



High Concept Document ADB Video Game Studios + WarRoar: Genesis



Link to Video:

["WarRoar: Genesis" Early Teaser + Project Lead & Studio Founder anno...](#)



ADB Video Game Studios Overview

- **Company Name:** ADB Video Game Studios SL.
 - **Foundation Date:** Late 2024.
 - **Founder/CEO/Project Lead:** Angelo Du Bois (ADB).
 - **Location:** Madrid, Spain.

 - **Core of the Business:** High-budget indie video game development.
 - **Studio Sustainability During Startup Status:** mobile F2P game development (in-game publicity and in-game content selling), third-party game/assets development.

 - **Main Project:** “WarRoar: Genesis” high-budget fighting indie game.
 - **Main Project Capital Raise & Studio Capital Seed:** Business angels investor(s) / venture capital companies & crowdfunding campaigns. We are excluding game publisher companies.

 - **Website:** <https://angelodubois.es/studio>
 - **Email:** letstalk@angelodubois.es (CC to angelodubois3@gmail.com).
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Company Vision and Mission

- **Vision:** To create a leading game development studio recognized for innovative, nostalgic, and engaging games that resonate with players of all ages. In the long-term, to evolve into a AAA video game company thanks to “WarRoar: Genesis” our company’s main project.

 - **Mission:** To blend classic gameplay elements with modern innovations, delivering unforgettable gaming experiences and building a sustainable, profitable studio through diversified revenue streams. To become a AAA game studio with successful game IPs in different game genres, including strong and loyal communities around them.
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Main Project Overview: “WarRoar: Genesis”

- **Game Title:** “WarRoar: Genesis”.
- **Genre:** Fighting Game (2D, 3D, and Beat 'em Up).
- **Engine:** Unreal Engine 5.
- **Game concept:** 3 awesome fighting games into 1 big title.
- **Platforms:** PC (Steam / Epic), Playstation, Xbox.
- **Target Audience:** Nostalgic adult gamers, competitive players, and young gaming enthusiasts in Europe, North America, Latin America, and eventually Japan.
- **Release Date:** Final Version and public release are estimated for late 2027 (we will aim to finish it up earlier). 2D and beat em' up game modes beta versions are going to be ready first, 3D game mode will be the last in the production line.

It is possible to release the game earlier with 2D and beat em' up game modes available in Final Version, creating some hype about it within the fighting game community as a sales strategy, and we can deliver an update later including the 3D game mode to complete the game.

Game Concept

“WarRoar: Genesis” is a groundbreaking fighting game that combines the nostalgic essence of classic arcade fighters with modern technology and storytelling. This ambitious project merges three distinct sub-games into one epic title, offering players an unparalleled variety of fighting experiences, all wrapped in a compelling narrative set in a dystopian future.

Key Features + Unique selling points:

- **Three Combat Modes:** Players can choose between 2D, 3D, and beat 'em up gameplay styles/modes, each offering unique mechanics and strategic depth.
- **Rich Storyline:** A compelling narrative that ties all three modes together, with deep lore and character development.
- **Diverse Characters:** A roster of unique fighters, each with their own backstory, abilities, and fighting styles, ensuring a broad appeal and varied gameplay.
- **Stunning Visuals:** High-quality graphics and animations that bring each character and environment to life, blending nostalgia with modern aesthetics.
- **Competitive Play:** Online multiplayer modes, ranked matches, and tournament support to engage the competitive community and promote long-term player investment.
- **Customizable Gameplay:** Players can personalize their fighters with multiple costumes and accessories (some of them are exclusive), and special moves, enhancing replayability and player engagement.



- **No DLCs - Yes to FREE content:** We are breaking the wheel here. We aim for old-school style, going back to the basics... Players can unlock game stuff by playing the game and using cheat codes, but we will not sell in-game content. The user pays for the game and that's it! This strategy will be gladly received by the players, and we will gain their loyalty for it, which is priceless and way more beneficial in the long run.
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Game Lore / Story

- **Setting:** The year is 2150. The world is split between high-tech lifestyles and traditional ways of living. Governed by a powerful political entity with a formidable military unit called "IronGuards", humanity relies on the AI "AlphaOmega" (formerly known as "TitanNet") for critical decisions in politics, military, economy, and society.
- **Conflict:** Facing threats from a massive paramilitary movement and traditionalist discontent, AlphaOmega predicts a catastrophic conflict. To prevent nuclear and biological devastation, it proposes the "Colossus Clash Tournament," where faction leaders and lonely, yet powerful, striders battle for ultimate control. Losers must accept the outcome or face extermination by the AI's forces through its powerful "CyberTyrants."
- **Twist:** Unbeknownst to all, interdimensional beings watch with malevolent intent... By 2190, the "Colossus Clash Tournament" had become a celebrated event held every 10 years, with IronGuards and CyberTyrants reigning victorious for 40 years. It is time to break the wheel!

