

The image features a central logo for 'SIAMP' on a textured, light-colored paper background. The logo consists of the letters 'S', 'I', 'A', 'M', and 'P' in a bold, black, sans-serif font with a white outline. The letter 'I' is replaced by three pink squares. The letter 'A' has a green triangle on top. The letter 'M' has a red circle on top. The letter 'P' has a blue cross on top. Above the 'I' is a small black and white sticker of a beetle. The background is decorated with various colorful geometric shapes (triangles, squares, circles, crosses) and splatters in shades of green, blue, purple, pink, and red. On the left side, there are circular punch holes along the edge of the paper.

SIAMP

Internal Production Dept.

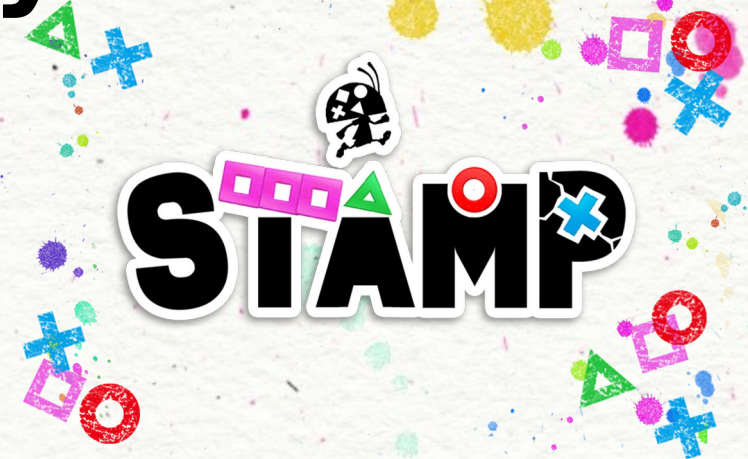
Prototype Presentation

Feedback Request

- $\triangle \circ \times \square$ **game system**
- **Stampie Family**

Title Summary

PLATFORM:	PSP
DISTRIBUTION:	UMD PSN
STUDIO / DEVELOPER:	JAPAN Studio
GENRE:	STAMP Action
TARGET RATING:	All
ALPHA (JP):	AUG 2010
BETA (JP):	SEPT 2010
MASTER (JP):	OCT 2010
PLAYSTATION STORE DEMO :	TBD
NP FUNCTIONALITY:	TBD (Ad hoc, VS mode, etc)
KEY CONTACT:	





Intuitive creative action using    





Game Objective

Stampie must use the \triangle \circ \times \square blocks to rescue his family from the clutches of the Black Ink Gang. Each shape has its own unique properties.

Stampie



**It's game over if you fall,
or are attacked by an
enemy.**

START



GOAL

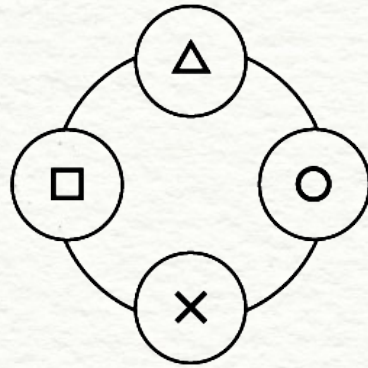
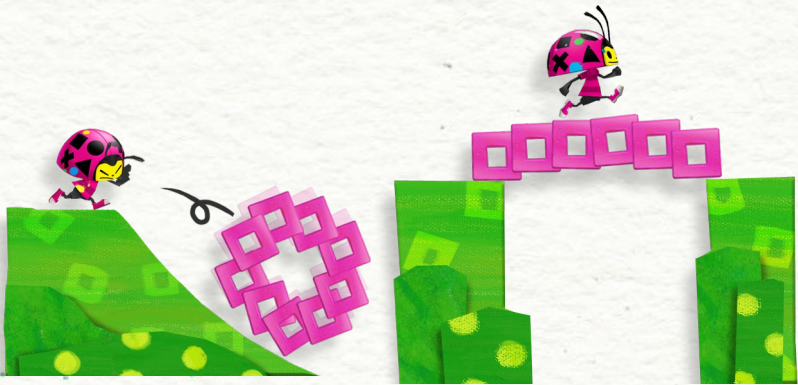
□△△○×□ **Button**

