



PROJECT TEMPEST

2021 Overview

“ People want to feel like active participants in the worlds we create... this participation is a kind of co-creation that strengthens the bond between player and IP.

Games are the ascendant medium. ”

Raphael von Lierop
Creative Director | The Long Dark



IN A NUTSHELL

We're building Tempest Bay, an interactive story setting grounded in folk horror and emotional climate change.

We have initial content, a core team, and early success.

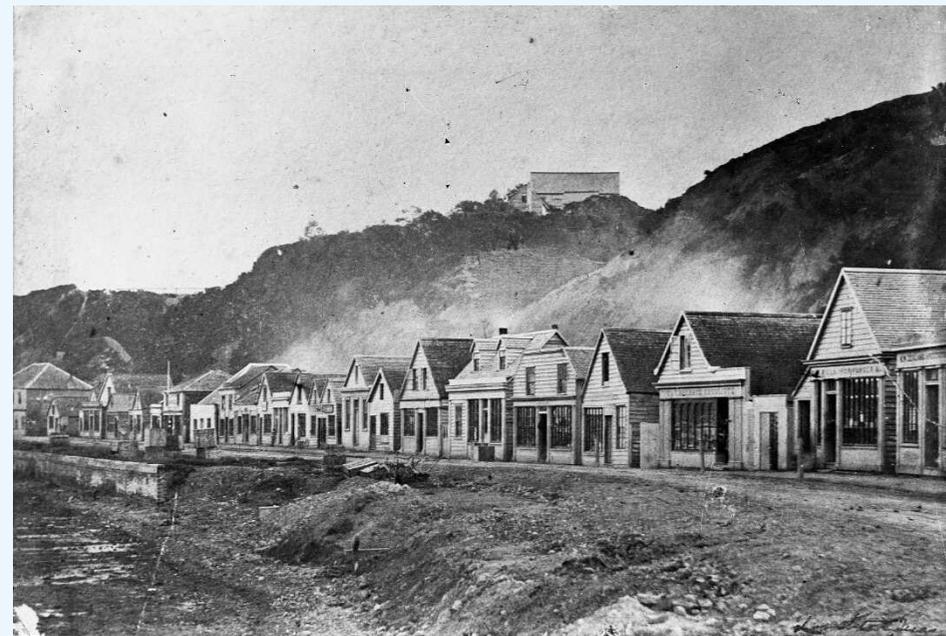
We need advice, connections, skills, and a path to funding.

A coastal landscape in New Zealand. The foreground shows a dark, pebbly beach with several large, smooth, grey rocks. The ocean is a muted grey color, with white foam from waves washing onto the shore. In the distance, a range of dark mountains is visible under a heavy, overcast sky with grey clouds.

TEMPEST BAY, NEW ZEALAND

Small town. Stormy coast.
Edge of the great southern ocean.

A QUIET COMMUNITY



IN A MYSTERIOUS PLACE



**WHERE ON LONG BLACK NIGHTS
THE MIST ROLLS IN OFF THE SEA, AND EVERYONE GOES
A LITTLE MAD...**



TEMPEST BAY

A tight-knit place with deep roots. Rugged charm. Intense beauty. Rituals, memories, and secrets back to the whaling days.

A frontier that calls and haunts you. An open setting for personalised journeys of emotional survival.

Our goal is to own this space within the metaverse, and connect with audiences hungry for these experiences.

