

THEO FRANCOCCI'S

DORADE

VS.
THE SMOG LORD

COVER ART
BY
JULIA MARGARITA QUICENO

WHO IS DORIDE



ART BY
JULIA MARGARITA QUICENO

Doride is an ordinary 17-year-old high-schooler, unaware of the pollution she creates. When brought face-to-face with the reality of climate change; however, Doride shows a keen sensibility and the willingness to change.

SMOG LORD

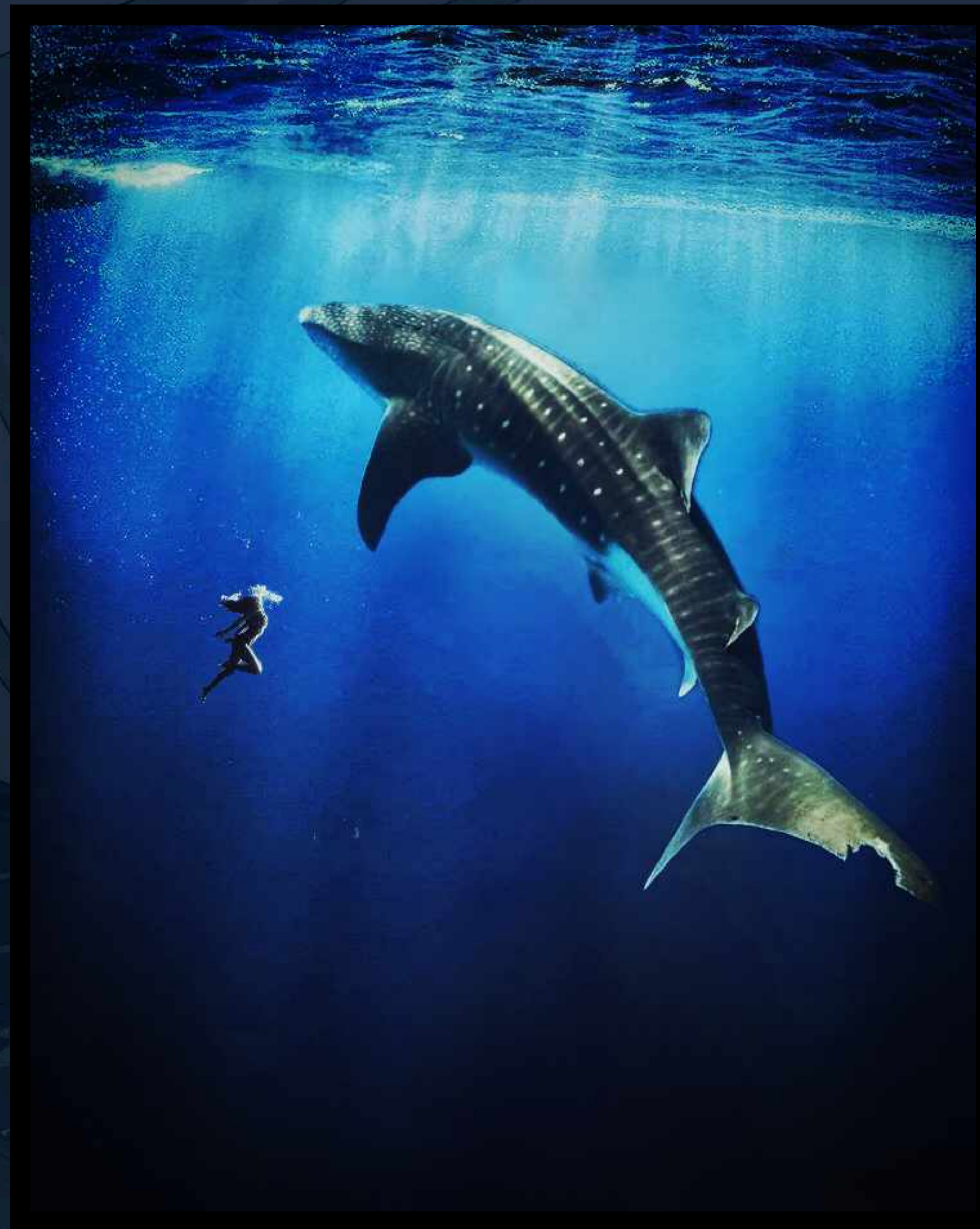


STORY

DORIDE is sent by her mom to do groceries. On her way back home, the SMOG LORD appears while Doride is driving. The Smog Lord evokes a storm, and Doride ends up in the water.