- Key Feature 1 -

Use △ to "destroy"



Use □ to "create"



Use ○ to "bounce"

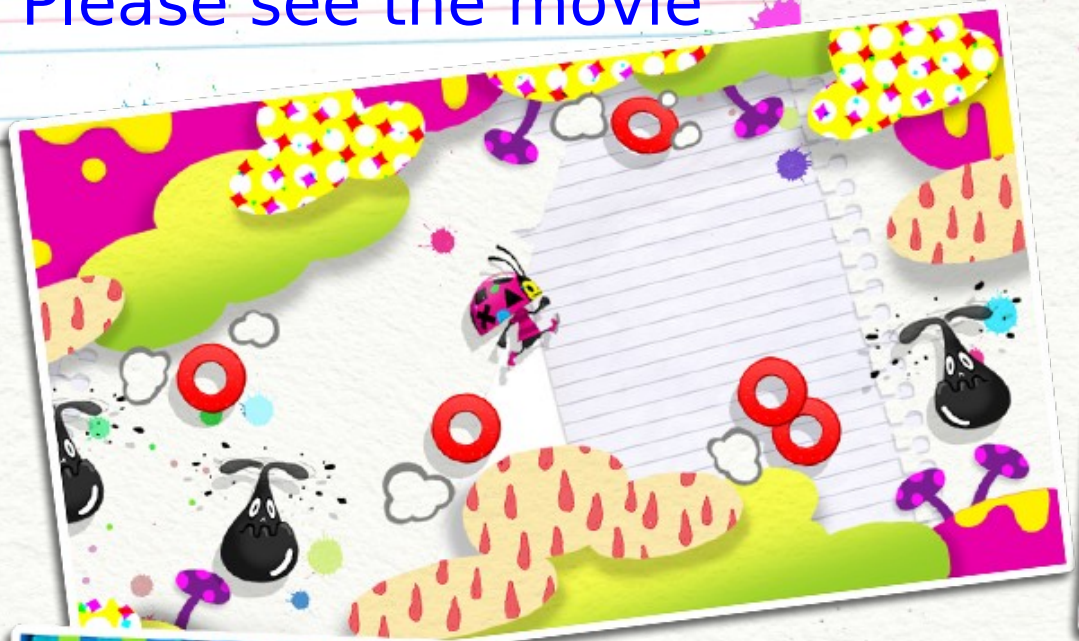


Use × to "delete"





Please see the movie





Stage overview

Not enough \triangle \circ \times \square blocks!
You need a Stampie Family to descend further.