THE BIG IDEA: EMOTIONAL CLIMATE CHANGE

Weather = Feelings

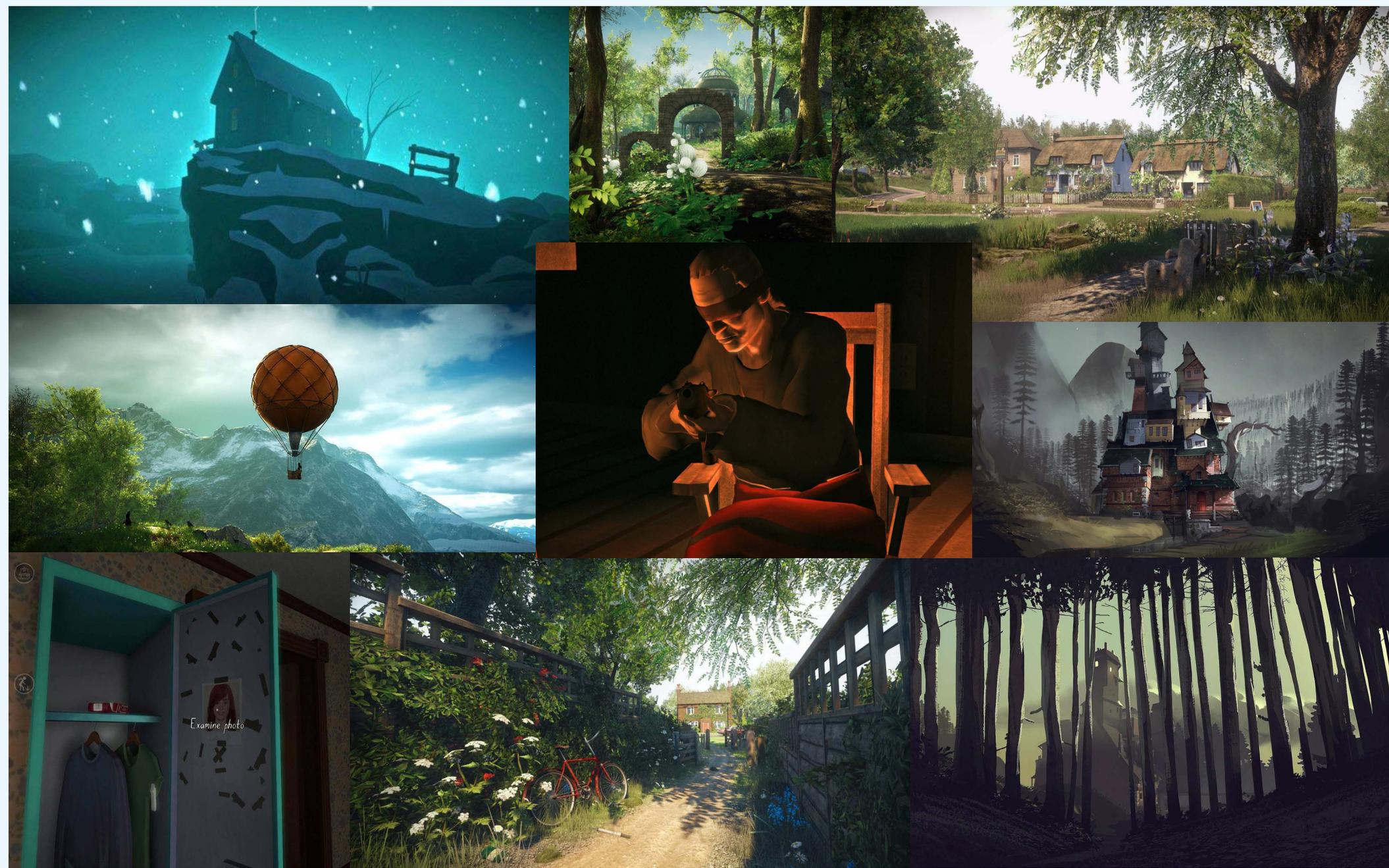
Our imaginative and physical environments joining together.
The dreams and landscapes of the world beginning to boil.

Fierce, changeable, sometimes wildly creative or
destructive.

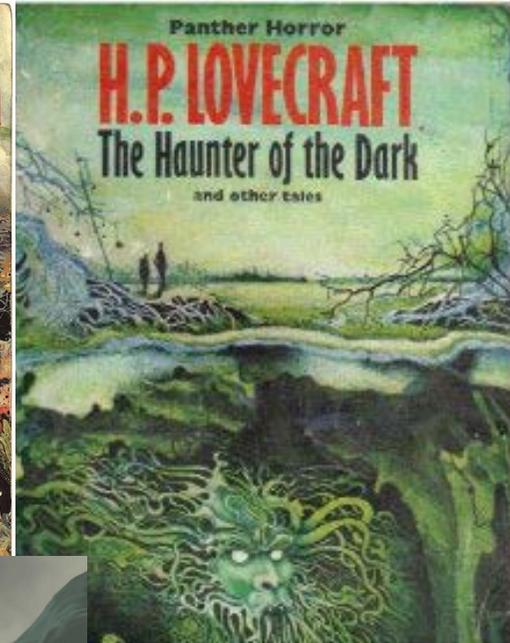
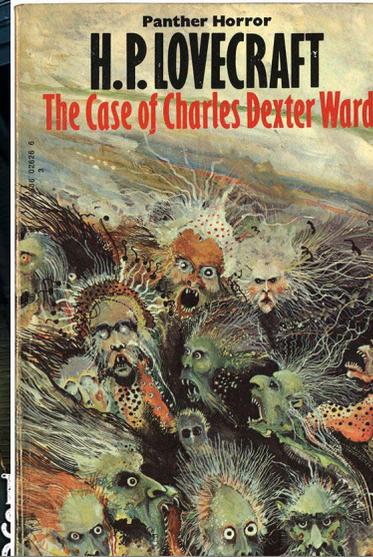
Tempest Bay is ground zero. And a storm is coming.

