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overview concept

Concept

Play as an ever hungry frog in Slick Lick and grow big enough to eat your all-time enemy the Minotorus!

Use your sticky tongue to progress through the levels. Just drag and drop it on your target. The frog follows!
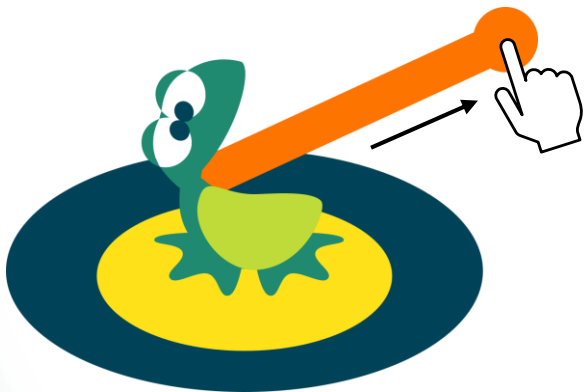
Nb Players
Solo tory mode

Actions
Aim & Move

Challenges
Dexterity & Speed
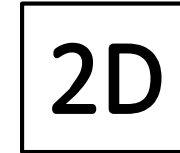
2D 2D Visuals

3+ Public
Casual

Platform
Mobile phone

Controls
Tap & Swipe

KEY SELLING POINTS

The most intuitive moves on mobile phone. Simple and efficient !

A depth of gameplay and infinite new level configurations!

A catchy incentive to collect and grow your character always bigger.

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UNIVERSE & REFERENCES

Storyline

A homeric hero gets banished by the semi-god Minotorus. His souls now lies in a frog's body. The only way to get back your body is devouring the Minotorus. Only that as a semi-god he is living in a constellation!

**You'll need to grow bigger to reach him!**

UNIVERSE & REFERENCES

Storytelling

The universe's setting is inspired by the Greek Mythology although turned up in a funny way. The general mood is rather crazy and playful, not taking itself too seriously.

It uses narrative tools of Shônens. Fighting with bosses bigger than each others for example, to give a feeling of progression inside a gigantic universe.

The narration support the gameplay with a feeling of accumulation.
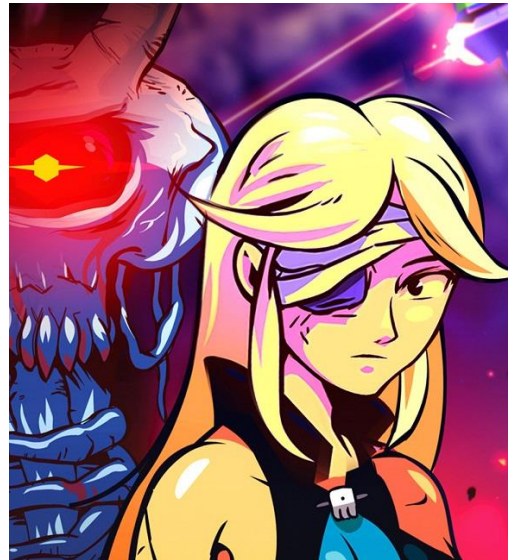
The next Penelop
A greek mythology reworked
In a cartoon-style videogame

Katamari
Roll your ball, collect items
and grow bigger!

Gurren Lagan
Start from underground and
reach to the stars

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Game Mechanics

Core interaction

1. **Touch** the frog and **stretch** its tongue!