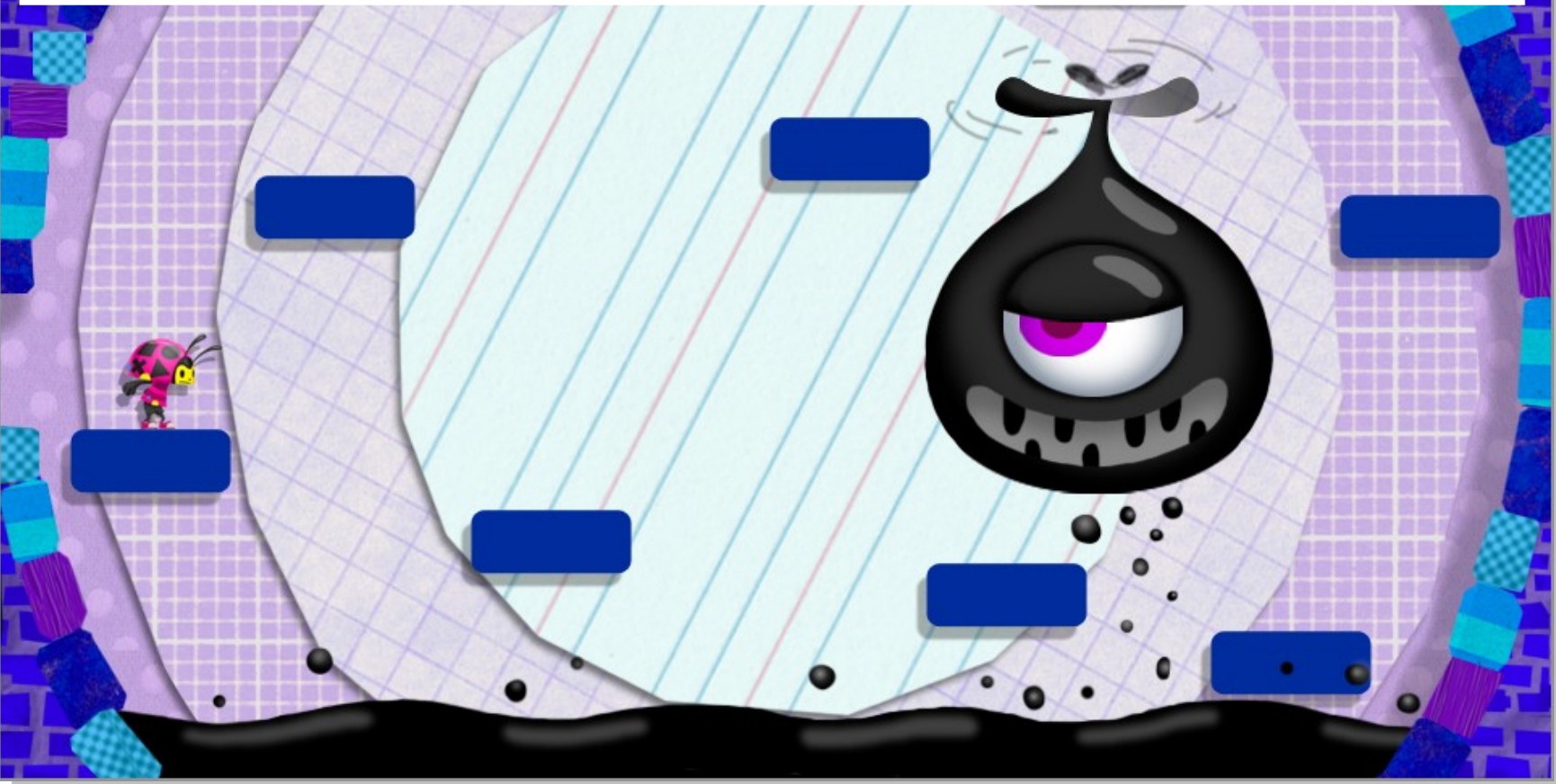
Can't go on without a ramp made of \circ 's

Use \triangle 's to defeat the foe that blocks your way!

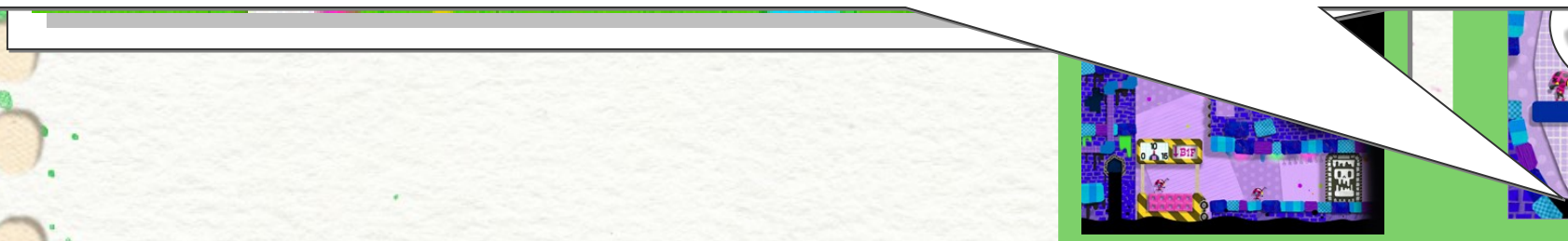
keep



The Boss!



mpie Family !
d downwards...