ART BY
JULIA MARGARITA QUICENO

Underwater, Doride meets
MOTHER NATURE.



MOTHER NATURE

Mother Nature presents herself as a majestic Whale Shark and teaches Doride how to rehabilitate the Earth.



ART BY
JULIA MARGARITA QUICENO

ESCAPE FROM THE OCEAN



After the encounter with Mother Nature, Doride becomes aware of all the little habits that she can change to make the world a better place.

Jumping over fishing boats, collecting plastics, and transforming into a Whale Shark when underwater, Doride arrives at the shore with the realization that she can't help the Earth alone.

Therefore, Mother Nature takes the plastic that Doride collected and makes her a powered suit to clean up the world from pollution.



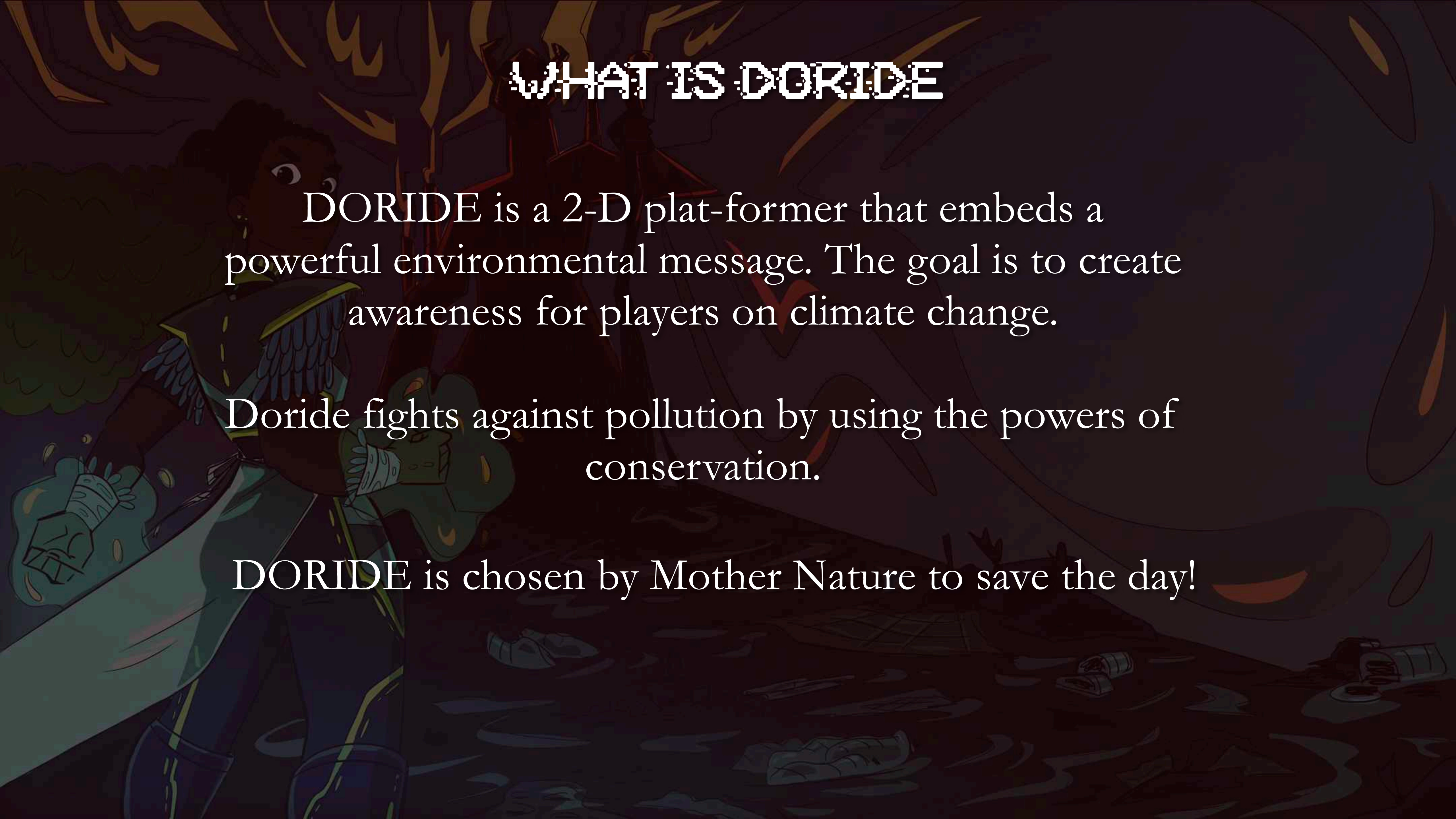
When Doride dives in the water, she becomes a Whale Shark!
Use the sharks' powers to transform plastics into bubbles.

