

MAGNET
RUN

The image features a stylized 3D logo for 'MAGNET RUN' on a dark grey background. The word 'MAGNET' is positioned at the top in a bubbly, rounded font with a light grey color and a blue-to-white gradient. Below it, the word 'RUN' is rendered in a more angular, blocky font. The 'R' is red, the 'U' is split vertically with red on the left and blue on the right, and the 'N' is blue. All letters have a white highlight on their top surfaces, giving them a three-dimensional appearance.

Introduction

The Team.



Jacob Silberman-Baron
Producer, Programmer
'25, Film and Computer Science

Henry Yang
Programmer, UI
'23, Computer Science and Theater

Junior Siguencia
Artist, Animator, Programmer
'25, Computer Science

Oliver Sheehan
Artist, Level Designer
'25, Film, Psychology, and IDEAS

Pierce Hipp
Story, Research, Level Designer
'25, COL and English

High Concept



Dipole Magnets

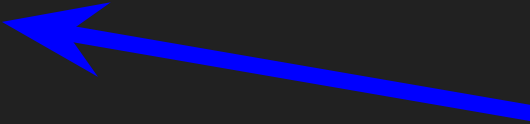


Dippy, a Dipole Magnet

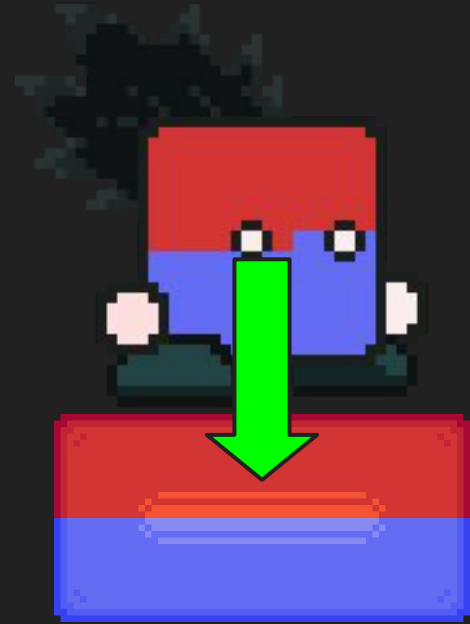
North Pole



South Pole



Magnetism



Opposite Poles Attract



Like Poles Repel

Direction Switching



When the player collides with a direction guide, the direction the player's poles face changes.

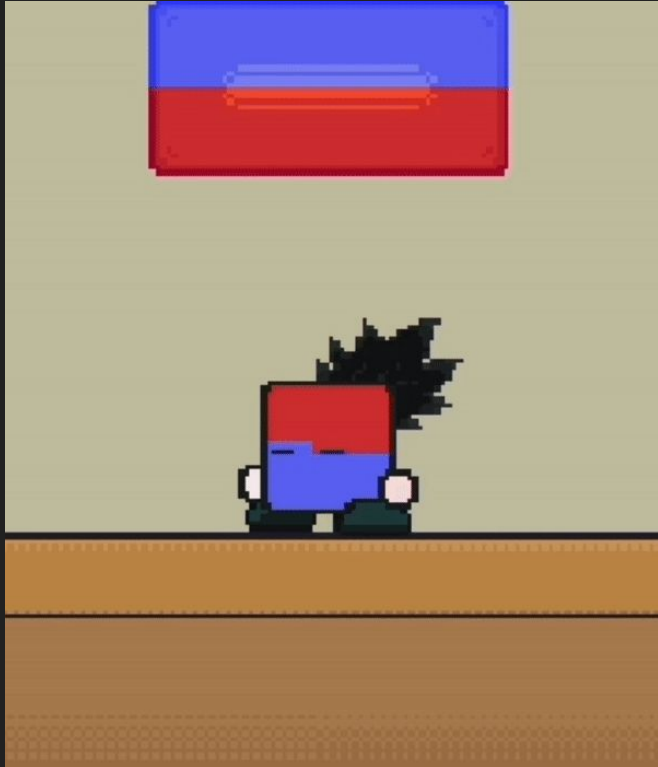
In Game



Education



Intuitive Grasp of Attraction and Repulsion



NGSS Standard

3-PS2-3. Ask questions to determine cause and effect relationships of electric or magnetic interactions between two objects not in contact with each other.