STAMPIE FAMILY





Stampie Family
- Key Feature 2 -

- “Stampie Family” has these elements:
 - 1) Special abilities to clear the stage
 - 2) Collection element by unique art design
- Possibility of DLC

Stampie Family Abilities



My giant □'s can block strong wind!



My floating ○'s can take the player to inaccessible areas!



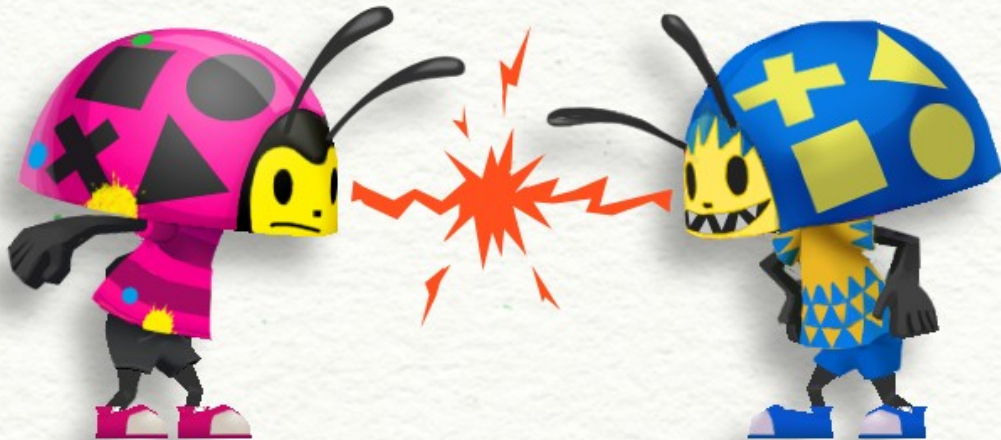
Multi-PLAY Mode



Multi-Play Mode

Survival Mode

Players try to outlast each other in the face of enemy attacks.





Multi-Play Mode

Whack-a-Mole Mode

Players compete to destroy the most foes.