WHAT IS DORIDE

DORIDE is a 2-D plat-former that embeds a powerful environmental message. The goal is to create awareness for players on climate change.

Doride fights against pollution by using the powers of conservation.

DORIDE is chosen by Mother Nature to save the day!



GAMEPLAY

Doride is a 2-D PLATFORM game, a full adventure that requires interaction with the world and analysis of the environment.

Mother Nature provides upgrades to Doride that will help her defeat the polluter monsters.

Collect TERRA, SOLARIA, and CORALLO CRYSTALS to upgrade Doride's Plastic suit with incredible powers.



PIANETA CRYSTALS

Throw massive rocks and create protective ground walls.



CRYSTALS OF SOLARIA

Destroy all the enemies using super powerful solar beams.



CORALLO CRYSTALS

Use water not only for attacks but also for incredible jumps.



MEET THE POLLUTERS

After her encounter with Mother Nature, Doride is transformed into a powerful super-eco-hero, and goes on a quest to fight epic pollution villains in many forms.

New enemies that Doride never thought about in her life.

PLASTICIO S ISLAND

PLASTICIO



TEMP ART REFERENCE

Doride collects plastic to build a plastic boat that uses the ship to go to Plastico's island and defeats him in the middle of the Ocean.



PLASTIC ISLAND IN THE PACIFIC OCEAN

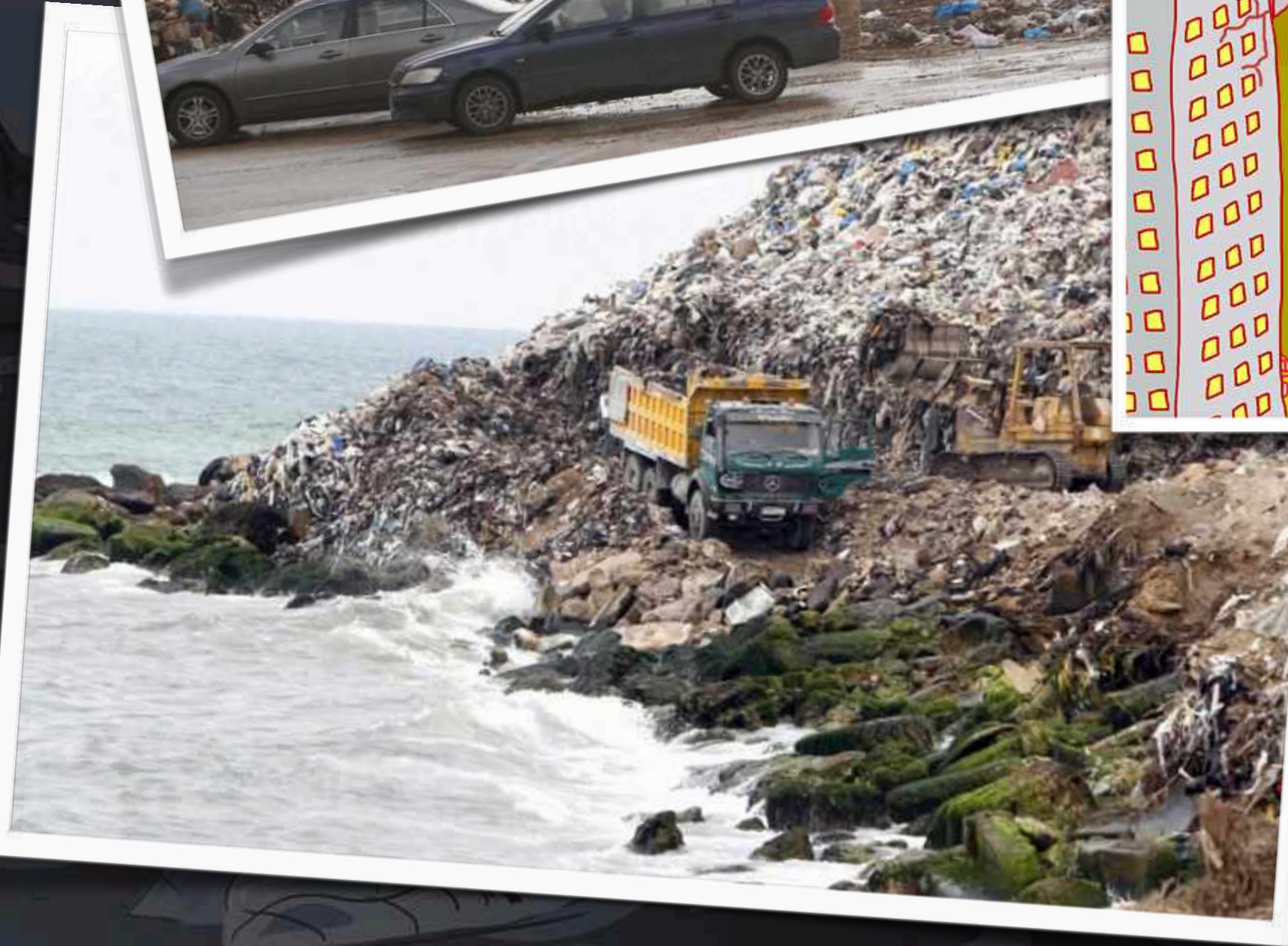
THE CITY OF GARBAGE



GAMEPLAY EXAMPLE

Then, Doride goes back to shore and reaches the closest city, under the attack of Garbaggio. After collecting the super-powerful CRYSTALS OF SOLARIA, she defeats him.

Doride goes to free the smog from the city, but the Smog Lord arrives and steals Doride's Powers.



GARBAGIO



TEMP ART REFERENCE

THE DYING FOREST

Doride chases the Smog Lord, and she gains powers collecting **PIANETA CRYSTALS**. She ends up in the mysterious dying rainforest, where she defeats Pollucio with the Earth's powers. Pollucio reveals that the Smog Lord hides in the industrial desert.



POLLUCIO



TEMP ART REFERENCE

THE INDUSTRIAL DESERT