Magnetic Field Vision

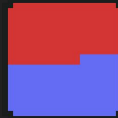


- Magnetic fields flow from north to south.
- Density of lines shows magnet strength.
- The size of the overall field represents its non-negligible range.

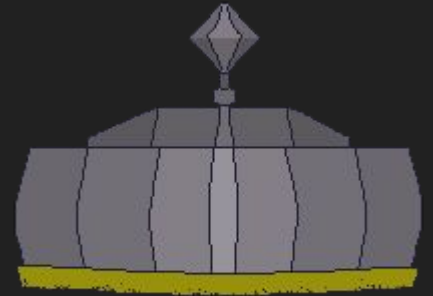
Death and Magnetism



Colliding with a bunsen burner demagnetizes the player.

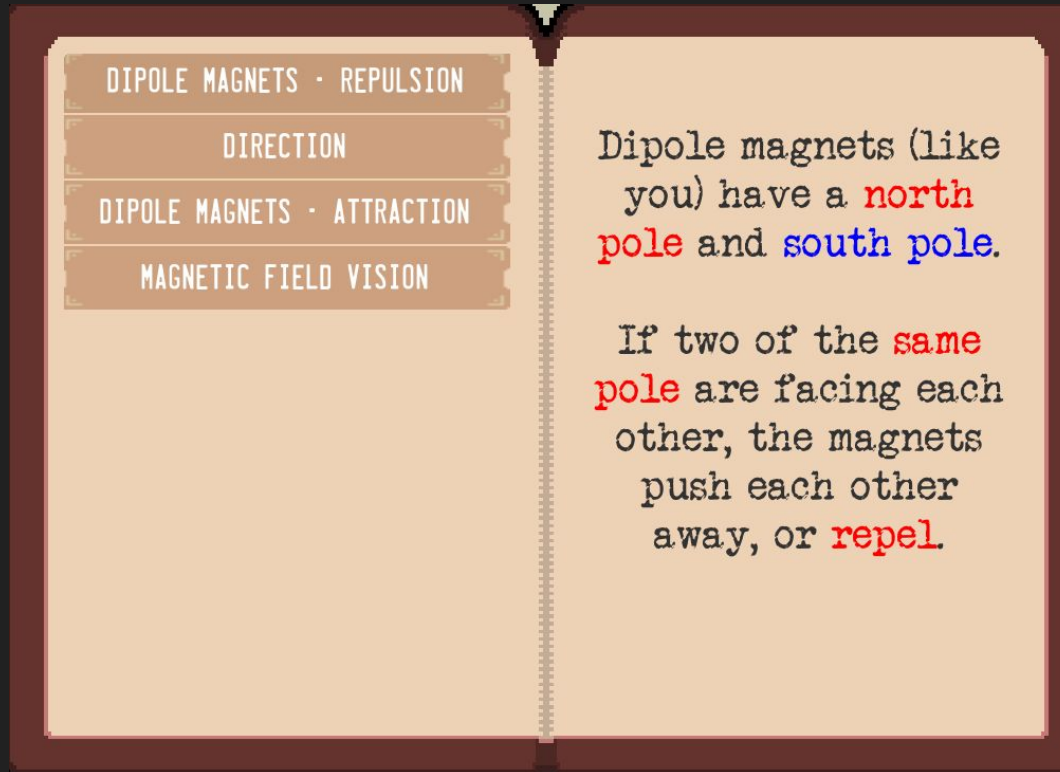


The player can also shatter into smaller magnets.