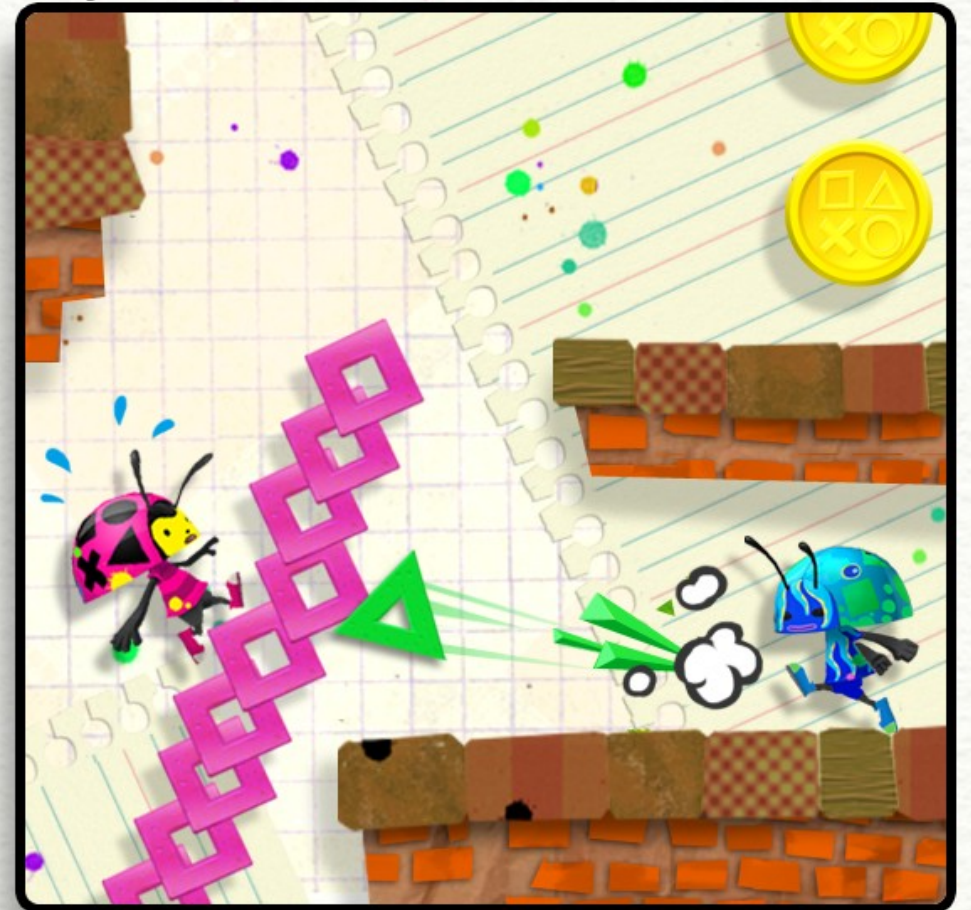




Multi-Play Mode

Ice Climber Mode

Players race each other to the top of a stage to be the first to wake up Mother.






Multi-Play Mode

Co-op Play

We are planning a co op game in which players work together to climb to the top of a stage and wake up a sleeping Mother.





Game Volume

- 20 **Single Play Stages**
- 3 **Ad hoc Stages**
- 10-15 hrs **Play Time (Single Mode)**



Global Schedule

ROM

Year	2009				2010													
Month	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12		
Phase	1st α				1stPub			Production										
Schedule													α	β	M up			

- ALPHA End of August 2010
- BETA End of September 2010
- MASTER End of October 2010

Translation

Complete JP / NA / EU version simultaneously.

We estimate to take 3 months to complete the Master ver. after receiving the localized assets.

Total □ 263,154,377 □ 2,923,937.52 € 2,288,298,933 Related based on \$1 = \90 / €1 = \115

Business Case



Breakeven, ROI & ROS



UMD

PRIMARY PRODUCT UNITS REQUIRED FOR BREAKEVEN

		Price Points		
<i>Originating Curr</i>	¥	2,842.86	3,557.14	4,271.43
<i>Display Curr</i>	\$	31.59	39.52	47.46
Global Marketing Spend \$	0.25m	115,079	89,765	73,580
	1.00m	142,272	110,976	90,966
	2.00m	178,529	139,258	114,149
	3.00m	214,787	167,540	137,331
	4.00m	251,044	195,822	160,514
	5.00m	287,302	224,104	183,696



Breakeven, ROI & ROS



UMD

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	1.00m	4,493,985	4,386,207	4,317,295
	2.00m	5,639,259	5,504,014	5,417,541
	3.00m	6,784,533	6,621,822	6,517,786
	4.00m	7,929,808	7,739,629	7,618,032
	5.00m	9,075,082	8,857,437	8,718,278



Breakeven, ROI & ROS



UMD

PRIMARY PRODUCT UNITS REQUIRED FOR 15% ROI

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Breakeven, ROI & ROS



UMD

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	3.00m	358,377	274,813	223,263
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	5.00m	479,486	367,992	298,717



Breakeven, ROI & ROS



PRIMARY PRODUCT UNITS REQUIRED FOR BREAKEVEN

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Originating Curr	¥	300.00	761.90	952.38	1,428.57	1,714.29
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	0.30m	1,149,354	443,453	353,838	235,075	195,670
	0.50m	1,220,655	470,963	375,788	249,658	207,808
	1.00m	1,398,908	539,738	430,665	286,115	238,155
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Breakeven, ROI & ROS