Doride reaches the Industrial Desert, where she collects Water Crystals and defeats the Smog Lord. But Mother Nature is not there to celebrate.

She is gone!

Doride explores the lair and finds out that the Smog Lord is a creation of Scientificio, a crazy and evil scientist....



TO BE CONTINUED...

COVER ART
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PLAYTIME AND EXPANSIONS

DORIDE comes to the platforms with a starting gameplay of 3-6 hours, depending on the difficulty selected.

However, the collectibility of the items for each level will make the player want to replay certain levels to collect all the elements and to beat the best time of completion.

Since DORIDE is a full Intellectual Property that aims to release comic books and animation series, the game offers the perfect chance for purchasable expansions to go further with the story and unlock different levels.



THE ART OF DORIDE

Every level will have a different color scheme to accentuate the scenario and environment that Doride is in. Some levels will be designed to give the sensation of feeling tiny compared to the vast natural environment, others will be designed to emphasize the overwhelming pollution in order to create awareness through fun colorful designs. Doride's goal as a videogame is to give the impression of playing in a stylized animated world through the use of color and whimsical designs.



THE SOUND OF DORIDE

Sound effects in Doride are essential. The world of Doride comes to life, mixing elements of magic with elements of natural realism. The player will be immersed in a 360 degrees surround sound.

Details are essential, and the sound design will help bring back some nostalgic retro-style sound effects and enrich the experience with engaging cinematic elements.



THE MUSIC OF DORIDE

The music in Doride will be a combination of cinematic and retro style. The idea is to connect with the roots of the planet with ethnic percussion, strings, and woodwinds. The choir will help to make the experience majestic and mythical.

The music will follow Doride's adventure with a leitmotif that will connect the player to Doride's journey.

