



Seagull Fish Entertainment was an official honoree of the 2020 Webby Awards.
Category: Independent Creator

Target Price
\$24.99

Target Release
2021-2023

FEATURES

- Hand-illustrated artwork
- Evolving gameplay mechanics
- Character/Power/Weapon upgrades
- Intricate, expansive storylines
- 8 playable characters
- 8 different art styles



ABOUT THE GAME

A hand-illustrated action adventure platformer driven by an epic fantasy narrative

Reverie Saga is a new independent game from Seagull Fish Entertainment. The expansive game will be released in chapters, each telling the story of a different character; their storylines each evolving into one comprehensive epic narrative.

This first chapter tells the story of Princess Trinket, who must undergo a perilous quest the night before her coronation as the next queen of Pillow Place.

Not everyone wants Trinket to be queen however, for The Countess will stop at nothing to keep her stepdaughter off the throne.

SCREENSHOTS



Learn the moves



Explore your kingdom



Collect powerful weapons

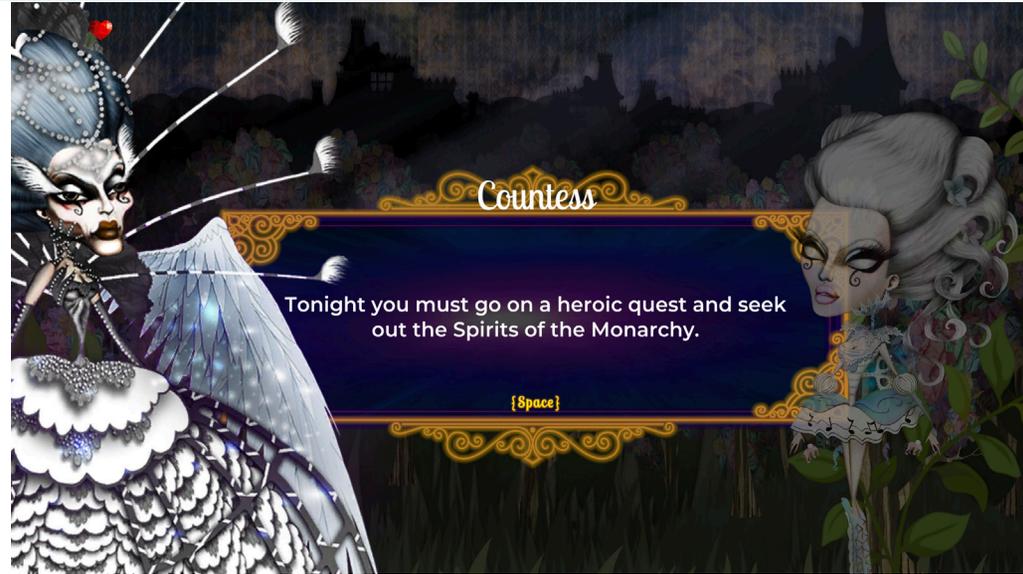


Face challenging obstacles

SCREENSHOTS



Discover new gameplay mechanics



Interact with characters



Dive into the storyline



Fight epic boss battles

ABOUT THE COMPANY



Seagull Fish Entertainment is an LGBTQIA+ independent gaming company, founded in 2014 by best friends Gary Adrian Randall and Jason Moriarty. A seagull and a fish.

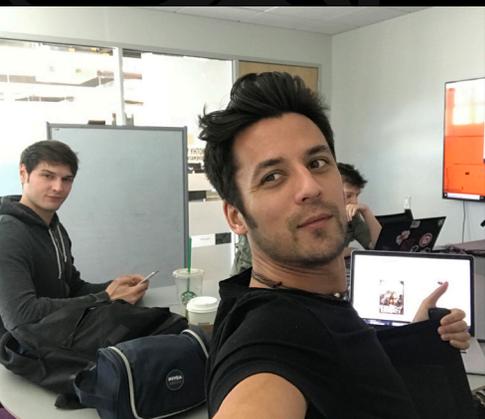
The mission of the company was to create beautiful, hand-illustrated video games. Over the next 7 years, the duo crafted the storyline and artwork for *Reverie Saga*, while learning the ups and downs of running a gaming company.

The previous version of *Reverie Saga* was a mobile game called *Enter the Reveries*, which was soft-launched in 2019 to test the market. Per the feedback, the mobile game was reimagined into an action-centric console game with a balanced ratio of graphics and gameplay.

Now, Seagull Fish Entertainment is releasing *Reverie Saga*; the first title in an expansive gaming universe from the mind of Gary Adrian Randall.