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Global Marketing Spend \$	0.00m	3,474,673	3,404,765	3,395,890	3,384,128	3,380,226
	0.15m	3,652,926	3,579,432	3,570,101	3,557,736	3,553,634
	0.30m	3,831,181	3,754,099	3,744,314	3,731,346	3,727,043
	0.50m	4,068,850	3,986,987	3,976,595	3,962,822	3,958,252
	1.00m	4,663,027	4,569,210	4,557,300	4,541,516	4,536,278
	3.00m	7,039,736	6,898,100	6,880,119	6,856,290	6,848,384



Breakeven, ROI & ROS



PRIMARY PRODUCT UNITS REQUIRED FOR 15% ROI

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	0.50m	1,403,753	541,607	432,156	287,106	238,979
	1.00m	1,608,744	620,699	495,265	329,033	273,878
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Breakeven, ROI & ROS



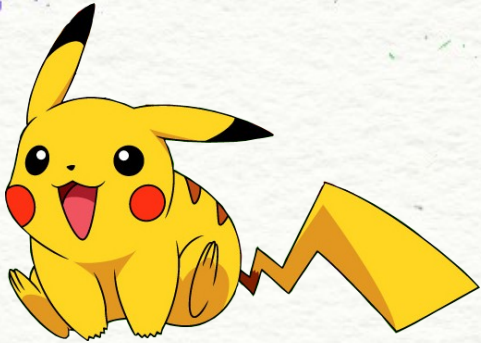
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	0.15m	1,873,636	712,717	568,300	376,590	313,326
	0.30m	1,964,081	747,130	595,961	394,891	328,599
	0.50m	2,089,742	794,894	632,794	419,246	348,950
	1.00m	2,394,502	910,824	724,527	480,909	399,727
	3.00m	3,615,353	1,375,208	1,094,432	724,959	603,635



Target Market Size for STAMP

Unit sales of other “Kawaii taste” games



Pokémon Heart Gold / Soul Silver	2.80m
LittleBigPlanet	2.50m
PaRappa The Rapper	1.90m



In contrast to the above titles, our game will establish a new market by featuring quality action gameplay.

Feedback Request

- $\triangle \circ \times \square$ **game system**
- **Stampie Family**

Supporting Document

Game Content



Controls

Kick/Carry \triangle \circ \times \square Blocks



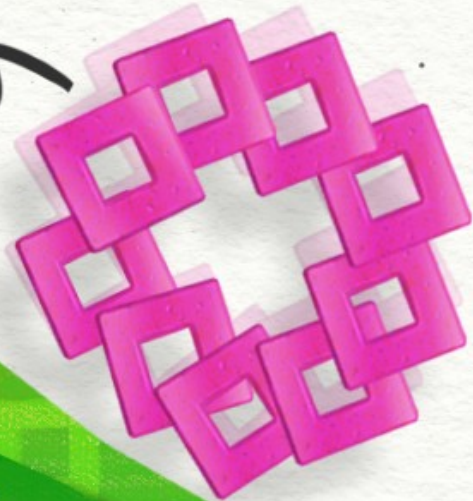
Move Player Character

Create \triangle \circ \times \square Blocks

Use to “create”

Build a bridge and cross it

**Make a circle and push
to roll**



Use to “destroy”

Kick  to shoot in all directions

Kick!



Use ○ to “bounce”

Use them to bounce



Bounce away danger
and move objects



Use X to “delete”



A spiral-bound notebook page with a white, textured background. The left edge features a metal spiral binding. The page is decorated with various colorful watercolor splatters in shades of purple, green, yellow, pink, and blue. The word "Story" is written in a large, black, sans-serif font in the center of the page.

Story

Stamp World is made of paper.



The story is about the Stamp Bug Family, who have special powers to create \triangle \circ \times \square blocks.



Our hero, Stampie, is a family-minded little fella who is always willing to take on chores.



One day, the Oil Bug Family invades their home, and makes off with the members of Stampie's family.