REFERENCES

NAME	DESCRIPTION	DEVELOPER	YEAR	PRICE	PLATFORM
CUPHEAD	Cuphead's gameplay is centered around continual boss fights, interspersed with run-and-gun levels. Each of these boss fights and run-and-gun levels is housed in three different worlds, with the final one being against the Devil himself. The game also includes role-playing elements and a branching level sequence. The player can purchase weapons and “Charms” from the shop.	STUDIOMDHR	2017	\$19.99	Microsoft Windows, Xbox One, Mac OS, Nintendo Switch, Steam.
A SHORT HIKE	The main character is Claire, a young anthropomorphic bird who travels to Hawk Peak Provincial Park, where her Aunt May works as a ranger, to spend days off. However, Claire cannot get cellphone reception unless she reaches the top of the peak, and is expecting an important call. For this reason, she decides to reach the highest point in the park.	ADAMGRYU	2019	\$7.99	Microsoft Windows, macOS, Linux
ECCO THE DOLPHIN	The story follows the eponymous Ecco, a bottlenose dolphin, who fights extraterrestrial threats to the world. Two features of the gameplay are based on actual dolphin habits: one button causes Ecco to sing, allowing him to speak with other cetaceans and interact with certain objects, and the other one is used for echolocation: holding it down causes the song to return, generating a map of the area. Several levels contain enormous crystals called glyphs, which respond in different ways if Ecco touches or sings to them. Some block paths, and a "Key-Glyph" must be found in such cases to pass.	NOVOTRADE INTERNATIONAL	1992	\$19.97	Sega Genesis, Sega CD, Microsoft Windows, Game Gear, Master System, Virtual Console, Cloud (OnLive), Steam, Dreamcast, PlayStation 2, Game Boy Advance, Nintendo 3DS
MEGAMAN	The game begins the struggle of the humanoid robot and player-character Mega Man against the mad scientist Dr. Wily and the six Robot Masters under his control. Mega Man's nonlinear gameplay lets the player choose the order in which to complete its initial six stages. Each culminates in a "Robot Master" boss battle that awards the player-character a unique weapon. Part of the strategy of the game consists of choosing the order to tackle the stages in order to earn the weapons that will be most useful for future stages.	CAPCOM	1987	\$29.99	Nintendo Entertainment System, PlayStation, mobile phones, Android, Microsoft Windows
ORI AND THE BLIND FOREST	Players assume control of Ori, a small white guardian spirit, and Sein, the "light and eyes" of the Forest's Spirit Tree. Players are tasked to move between platforms and solve puzzles. The game features a save system called "Soul Links", which allows players to save their progress at will with limited resources, and an upgrade system that gives players the ability to strengthen Ori's skills and abilities.	MOON STUDIO	2015	\$19.99	Microsoft Windows, Xbox One, Nintendo Switch

PLATFORM



DORIDE is intended for both PC/Mac and Consoles for a better gaming experience.

STREAMING

Doride is an ideal game for streaming due to it's ability to level up to hard-core 2-D platformer difficulty.

Players will learn tips from each other by watching and learning.



TRACTION

According to a 2019 report by UNEP titled 'Playing for the Planet'*, gaming is the world's favorite form of entertainment. The industry generates more revenue than Hollywood, Bollywood and worldwide music sales combined.

The gaming industry has the unprecedented ability to capture the attention of a vast number of people, with a viewership of 3 billion hours per week. Seeing that many young people today are concerned about the issue of climate change, and because one-in-five gamers are under the age of 21, UN Environment argues that there is indeed a demand for environmental and nature-related content.

* UNEP 'Playing for the Planet' - https://gridarendal-website-live.s3.amazonaws.com/production/documents/s_document/506/original/gamingpub2019.pdf?1569241220

TARGET

According to the UNEP report, globally, only 22% of gamers are under 21 years old, 46% are females.

Therefore, our target audience is fairly wide, composed of males and females ranging from 8 to 30 years old. We also target environmentalists and people interested in vintage arcade games.

8-30 yrs



8-30 yrs

PROJECT TIMELINE

We expect to complete version alpha by March 2021 and version beta by July 2021.

We estimate that with a team of 10 members we will be able to complete the alpha project in 6 months.