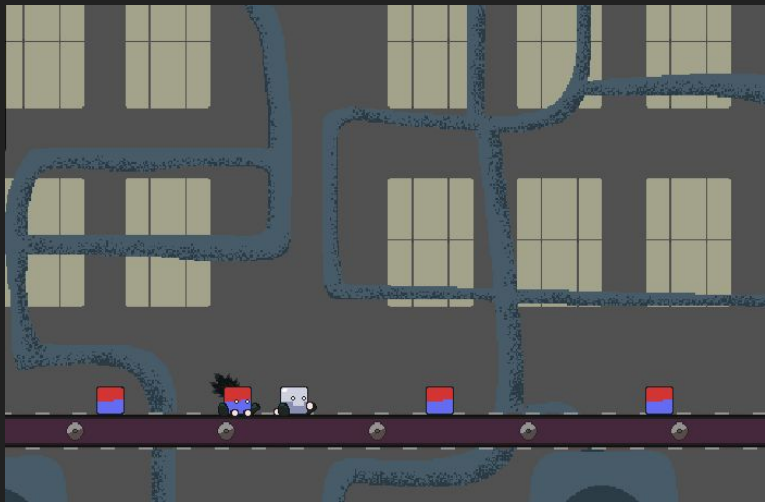
Being crushed also removes magnetism.

Journal In-Game



Story



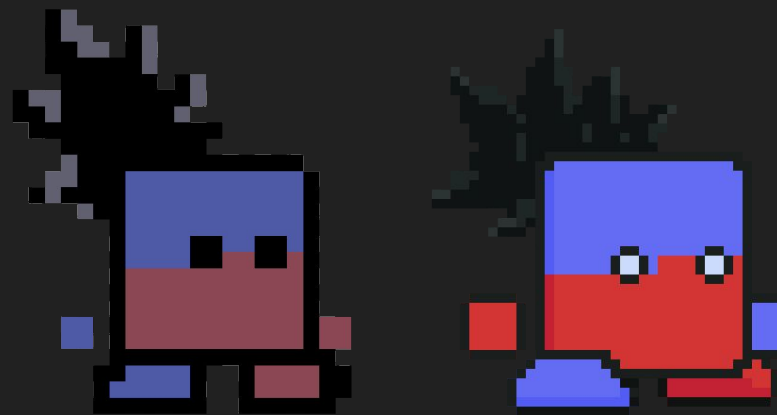
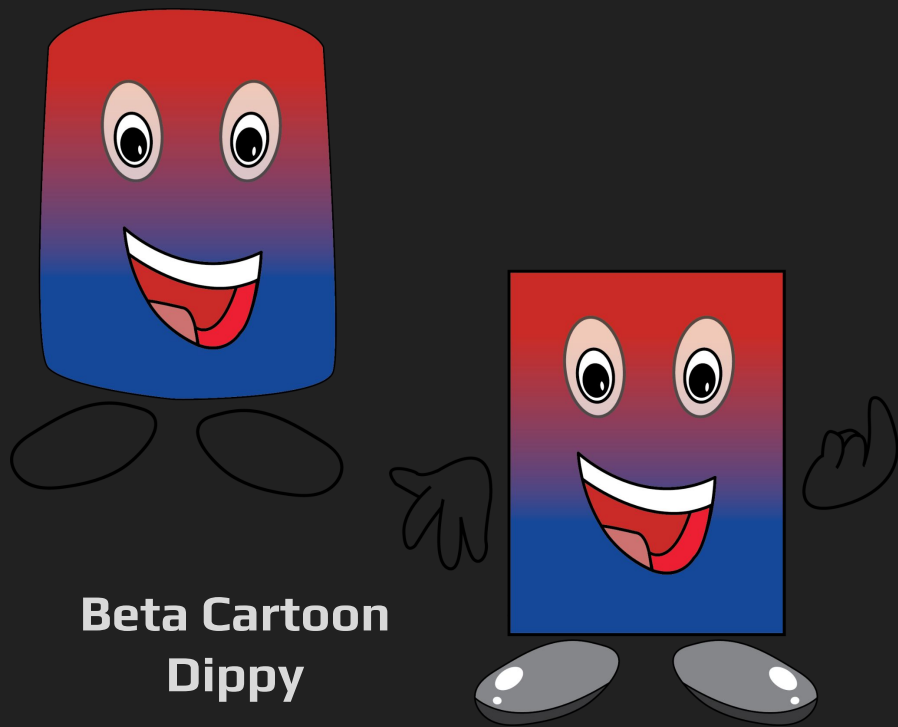