2. Stick the tip of the tongue on your target and the frog will follow, using it as a **grapnel**!

3. Your target is small enough? The frog eats it and **grows**.

4. Too big for you? The frog stand on the target. Prepare your next destination!

5. Progress through the levels by growing and eating everything.

Iddle	Active	Aiming & Streching	Moving & Eating

Touch   Swipe   Release
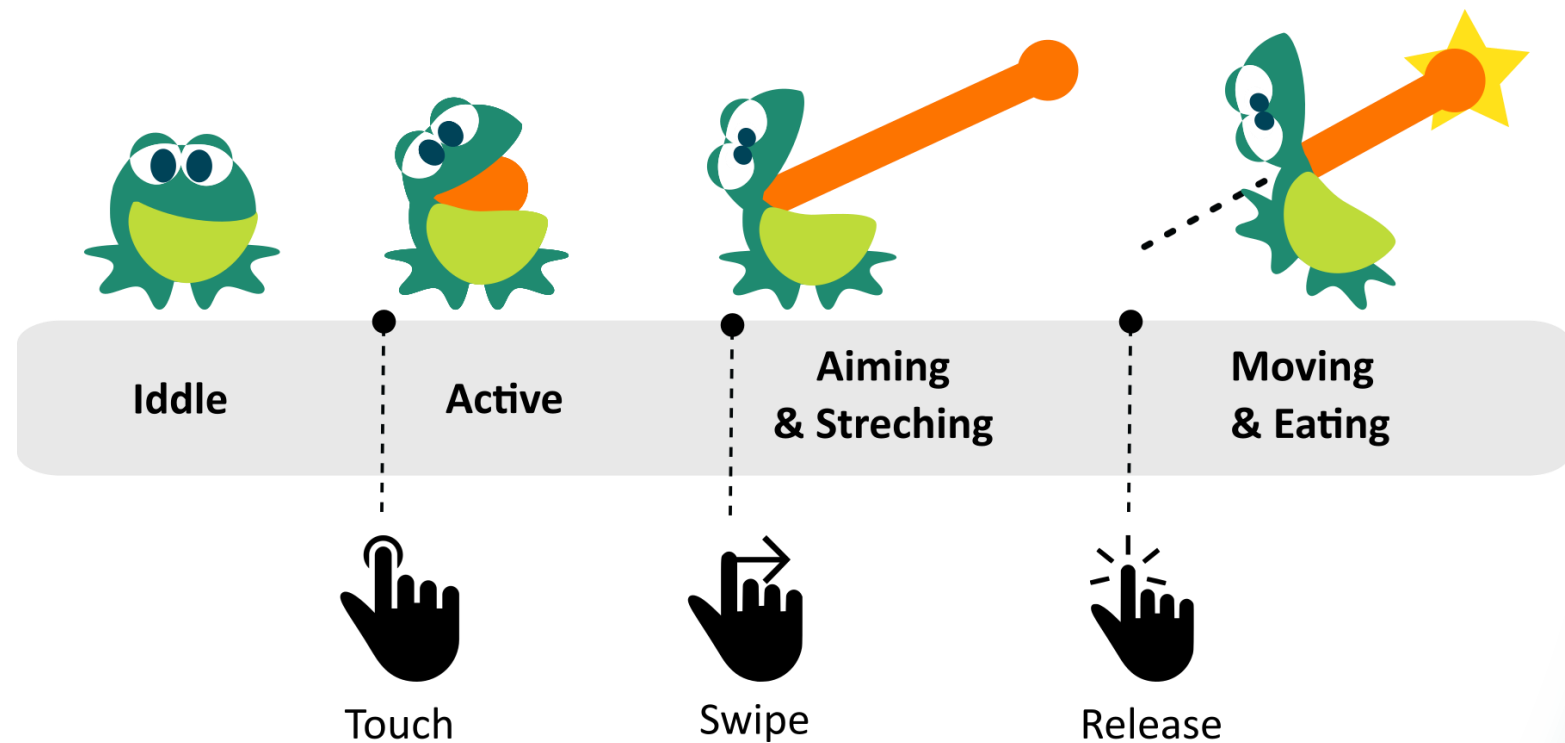
Game Mechanics

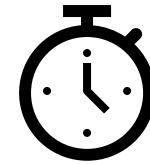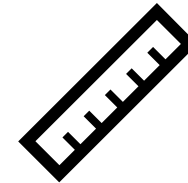|	
Character	• Control the tongue to move the frog • Jump on small targets to eat them • Grow bigger and eat your environnement
Controls	• Using touch screen • Touch and swipe actions only
Camera	• 2D Side view • Scrolling in 8 directions • Zooms-out to ajust to the player's size

Challenges

Timer
You have a limited time to finish the level.

Size
Your tongue has a limited length, manage your position to progress through the levels.

Path
Find the optimal path, don't get stuck by growing.

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Game mechanics
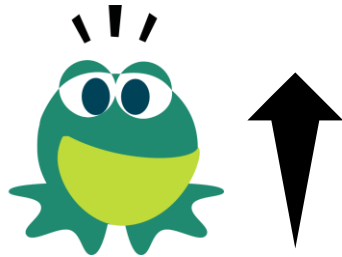
Growth mechanic

Move   Eat   Grow

+1%   +3%   +5%

Eating
On landing on a target small enough to be eaten, the frog automatically stops and swallows it. It then grows accordingly to its size.