PROTOTYPE

DESIGN

LEVEL CREATION

PROGRAMMING

PRE-ALPHA

ALPHA

BETA

BUDGET

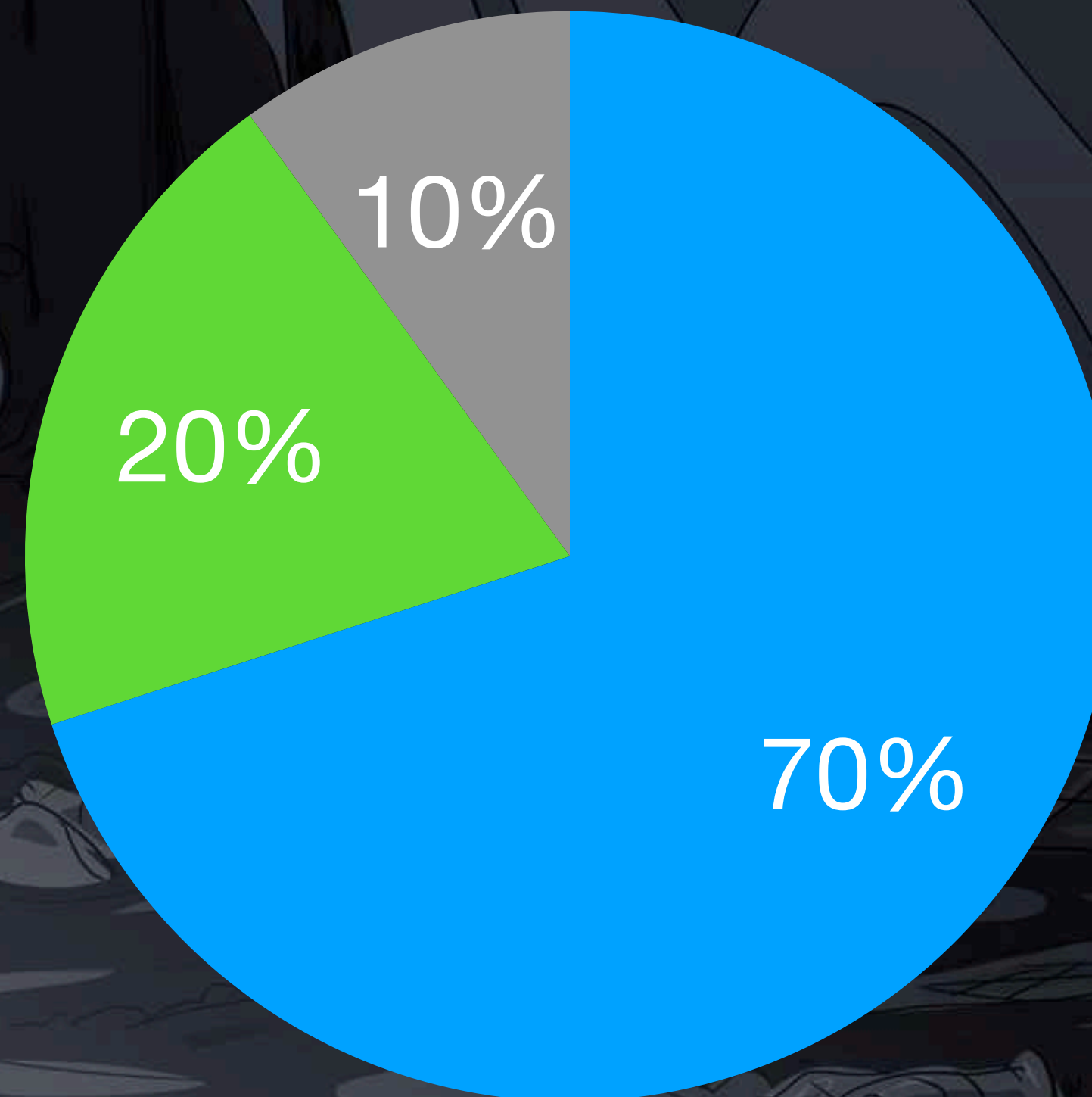
	AMOUNT
PRODUCTION	\$490,000.00
MARKETING	\$100,000.00
TECH KITS AND SOFTWARE	\$10,000.00
	TOT: \$600,000.00

INVESTMENT

70% Research and Development (R&D)

20% Marketing

10% Merchandising



OUR COMPANY

“Theo Francocci Entertainment” is a multi-service studio that produces audio-visual and digital content, comic books, and video games. Our primary purpose is to raise awareness on critical social issues, like environmental protection and safeguard, drug and alcohol abuse, depression, and unhealthy relationships.