INSPIRATIONS

RICH METAVERSE EXPERIENCES



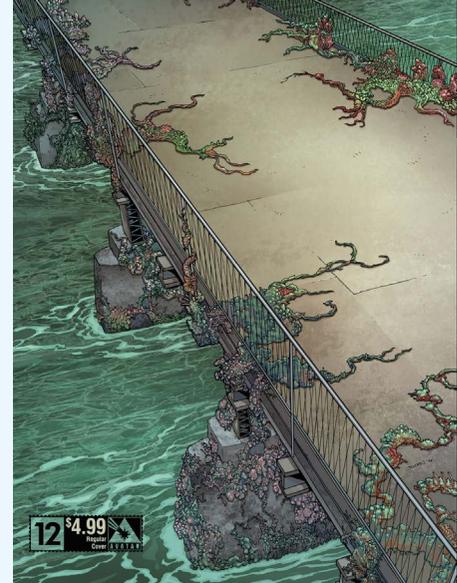
LOVECRAFTIAN HORROR



Alan Moore Jacen Burrows
Providence



Alan Moore Jacen Burrows
Providence



12 \$4.99
Regular
Cover
\$5.99

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RATED

Paul Mudge 2015

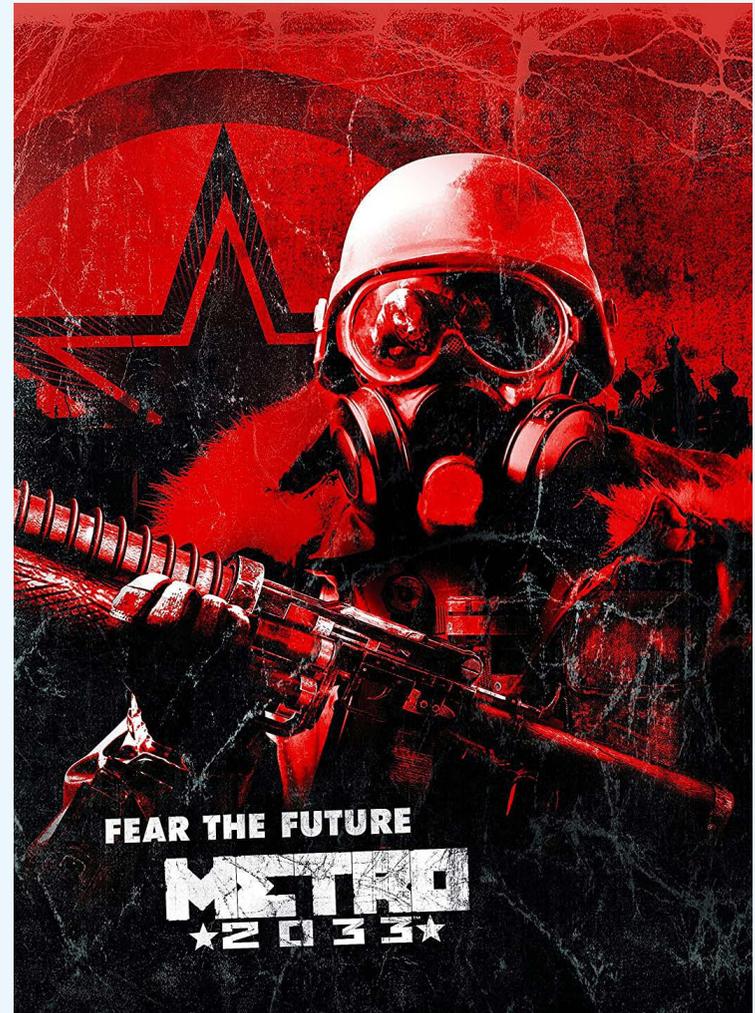
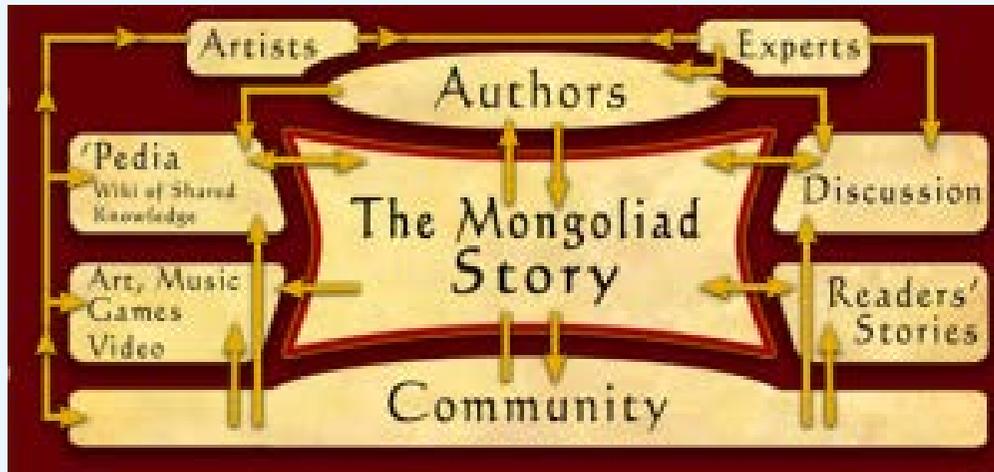
THE WICKER MAN + MIDSOMMAR



