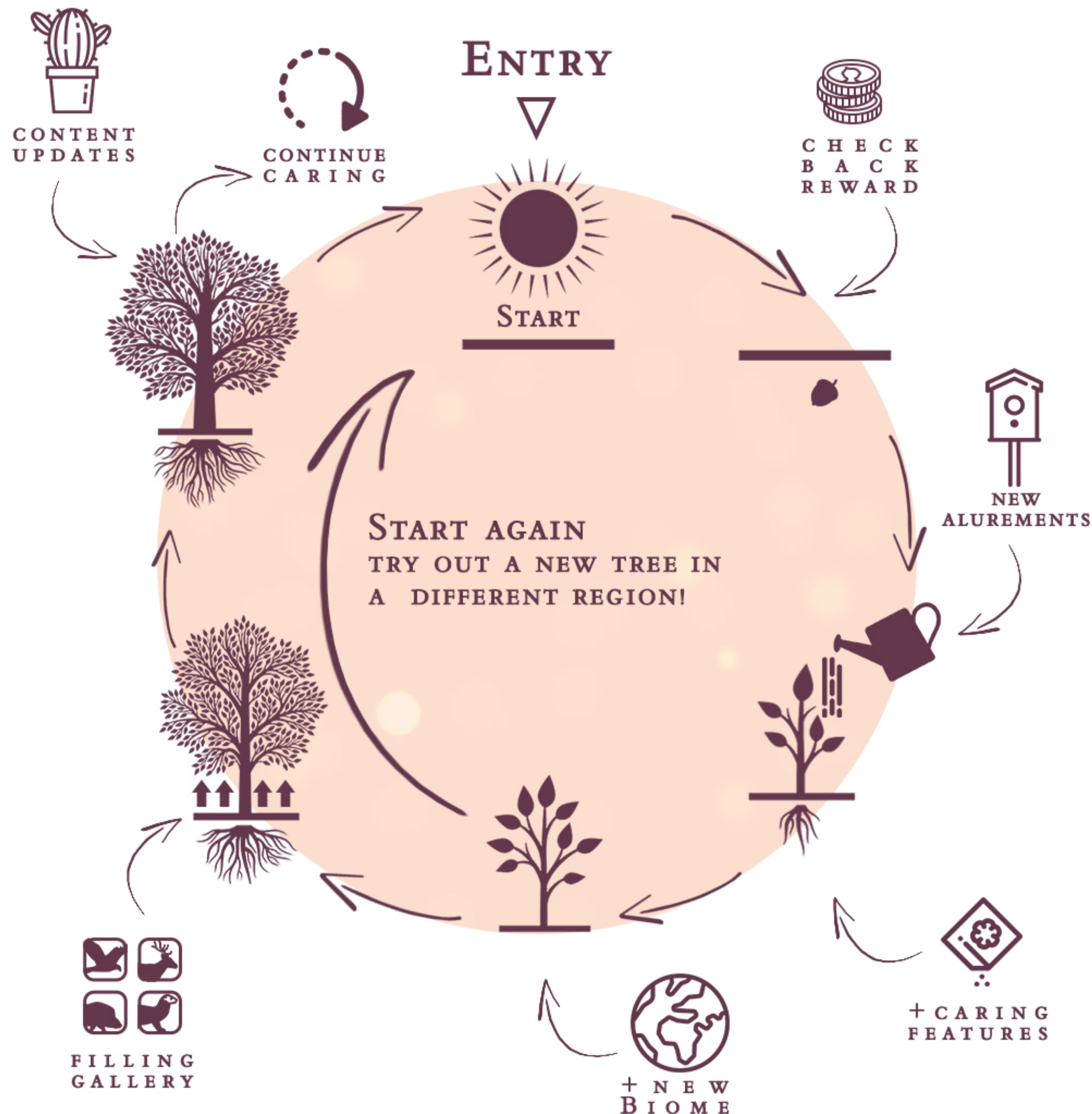
LONG TERM

Updates:

New saplings to plant, new animals to collect and new biomes keep the player engaged.