- Magnets Dippy and Neo are friends
- On their way to a schoolroom, Neo is separated from Dippy when Neo is flagged as a defective magnet
- Now Dippy must make their way to Neo, who is stuck in a junkyard.

Art

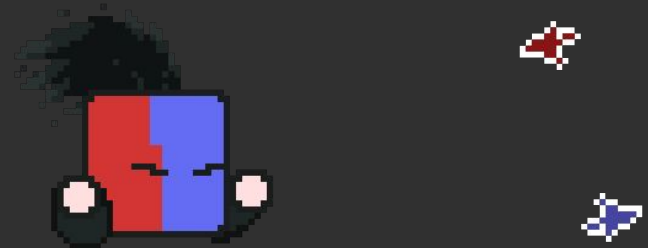


Art - Dippy designs

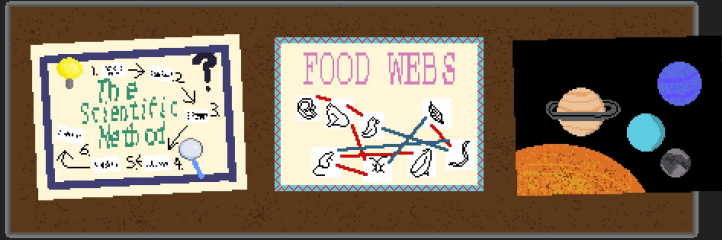


Beta Pixel Dippy

Art - Design of Dippy! and Neo



Art - Level 1



Above: Bulletin Board with Posters

Below: Book Tilemap



Bunsen Burner



Above: Open Window



Above: Desk Tiles



Above: Coin Art



Level 1 Color Palette

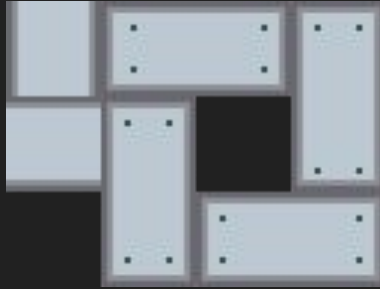
Art - Level 2



Above: Polluted Sky Background



Grey Magnet Variation



Above: Ferromagnet Tilemap



Rusted Magnet



Above: Trash Tilemap



Above: Rusted Scrap Metal



Level 2 Color Palette

Music

Musician Information - Ryan Hadley



Ryan Hadley
20 y/o
New York, NY

- Music student at Drexel University
- Has made background tracks for promotional social media posts from prominent arts and fashion companies
- Capturing the whimsical feeling of Kirby Crystal Shards