Jason & Gary at Youtube headquarters in New York City



Seagull Fish working with developers in Seattle, and showcasing *Enter the Reveries* at PAX South 2020, and Gaymer X in New York

TIMELINE

Release Prototype Demo

We are here

Price: Free
1 Stage



- Launch Demo on itch.io
- Market via Facebook using teaser video:
<https://youtu.be/217y14oKgv4>
- Build fanbase of itch.io gamers
- Beta test via the comments
- Fundraise via investment, donation & patreon

Release Extended Demo

Price: \$1.50
3 Stages

- Launch Extended Demo on steam.com
- Reach new audience of steam.com gamers
- Begin generating revenue



Release Chapters 2-8

Price: \$24.99
8 Chapters/48 Stages

- Launch Chapters 1-8 on Itch.io, Steam.com, PC, Playstation, & Nintendo Switch
- Reach new audience of Playstation & Switch gamers
- Increase revenue



2021

2021

2021-2022

2022

2022-2023

Launch Kickstarter

Goal: \$20K
1 Month

- Raise funds for further development
- Engage fanbase via donation rewards
- Build company brand with video content updates

KICKSTARTER

Release Chapter One

Price: \$2.99
1 Chapter/6 Stages

- Launch Chapter 1 on itch.io, steam.com, & PC/Mac
- Reach new audience of PC/Mac gamers
- Increase revenue



DEMOGRAPHICS/STATISTICS

180B

The gaming industry is expected to hit \$180.1 billion in 2021.

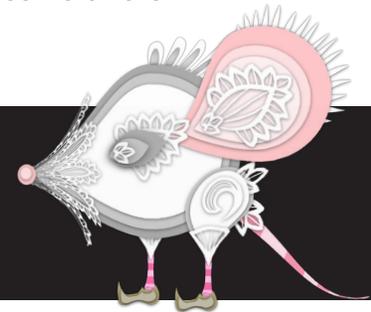
2.5B

There are more than 2.5 billion gamers around the world.

38%

38% of US gamers are between ages 18 and 34.

Our target demographic is males & females 18-34 skewing female.



45%

45% of US gamers are women.

66%

66% of people say that graphics are important when choosing a game to purchase.

61%

61% find value in a game with a good story.

VALUATION

1. Valuation of Seagullfish Entertainment - Key Valuation points

- We have based our valuation on EBITDA multiples based on industry averages. We have assumed a multiple of between 8 – 10 times EBITDA
- As is Standard in the gaming industry we have included a 30% cost to Steam, Playstation, and Nintendo Switch and other platforms to deliver the game
- Our operating expenses are 25% of gross revenue and do not include future development costs of the game
- Based on the above costs our operating margin is estimated to be 45%
- The valuation is based on the industry average spend per gaming consumer on an annual basis of \$11.94
- We are currently valuing the business on the following users within the first 12 months of launch:
 - 20,000 Users - leading to Revenue of \$238,800 and EBITDA of \$107,460
 - 25,000 Users - leading to Revenue of \$298,500 and EBITDA of \$134,325
 - 30,000 Users - leading to Revenue of \$358,200 and EBITDA of \$161,190
- The valuation range is detailed below:

Users	EBITDA	Value 8 X EBITDA	Micro share value	Value 9 X EBITDA	Micro share value	Value 10 X EBITDA	Micro share value
20k	~\$107k	~\$856k	~\$86	~\$963k	~\$96	~\$1,070k	~\$107
25k	~\$134k	~\$1,072k	~\$107	~\$1,206k	~\$121	~\$1,340k	~\$134
30k	~\$161k	~\$1,288k	~\$129	~\$1,449k	~\$145	~\$1,610k	~\$161

FUNDING

Seagull Fish Entertainment is a small independent studio, consisting of two people.

We are currently seeking funding for the development, marketing, and launch of the Reverie Saga demo, and the subsequent chapters to be released through 2023.



Seagull Fish Entertainment
is valued at 1M

We are seeking \$50K in
funding

Microshares start at
\$100

THE SAGA CONTINUES

Reverie Saga consists of 8 Chapters, each hand-illustrated in a different art style. The current demo is an introduction to Chapter One, but each new chapter will take the player on a new journey, and introduce new characters, worlds, and gameplay mechanics.

Once Reverie Saga is completely released, the company will focus on expanding the current chapters via downloadable content, and beginning development on the next planned game.



The 8 playable characters of Reverie Saga



Eight Hand-illustrated art styles: paper doll, pixel, photographics, texture, vector, comic book, tattoo & watercolor

CONTACT



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