WEIRD NEW ZEALAND



COLLABORATIVE STORYMAKING



EXPERIENCE DESIGN APPROACH

Repeatable rituals that evoke emotion and connection (How is it personal? How is it social?)

Focus on setting & systems over authored content where possible (help people make their own stories)

Lean into 'Brand New Zealand' - but our own twisted version for global audiences

Meeting points of climate change, emotional wellbeing, and virtual tourism

OUR STRATEGY

Begin as small as possible creating & shipping (very) tightly scoped Tempest Bay interactive experiences and media

Join up experiences while building audience, credibility, capability and results

Establish tight product/market/platform fit within a distinctly ownable space, then invest heavily

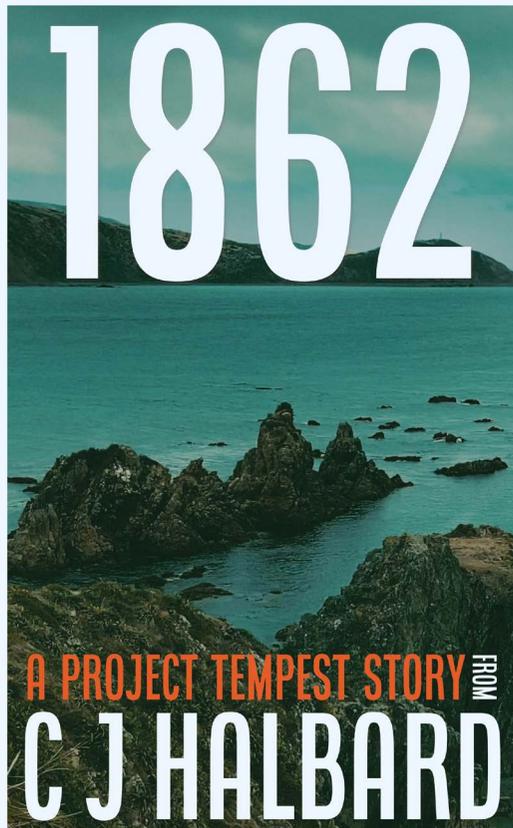
Ultimately develop a living cross-media story world with a cult following ala Metro, The Long Dark, Fallout