Factions:

- **IronGuards:** Elite military members of the original government.
- **CyberTyrants:** AI-controlled robots and cyborgs.
- **W.S. (Wrath Squad):** Paramilitary members.
- **FreeFolks:** Libertarian clan members (Dawn Warriors, Wild Spirits, Iron Forgers, Thunder Sons).
- **Striders:** Humans with special and mystical powers. They have decided to be castaways and live a solo life in this world. A few of them will have to participate in the tournament for particular reasons, but they will help to decide the fate of the world.



Each faction and clan has unique fighters and leaders with intense, interwoven storylines. Players will encounter surprises and a final boss that hints at future tournaments. Fighters include strong humans, robots/cyborgs, those empowered by mystical forces, and mysterious alien foes.

Summary of Startup & Project Production Planning

Year 1: Late 2024 and 2025

- Incubate the startup and project, talking to investors, initial crowdfunding campaign (divided in levels, GoFundMe).
Assemble core team, set up studio logistics, and begin 2D prototype development.
- Release 3 Free-to-Play (F2P) mobile games to generate initial revenue and build brand recognition.
- Focus on marketing and community building.
- 20-30 team members mixed between in-house (most of them) and fully remote.

Year 2: 2026

- New capital injection from business angel(s) and crowdfunding campaign (Kickstarter and/or focused platforms).
Expand team to 40-50 members.
- Develop and release ten additional F2P mobile games.
- Enhance marketing efforts and community engagement.
- Office expansion to accommodate the growing team.

Year 3: 2027

- Final round of crowdfunding campaign and capital raise from business angel(s) if needed.
Further expansion the team members to 80 members.
 - Develop and release fifteen additional F2P mobile games.
 - Prepare for “WarRoar: Genesis” beta testings and early sales phase.
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Financial Strategy

- **Initial Investment:** Seeking €9,000 from initial crowdfunding campaign on GoFundMe for basic logistics (€7,000 after taxes), and €80,000 for 10% equity to kickstart the game production/operations and more costly logistics.
- **Future Investments:** We will offer additional equity (extra 10-20%) for a bigger capital injection from the business angel(s). Our financial projections and company valuation will be based at this point in real data from our existing financial statements.

Revenue Streams:

1. **Mobile Games:** Continuous release of F2P mobile games generating revenue through ads and in-app purchases.
2. **WarRoar: Genesis Sales:** Significant revenue expected post-launch at the end of Year 3.
3. **B2B Services:** Development of games and assets for third parties, targeting educational, recreational, and advertising sectors.

Revenue Projections:

- **Year 1:** €100,000 - €200,000 from mobile games.
- **Year 2:** €500,000 - €1 million from mobile games.
- **Year 3:** €1.5 million - €2.5 million from mobile games, with additional significant revenue post-launch of "WarRoar: Genesis".

This projections are based in the benchmarking and mirroring of the company WeWoo SL in Madrid, Spain, a local competitor founded in 2020, with their HQ offices in the best neighborhood in the capital of Spain (Nuevos Ministerios), 60 to 80 team members, and with €4 million gross income yearly for in-game advertisement in their mobile games. I became aware of this company because I was offered to work with them as Senior Project Manager (I couldn't work with them due to my immigration status in Spain at that moment), and they have come to my mind as the perfect company to benchmark and to compare for future planning related to mobile games development and business model, so I performed the due diligence about them for effective benchmarking.



Competitive Edge

- **Passionate Leadership:** Led by Angelo Du Bois, a seasoned professional with deep video game industry, business & marketing, project leading and management, game design, narrative writing experience and knowledge, and a great passion for fighting games. Investors, backers, and the gaming community can rely on an effective and honest leadership of the company and the project, reducing significantly the risk of similar entrepreneurships.
 - **Innovative Gameplay:** Unique blend of fighting styles and visuals that differentiates “WarRoar: Genesis” from other games on the market. The player will get 3 fighting games at the price of 1. 2D game mode and beat em’ up can be released first which is good for an early sales strategy and creating ROI and income anticipadely.
 - **Old-School Nostalgia:** All time fighting games players will feel immediately the old-school atmosphere and nostalgia of beloved arcade fighting games and old-school consoles and cartridges/cd-rom discs. It will be addictive to them!
 - **Scalability:** A strategic plan to grow the studio sustainably through diversified revenue streams and market expansion. The strategy is based in existing business models and in previous executive (and successful) experiences of the studio founder (as COO of indie video game companies).
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I invite you to be part of this exciting journey with me. Your investment and support will not only help bring “WarRoar: Genesis” to life but also support the creation of a diverse portfolio of successful games, and even have equity in a company that has potential to become a multimillionaire AAA and have strong presence in the most important stock markets. Join me and my future team in creating a legacy in the gaming industry!