Events:

Temporary events with special content (e.g christmas tree and the rare red-nosed reindeer) will add variety to the game experience and bring players back to Arbo.



CHARITY APPROACH



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Our goal with Arbo is to create a game that not only offers the player a rich and fulfilling experience, but also has an effect on our environment. In cooperation with a tree planting charity, such as WeForest, One Tree Planted or Trees for the Future, every full grown tree in-game will represent a real tree that will be planted in the world. The game is designed in a way that ensures the needed funding of the costs to plant a tree through carefully placed monetisation mechanics.



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REFERENCES



NEKO ATSUME

DEVELOPER: Hit Point Co. Ltd.
GENRE: Cat Collection Game
PLATFORM: Mobile
RATING: 4.6 (4.5 iOS, 4.7 Android)

REFERENCE:

- Rewarding check-back mechanic
- Photo gallery integral part of game progression
- Animal attraction system influenced by player choices

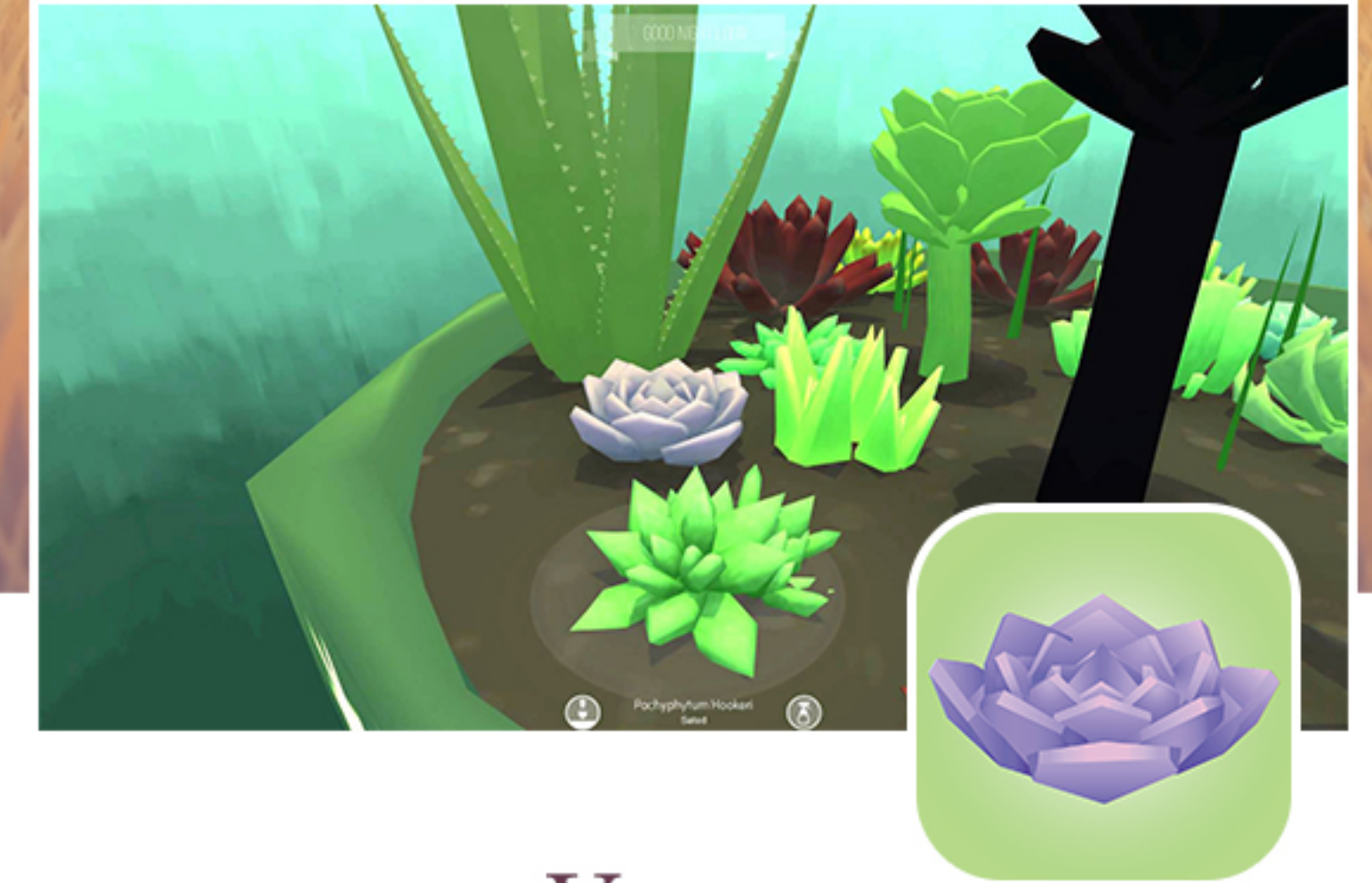


TAP TAP FISH - ABYSSRIUM

DEVELOPER: IDLE idea factory
GENRE: Collection / Idle
PLATFORM: Mobile + Steam
RATING: 4.5 (4.5 iOS, 4.6 Android)

REFERENCE:

- Environment and animals in beautiful low-poly art style
- Lively scenery through dynamic and random animal behaviour
- Photo mode that allows exploration of the



VIRIDI

DEVELOPER: IceWaterGames
GENRE: Care / Simulation
PLATFORM: Mobile + Steam
RATING: 4.5 (iOS only); Very Positive (Steam)

REFERENCE:

- Routine based core gameplay
- Low-poly art style depicting plant life
- Caring mechanic to grow your own plants

PRODUCTION TIMELINE



PRODUCTION OUTLOOK

If you like the idea of our tree caring simulation and animal collecting game in cooperation with a charity organisation, we would love to get in contact as we are looking for an experienced funding partner and publisher. Arbo would be a perfect progression of our craftsmanship in our seventh year in business.