FIRST STEPS | NOVELLAS

1862

Finalist 2019-20 Australian Shadows Awards

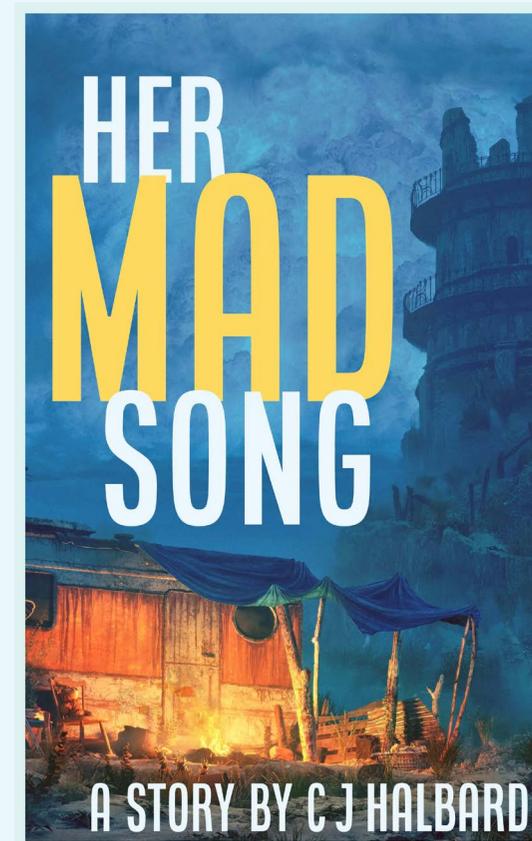
"... hauntingly lyrical and delightfully strange highly original in tone, concept, and execution visceral and evocative imagery." Booklife Prize (Publisher's Weekly)



Her Mad Song

The strange and haunting story of rediscovering yourself in a time of madness.

Book in pre-launch now



A blue-tinted landscape featuring a prominent cliffside settlement. On the left, a tall, dark, cylindrical tower stands on a rocky outcrop. To the right, a small cluster of buildings is situated on a plateau, with laundry hanging on a line. Below the cliff, a few more buildings are visible on a lower level. The background shows a vast, hazy landscape under a cloudy sky. The overall mood is serene and somewhat mysterious.

NEXT STEPS?

WHAT WE HAVE

Shipped Content | award-nominated novella (1862), second novella (Her Mad Song) in pre-launch now

Audience | ~1000 people via organic growth

Assets | Tempest Bay setting bible, initial concept art, audio soundscape, book trailers, website, podcast

Iteration | early pen and paper prototypes

People | a growing, experienced team that loves this

All done on very very little money to date

WHAT WE NEED

- + Advice, mentoring, connections
- + Production expertise esp programming and production art
 - + Go-to-market expertise
- + A path to an investment / funding case
 - + Patrons

CREATOR AND PRODUCER



Colin Rowsell

Games, TV, film, books
+ Global Copy Director at Xero
+ experienced at building early-stage
companies inc capital raising



Kearin Armstrong

Design, food, kindness,
spreadsheets, solving problems,
getting sh*t done

TEAM

Dominik Zdenković | concept artist
Diablo Immortal, Starpoint Gemini 3
dominikzdenkovic.com

Stephanie Engelbrecht | composer and audio designer
ex-Weta Gameshop, Magic Leap
Dr Grordbort's Invaders (DICE award winner)
helloaudio.co

Nikita Solo | concept artist
artstation.com/angrinsnail

ADVISERS

Chris Cervantes | game designer
18 years experience, 28 shipped titles
www.linkedin.com/in/ccervantes/

Ed McRae | narrative designer
17 shipped titles including Path of Exile
(BAFTA award winner), Ashen, Project Haven
edmcrae.com

QUESTIONS

- + **Sanity check** - Is this crazy?
- + **Strategy check** - Is there an easier / smarter way?
- + **Platforms and distribution** - What go-to-market approach might work for establishing a story world like this? Especially, are there emerging platforms / services that potentially fit?
- + **Pathways** - What are the key proof points & milestones on the investment / funding journey?
- + **Comparison points** - Who's doing something like this? Who should we try and connect with?
- + **Open** - What question aren't we asking, that we should be?

BE PART OF THE STORY

That's our starting point.

What connects with you? What doesn't?
Thank you for your time and advice!

contact: colin@manonfire.org

www.project-tempest.net