CONTACT: Angelo Du Bois

- **Website:** <https://angelodubois.es/warrior>

- **Very Early Teaser + ADB video:** <https://youtu.be/fvnPGtEAveo>

- **GoFundMe Campaign:** <https://gofund.me/64287bae>

- **ADB Social Media:** [LinkedIn](#) - [YouTube](#) - [Discord](#) - [TikTok](#) - [Instagram](#)

* I'm creating content for the fighting games community (gameplays and sharing stuff

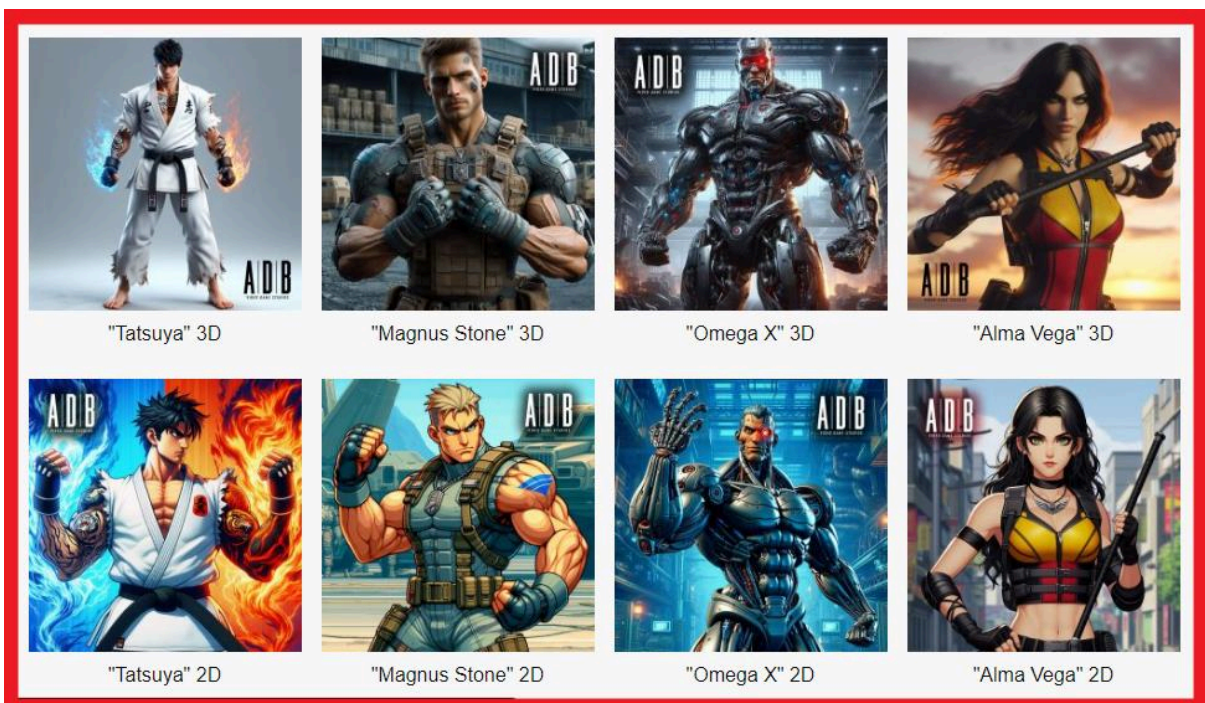


related to the most iconic classic fighting games of all time) to create a focused and solid community for WarRoar. Also, I'm working really hard in diffusion of that content doing Guerrilla Marketing in focused Facebook groups. Also, I'm writing blogposts and I start doing some PR work to improve results and reach.

Early Concept Art and a Plus...

All characters and images were designed and created by me (I'm also a Lead Game Designer). For animations and visuals I used IA platforms and tools. I will hire concept artists, 2D animators, 3D modelers, 3D animators and VFX experts to improve existing concept art and for upcoming artistic work.

Within time, I will bring to the team experts from the AAA industry that have worked in the greatest fighting games of all time. Also, I will go to Gamescom and GDC (the biggest video game development events in the world) to present the game, do some focused networking, having business rounds, and to meet potential developers for the company and the project.



The first 4 characters I have designed for the game in their 3D and 2D versions.



Concept art for the 3D game mode.



Concept art for the 2D game mode.



Concept art for the beat em' up mode.

Factions shields: IronGuards - CyberTyrants - W.S. - FreeFolks





Thank you for your support! Together, we can achieve greatness...

Angelo Du Bois

Founder, ADB Video Game Studios.