Playthrough

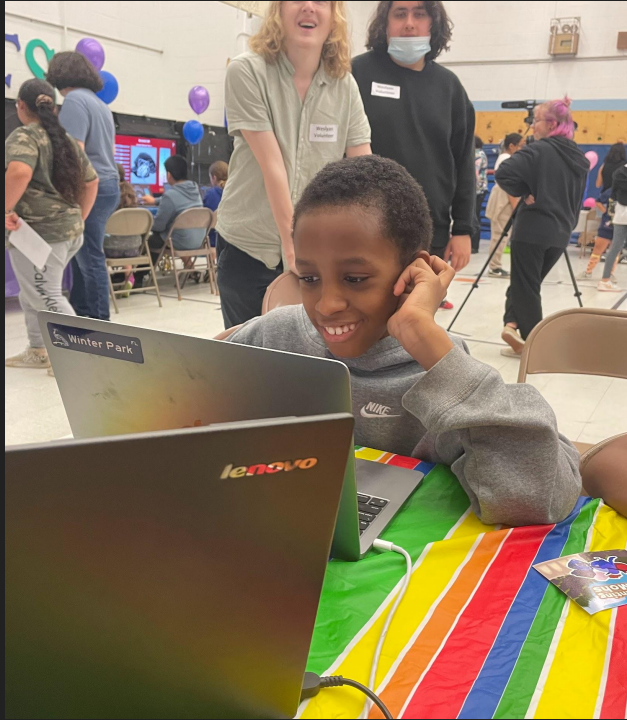
The Carnival



The Carnival







Survey Data

How much fun did you have playing Magnet Run?

1 2 3 4 5

No Fun A Lot of Fun

73%

rated Magnet Run a 5/5 on fun

95%

rated Magnet Run as at least a 4 or 5

Survey Data - Education

84%

said they understood magnets better
than they did before playing the game

Future Plans

Magnet Run: Expanded Edition



New Features



Level
Additions



Promotional
Merchandise



Translation &
Localization

New Features

- Electromagnetism
- Electricity generation
- Moveable magnets
- Magnetic torque
- Final boss



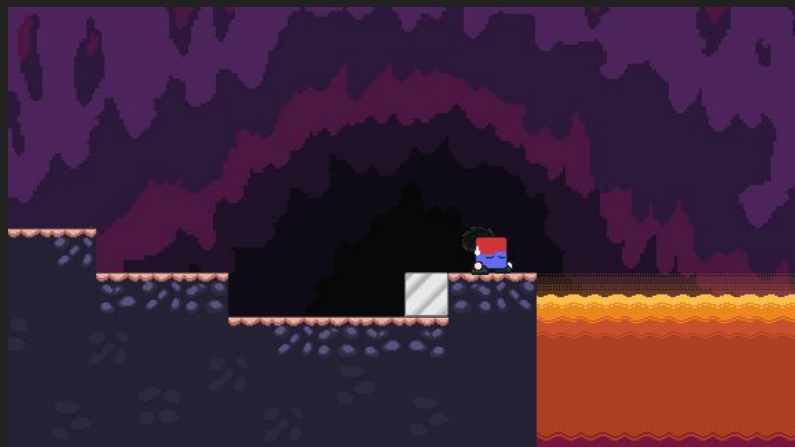
A Rough Pixel
Sketch of the
Boss

Level Additions



Level 3:

The Factory



Level 4:

The Underground

Merchandise

- Magnet Run Merch well-received at the MacDonough Carnival
- Dippy is extremely identifiable - a strength of Magnet Run
- Future merch ideas: figurines, T-Shirts, mugs, magnets



Translation & Localization

- Fluency in Mandarin and Spanish
- Accessible to ESL students
- Reaching a global market



Business Potential



Primary Customer Profile

Teachers & Parents



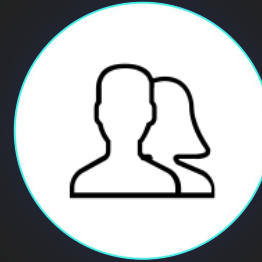
APPEALS:

- Accessibility
- Ease to employ
- Engage students in learning
- Complement curriculum

CONTACT:

- Facebook, Instagram
- LinkedIn
- Alumni network
- Pilot projects

2nd-6th Graders



APPEALS:

- Short learning curve
- Rewarding challenges
- Catchy character
- Captivating storytelling