Below you can find a rough estimation of the distribution of development.



KICKOFF	PRE-PROD END	ALPHA
Q4 2018	Q4 2018	Q4 2018 Q1 2019
BETA	MASTERING	SOFTLAUNCH
Q1 2019	Q2 2019	Q2/Q3 2019



CONTACT US

Feel free to contact us for further information, including:



H I G H
C O N C E P T



B U D G E T
P L A N



P R O D .
P L A N



Check out our portfolio!



PLAYMOBIL: DINOS

DOWNLOADS: 100k+

CLIENT: Geobra Brandstätter GmbH

GENRE: Endless runner + base building elements

- Promotional game for a new toy line from Playmobil
- Average rating of 4.5 Stars across iOS and Android
- Low poly game art based on original high resolution playmobil data

TRACK RECORD



MY DOLPHIN SHOW

DOWNLOADS: 50M+

CLIENT: Spil Games

GENRE: Casual arcade game

- 13 worlds, 200+ level, 1400 trick sets!
- Multiplayer mode with 25k + daily active users!
- 90+ content and feature updates since release in 2013



DOGHOTEL/CATHOTEL PETHOTEL/HORSEHOTEL

DOWNLOADS: 30+ mio

CLIENT: Tivola Publishing GmbH

GENRE: Management & caring game

- Pet Hotel is awarded with the Tommi Children-Software-Award 2017
- Vividly animated animals with dynamic and random behavior
- Frequent updates and multiple features in appstores!



KNOWLEDGE

Founded in 2011 by former AAA developers, we have since successfully released 19+ games for iOS, Android, PC and VR devices.



EXPERTISE

We have extensive knowledge in developing user oriented games for mobile platforms that attract multi million user audiences



CHARITY

Through the development of Sidekick Cycle we've gained experience in working with charities and charity integrations.

WHY IT MATTERS?



it MATTERS GAMES



VISION

Our mission is to develop unique and beautiful games based on proven gameplay mechanics that offer real life value to them.



