

Battle FOR Arcanium

Pitch deck



THE team



Andrea Pullia
World Building



Alessandro Anglani
UI/UX Designer



Sheng Angelo Chen
AI Programmer



Cecilia Iustini
2D Artist





Game overview

- **Genre:** Multiplayer PvP Tower Defense
- **Format:** Free-to-play + in-game cosmetics
- **Scope:** Mid-sized scope, competitive online
- **Audience:** Casual and competitive gamers (18–35, both PC and mobile)
- **Sessions:** 2–4 minutes per match
- **Technology:** Unity, GitHub, Netcode for GameObjects

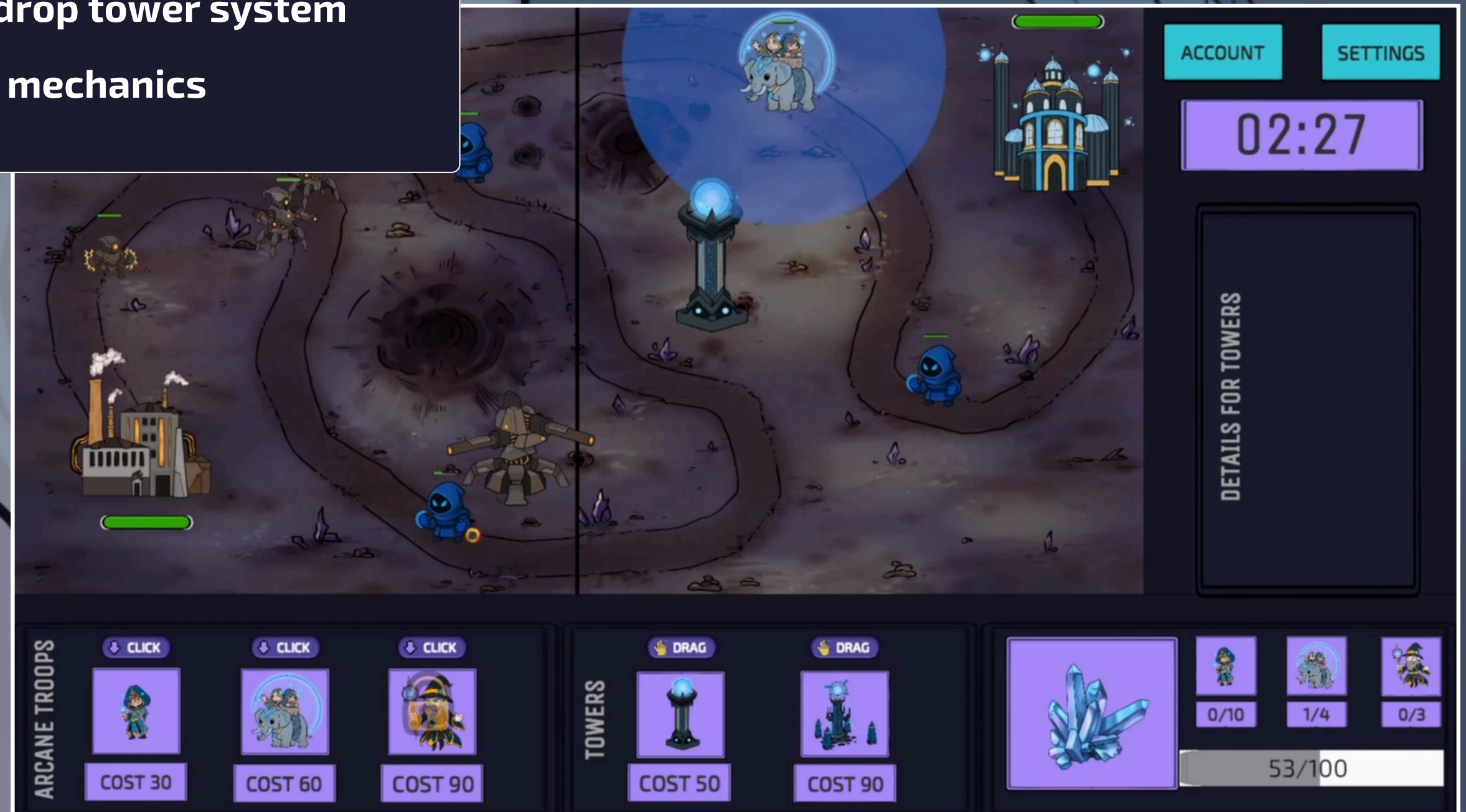


STORY

- **Setting:** Earth-77, post-impact planet split by a magical-tech war
- **Premise:** Choose your faction—Arcane or Tech—and fight for dominance in a resource-ravaged world
- **Narrative Hook:** Was the Arcanium meteor a weapon... or a message?



- Custom Match working prototype
- 4 troops + 2 towers per faction
- Passive income, drag-and-drop tower system
- Functional UI and win/loss mechanics



unique selling points

01

Faction-Based Gameplay:

Choose between two
asymmetric factions with
mirrored mechanics

02

Fast-Paced Strategy:

3-minute matches, ideal
for both casual and
competitive play

03

No Pay-to-Win:

Cosmetics only
monetization

04

Scalable System:

Built with PC & mobile
in mind

05

Modular Design:

Towers, troops, UI all
designed for long-term
expandability




REPLAY VALUE


- Ranked ladder system (Silver to Arcanium)
- Customizable troop and tower lineups
- Future seasonal content and skins
- Cosmetic collection incentives
- Quickplay + Ranked + Custom Match



POSSIBLE EXTENSIONS



**Mobile version
(iOS/Android)**



**New game modes
(e.g., Clan Wars,
Co-Op Defense)**



**Story-driven
campaign**



**DLC with new
factions/maps**



BUDGET and SCHEDULE

- **Status:** Pre-Alpha / Playable prototype
- **Total Budget (Year 1):** ~ 237.000 €
- **Funding Request:** 150.000 € (63% of total)

- **Time to Market:** 14 months
(incl. testing & polish)
- **Gantt Highlights:** Concept → Alpha (6mo),
Alpha → Beta (4mo), Beta → Release (4mo)



Team Breakdown



Producer

Alessandro Anglani



Creative
Director

Andrea Pullia



Andrea Pullia
Game Designer



Sheng Angelo Chen
Netcode & Systems



Alessandro Anglani
UI/UX Designer



Sheng Angelo Chen
AI & Networking



Cecilia Iustini
Art & Visual Design



COMPETITIVE ANALYSIS

Game	Genre	Avg. Match	Monetization	Our Edge
Clash Royale	PvP/Card-TD	3-5 min	Loot boxes	2D Tower Defense, Faction System
Kingdom Rush	Single-player TD	15-30 min	Paid app	Competitive PvP focus
Bloons TD 6	Single-player TD	15-30 min	Paid / Microtr.	Multiplayer, short matches



Battle FOR Arcanium

EXECUTIVE SUMMARY

- Title: Battle for Arcanium
- Genre: Multiplayer Tower Defense
- Style: Magitech 2D aesthetic
- Target Platforms: PC → Mobile
- Launch: TBC 2027
- Budget Needed: €150,000
- Goal: Reach 100K users by Year 2



Thanks to PONG - Unimi

PONG
Playlab for inNOVation in Games

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- Presenter: Andrea Pullia, Team Lead