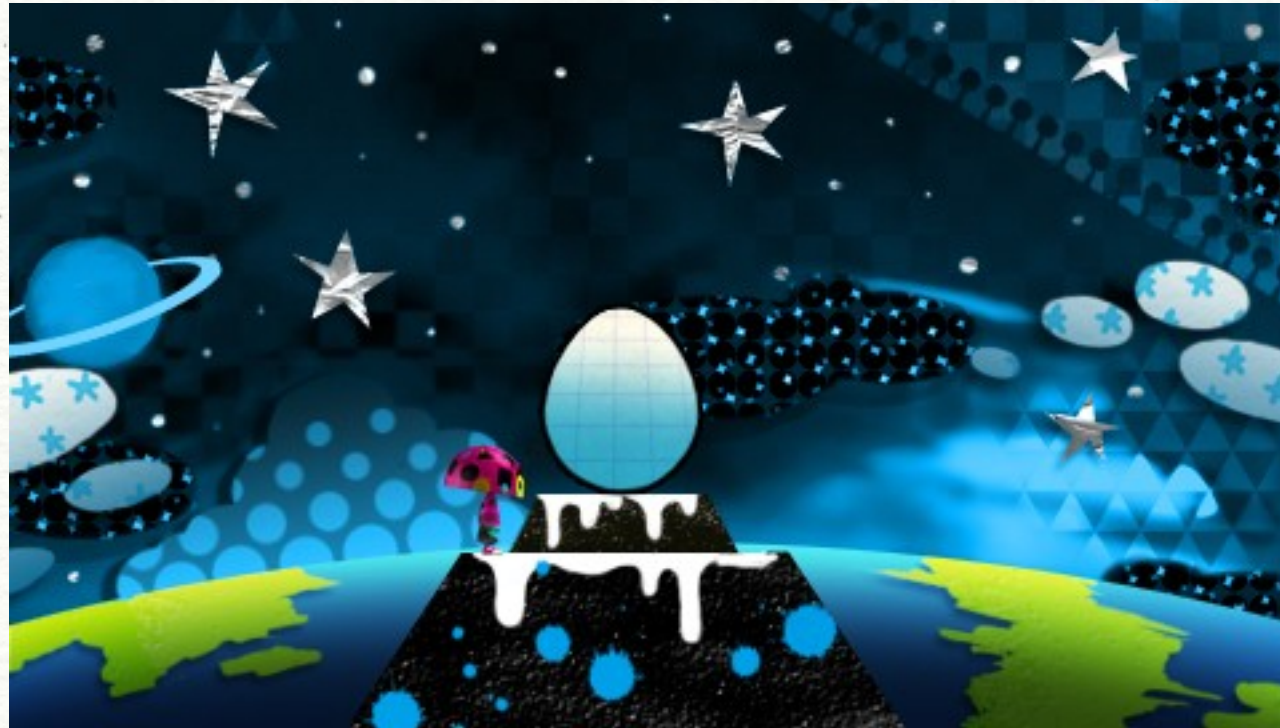


To rescue his family, Stampie must use the power of the $\triangle \circ \times \square$ blocks and defeat the Oil Bug Family.