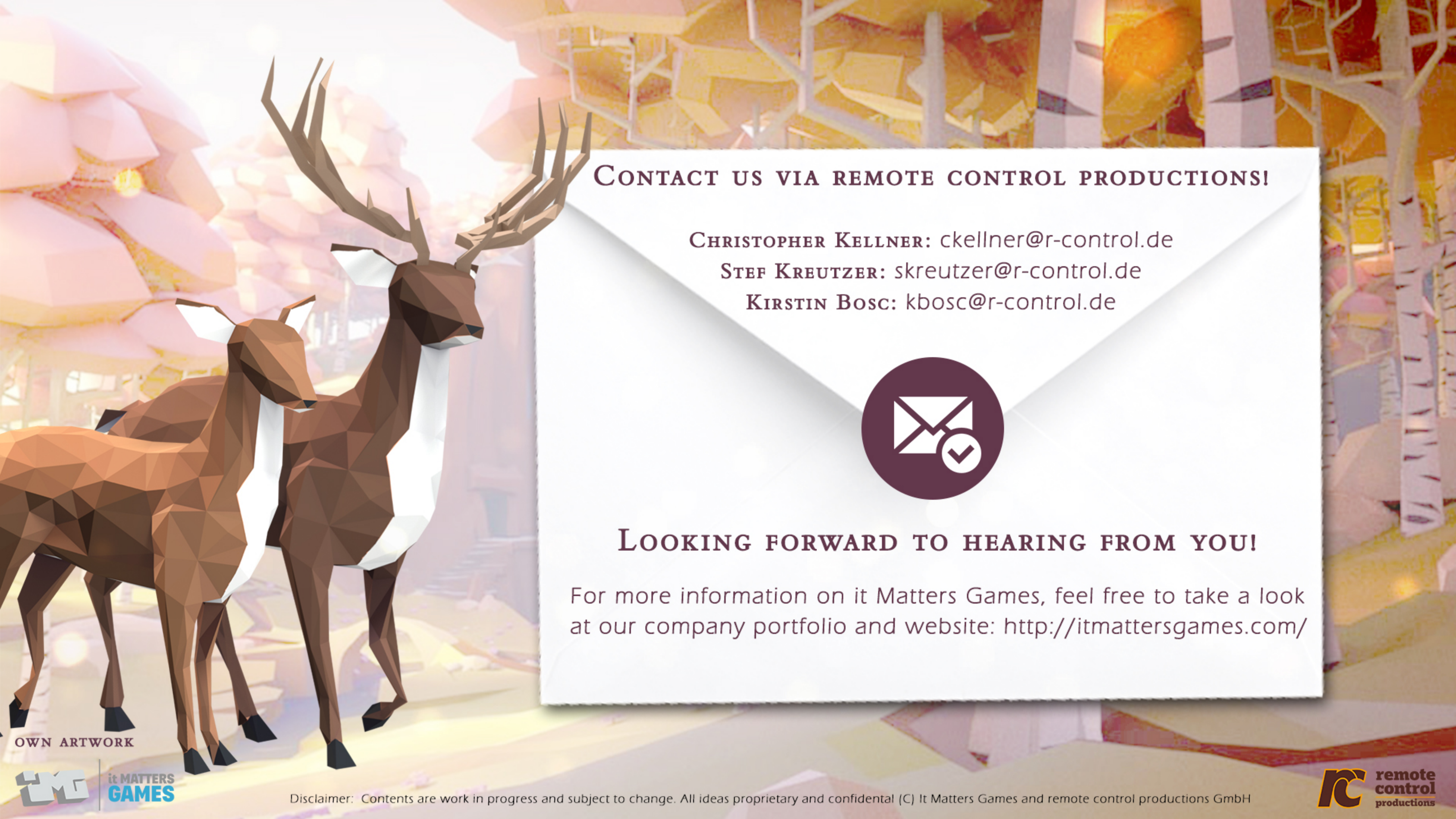
FUNDING PARTNER

We are looking for a partner to closely work together with. We offer open communication and transparent development for a smooth collaboration.



RCP-FAMILY

We are part of remote control productions, Europe's biggest game developer family.



CONTACT US VIA REMOTE CONTROL PRODUCTIONS!

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LOOKING FORWARD TO HEARING FROM YOU!

For more information on it Matters Games, feel free to take a look at our company portfolio and website: <http://itmattersgames.com/>

OWN ARTWORK