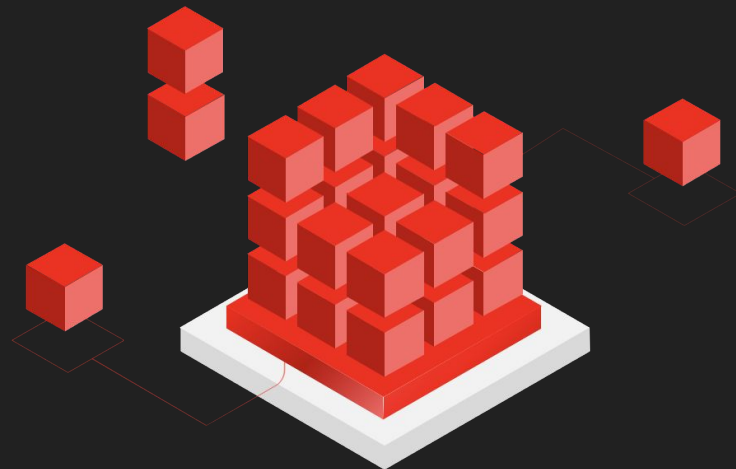
CONTACT:

- Instagram, Tiktok
- Classroom activity
- Parents & friends

Execution - Business Model

Educational Version

- Free
- WebGL build
- Sponsorship & partnership model



Hardware: PC

Retail Version

- Free (demo ver.)
- \$4.99 (full ver.)
- Windows & MacOS build
- Freemium model

Execution - Future Dev Plans

Week 1

- Level 3 whiteboxing
- New dialogue

Week 3

- Finish Level 3 art
- Level 4 whiteboxing
- Boss fight scripting

Week 5

- Level 4 art
- Magnetic torque mechanic scripting

Week 2

- Level 3 art
- Boss fight design
- Electromagnet scripting

Week 4

- Level 3 art integration
- Level 3 Music
- Save system scripting

Week 6

- Finishing Level 4 art
- Level 4 music

Execution - Future Dev Plans

Week 7

- Level 3 art integration
- Boss fight art

Week 9

- Boss fight art integration
- Additional cutscenes design & art

Week 11

- Stress & load testing
- Unit testing
- Bug fixes

Week 8

- Boss fight playable w/o. Art
- Boss fight music

Week 10

- Complete game smoke testing
- Cutscene integration

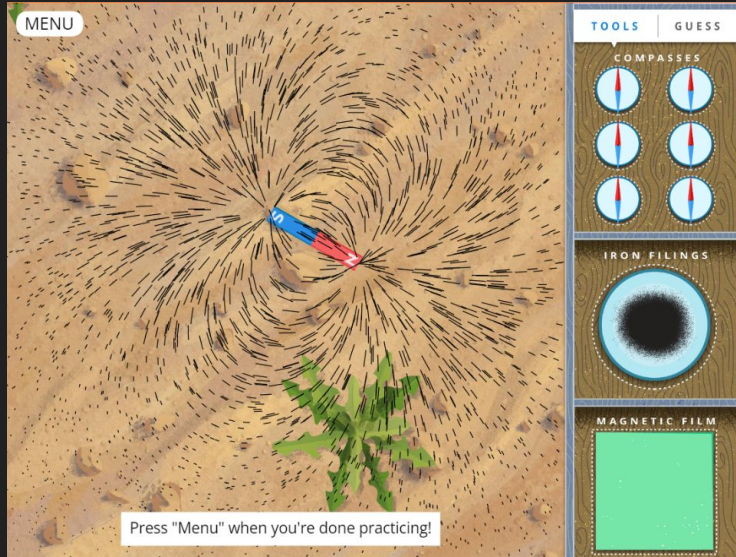
Week 12

- Final build release

Execution - Dev Plans - Risk Analysis

Risk	Strategy
Overly optimistic schedule	Experience with this specific development team's productivity levels
Lack of adoption in classrooms	Outreach through teacher networks
Unwillingness to pay for full version	Expanded advertising in free version

Competitive Analysis - Magnet Hunt



Magnet Hunt: An introductory animation, three comic panels, and 30+ lines of dialogue in the tutorial. Multiple complex, unfamiliar mechanics.