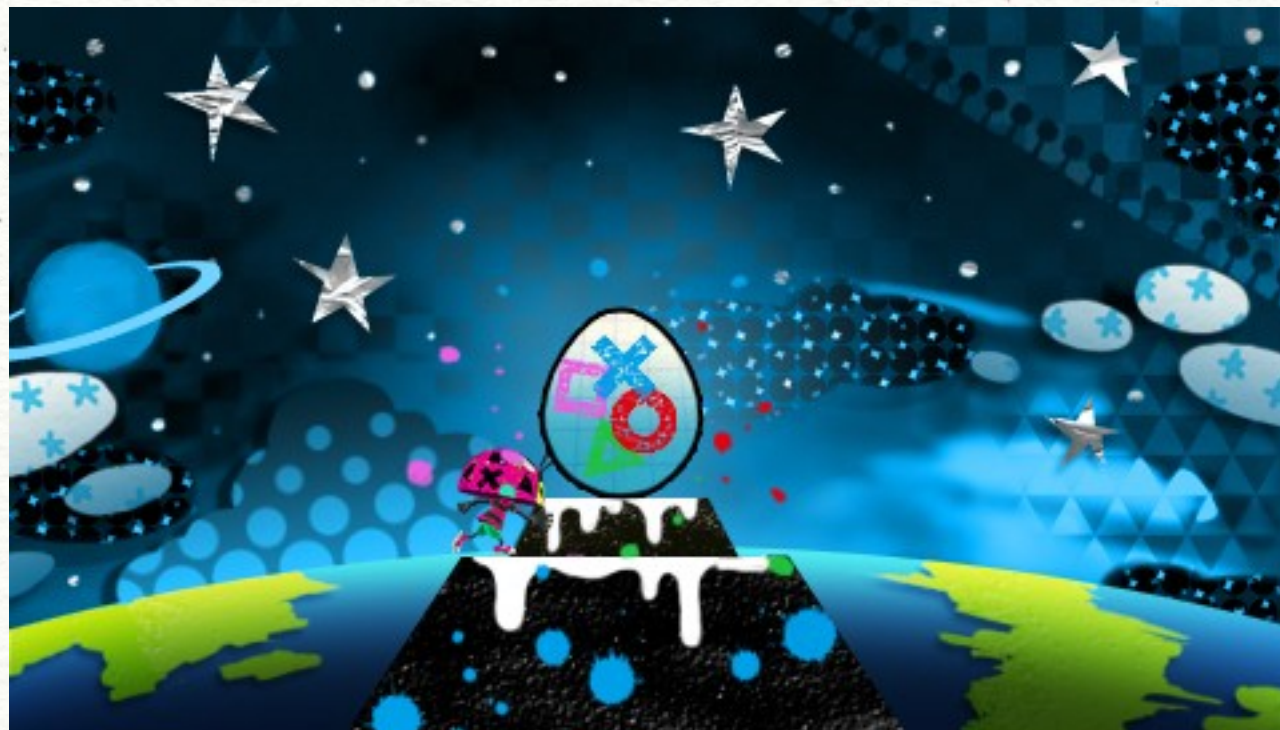


Collecting Stampie Family

After collecting an egg from the stage...



...stamp the egg...



... and get one of the newly-hatched “Stampie Family!”



Collect all the eggs I lay ed!





Breakeven, ROI & ROS



UMD

PRIMARY PRODUCT UNITS REQUIRED FOR BREAKEVEN

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	0.70m	142,272	110,976	90,966
	1.40m	178,529	139,258	114,149
	2.10m	214,787	167,540	137,331
	2.80m	251,044	195,822	160,514
	3.50m	287,302	224,104	183,696



Breakeven, ROI & ROS



UMD

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<i>Display Curr</i>	€	22.11	27.67	33.22
Global Marketing Spend €	0.18m	2,544,520	2,483,496	2,444,478
	0.70m	3,145,789	3,070,345	3,022,107
	1.40m	3,947,481	3,852,810	3,792,278
	2.10m	4,749,173	4,635,275	4,562,450
	2.80m	5,550,865	5,417,740	5,332,622
	3.50m	6,352,557	6,200,206	6,102,794



Breakeven, ROI & ROS



UMD

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Breakeven, ROI & ROS



UMD

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Breakeven, ROI & ROS



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Global Marketing Spend €	0.00m	2,432,271	2,383,335	2,377,123	2,368,890	2,366,158
	0.11m	2,557,048	2,505,602	2,499,071	2,490,415	2,487,544
	0.21m	2,681,826	2,627,870	2,621,020	2,611,942	2,608,930
	0.35m	2,848,195	2,790,891	2,783,616	2,773,975	2,770,776
	0.70m	3,264,119	3,198,447	3,190,110	3,179,061	3,175,395
	2.10m	4,927,815	4,828,670	4,816,084	4,799,403	4,793,869



Breakeven, ROI & ROS



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Breakeven, ROI & ROS



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