Our company was created by the innovative vision and talent of our CEO and founder Theo Francocci, an eclectic artist capable of spacing from music and sound, to storytelling and directing. Together with his team, Theo is eager to create projects that positively impact our society and spread important social messages.

MEET THE TEAM

THEO FRANCOCCI

Creator, Writer, and Director

Theo Francocci is an Italian Writer/Director based in Los Angeles, CA. After a career in post-production as a sound designer and editor, he decided to enroll in the UCLA Extension's Film and TV Development certificate program.

Theo's first short film, "Wholeheartedly," has been awarded Best Drama Short at Hollywood Just4Shorts (2019), Best International Short Drama at Venice Shorts (2020), Best Indie Filmmaker at TopShorts (2020), Award of Excellence at Global Shorts (2019), Best Director at Toronto Short Film Channel (2020), and multiple Honorable Mention awards at Los Angeles Film Awards (2020) and Independent Shorts Awards (2019).

KRISTINA DRZAIC

Game Designer

Kristina Drzaic is a videogame designer with more than 15 years in the industry. After gaining a Masters in Science in videogame secrets at MIT and working on educational games, Kristina works at 2K Australia (BioShock 2, The Bureau) as a game designer.

Kristina is known for writing the character of Elizabeth in BioShock Infinite, being a Creative Producer Twitch, and for shipping Halo 5 as Narrative Director, Designer-At-Large at Amazon Game Studios, as well as producing and designing many indie games.

JULIA MARGARITA QUICENO

Head of Animation and Art Director

Julia Margarita Quiceno is a Colombian producer, story artist, and illustrator. She's currently working as a producer and art director for independent productions including an upcoming web series and animated short.

Julia Quiceno is known for her animated short "Contigo" and for her work as a production assistant for Nickelodeon's show "Glitch Techs." Julia currently lives in Los Angeles alongside her soul catpanion, Tilly Rainbow. You can usually find her stuck to a sketchbook or looking for new places to expand her love for sweets.

SILVIA IMPERATRICE

Producer

Silvia Imperatrice is an Italian producer and a professional foreign translator. Born and raised between Italy and Germany, she has always had a passion for movies and TV shows. Her academic journey led her to pursue a career as a translator and interpreter. In 2017, however, she moved to Los Angeles and completed UCLA's Producing program.

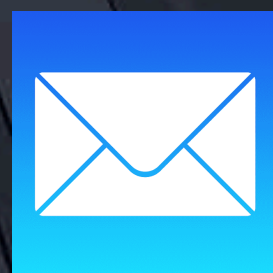
Silvia is known for producing the short film "Voiceless," awarded at the Indie Short Fest. She worked also on "Swating Sand," an inspiring story about self-redemption. She continues to combine her innate translation abilities with an urge to produce inspiring and inspirational content.

STRENGHTS	WEAKNESSES	THREATS	OPPORTUNITIES
A 2D video game relatively easy to manufacture.	Requirement for considerable broad data bandwidth and computer power.	The vintage arcade game model may be outdated by the new MMORPG.	Extensive marketing and merchandising opportunities.
Innovative and original idea with hard game levels.	Long-term market stagnation.	Questionable transferability of game purposes in real life scenarios.	Original IP could be used to produce a comic book, short, and feature films.
Urgent need of sustainability and environment-related video games that attracts young gamers concerned about climate change.	Lack of blockbuster games.	Competitors' products may have a more wider reach.	Easy product placement within environmental agencies and NGOs, entertainment channels focused on environment, and social media.
Wide market place for a video game like Doride.	Our company has little market presence and would need a strong marketing strategy.	Globally, consumer spend has lowered.	Infinite platforms on which to release the game (from Apple Game Center to Steam) and the possibility to create an app.

LINKS



WWW.THEOFRANCOCCI.COM



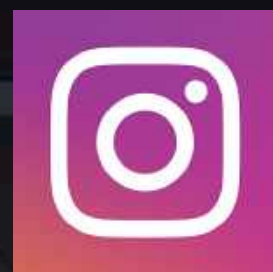
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THANK YOU!