Competitive Analysis - Generic & Educational Games

The Best of Both

Educational Games

- Minimal art
- Pedantic designs
- Unengaging gameplay
- Cultural barrier w. the player



Gentle Introduction



Expansive Educational Content



Professional Polish



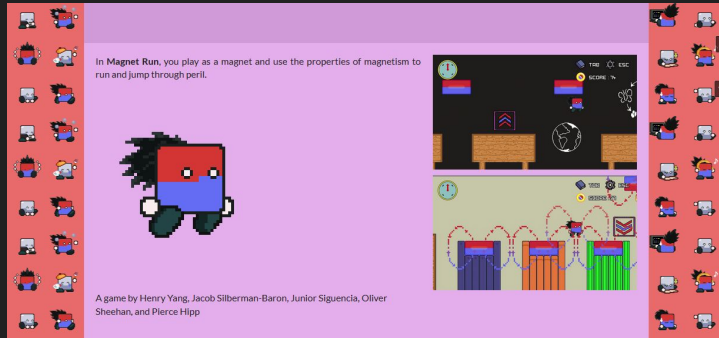
Balance Learning & Fun

Generic Games

- Challenging gameplay
- Minimal educational value
- Distracting in classroom

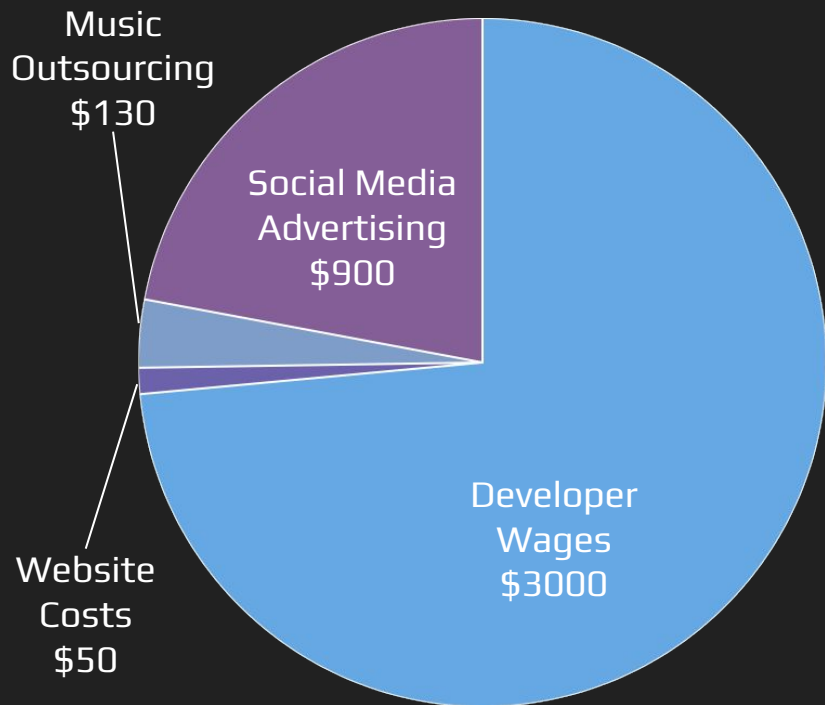
Marketing Strategy

- Showcase quotes & use cases on our website
- Traffic campaign on social media (Instagram, Twitter, TikTok)
- Live stream on Twitch

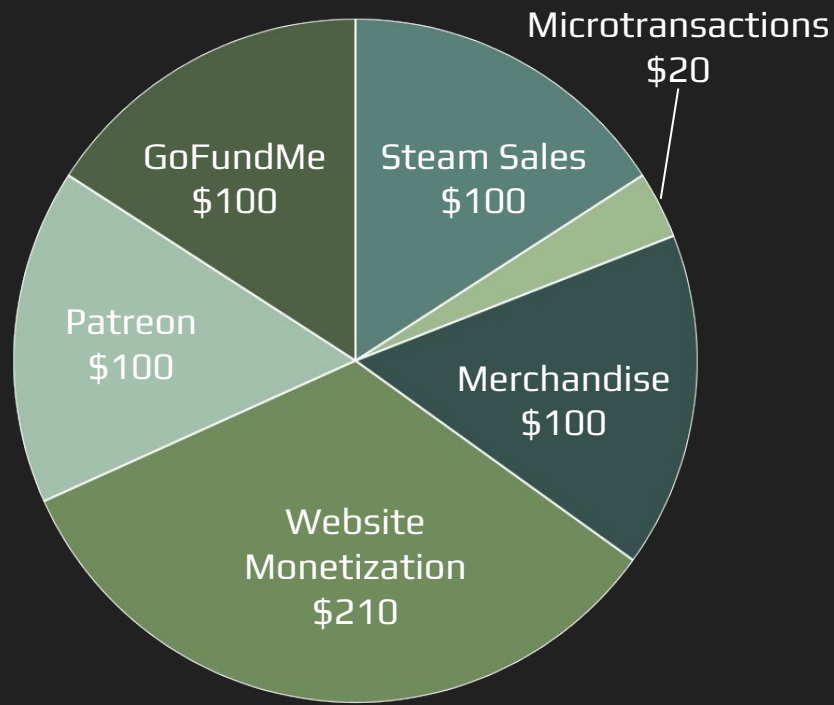


Financials

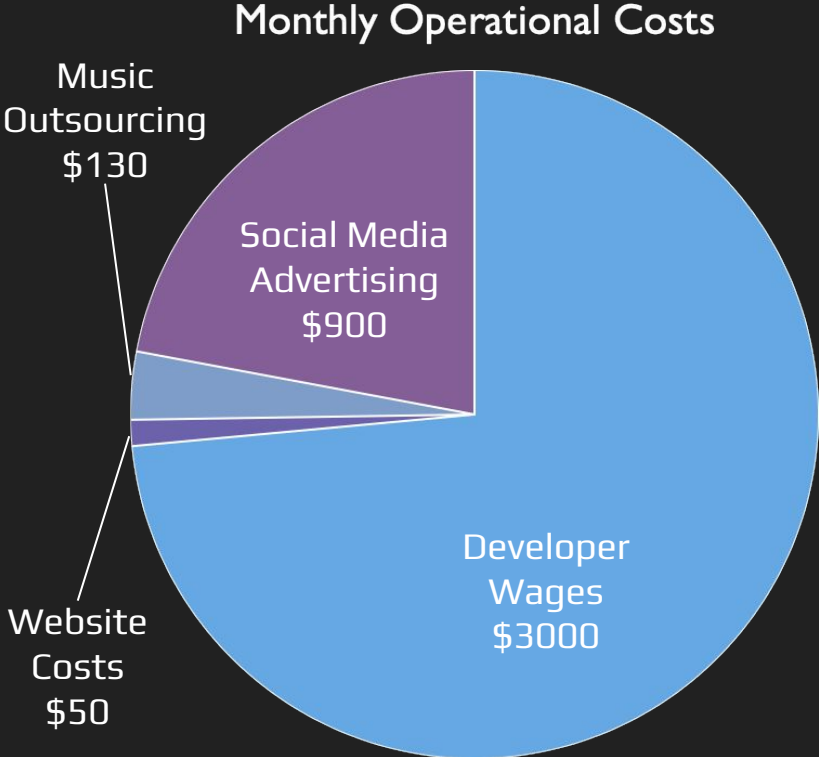
Monthly Operational Costs



Monthly Revenue Goals



Financials



\$4,080	Monthly Costs
(\$630)	Monthly Revenue
x 3	Months
<hr/>	
\$10,350	Total Budget

Conclusion

What Magnet Run Offers

Strong Educational Core



Dynamic Art and Music



Engagement of Target Audience



Opportunities for Expansion