Growing
Each object of the game (terrain and items alike) can be eaten. They have their own size and % of growth given to the player.

Game Mechanics

Terrain and objects examples

Regular terrain: Blocks passage

Brick block: Can be destroyed (needs a power-up)
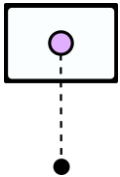
Movable block: Can be pulled on a rail (needs a power-up)

Fly: Can be caught on landing or with a power-up

Power-ups examples

Helmet: Allows to break bigger objects if they are destroyable

Magnet: Allows to pull block or to catch flies without jumping on it

Boucing ball: Make you bounce on landing if the target was to big.

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LEVEL DESIGN

Level Guidelines (1/2)

Levels must be designed around the following principle: a tedious start, and a fast end.

Growing is very rewarding in this game as you can come back on your steps and eat your environment in a few seconds.

To support this feeling, levels must offer a small guidance at first, with some small items to eat in order to grow slowly, until the player reaches a critical size that allows to finish most of the level.

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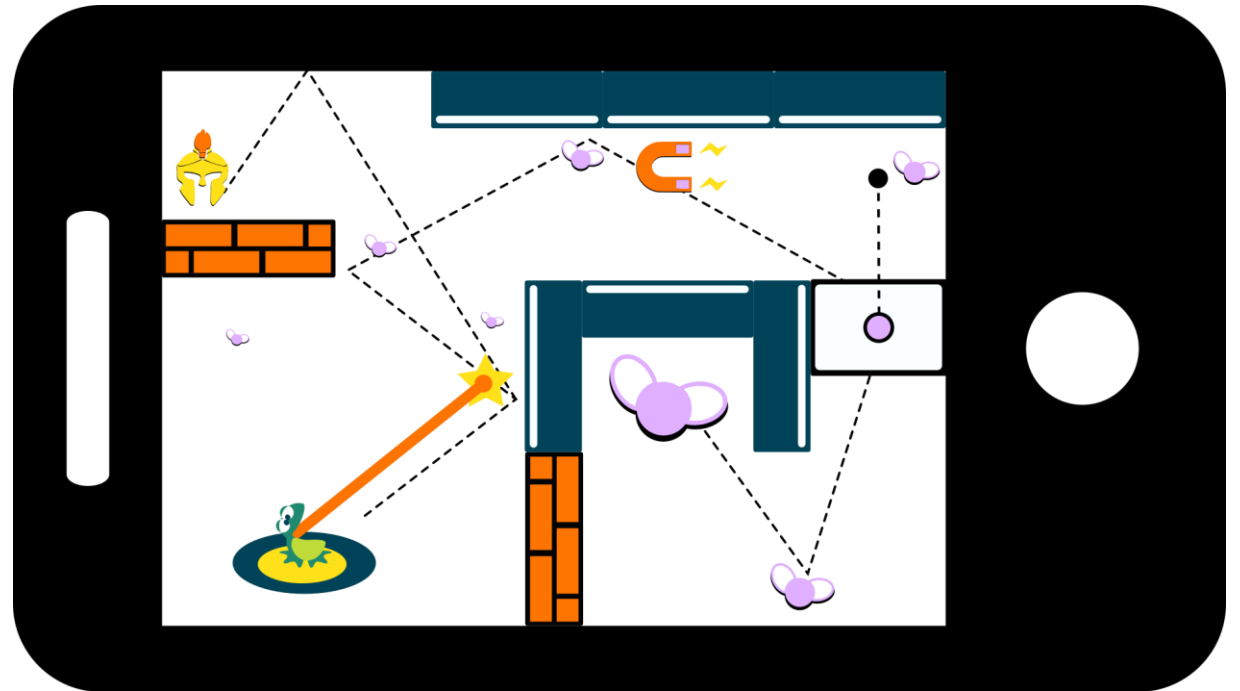
Level Design

Level Guidelines (2/2)

Collectibles live for a limited amount of time. This forces the player to make a choice on the path to follow and to find the optimal way to get collectibles.

It can be either by growing fast or by finding an alternative path by using items.

Though the camera zooms out to ajust the player's size, the levels are bigger than what can be seen at first. Exploration is a risk in this game, but we can use level design to offer some great rewards for the skillful player.

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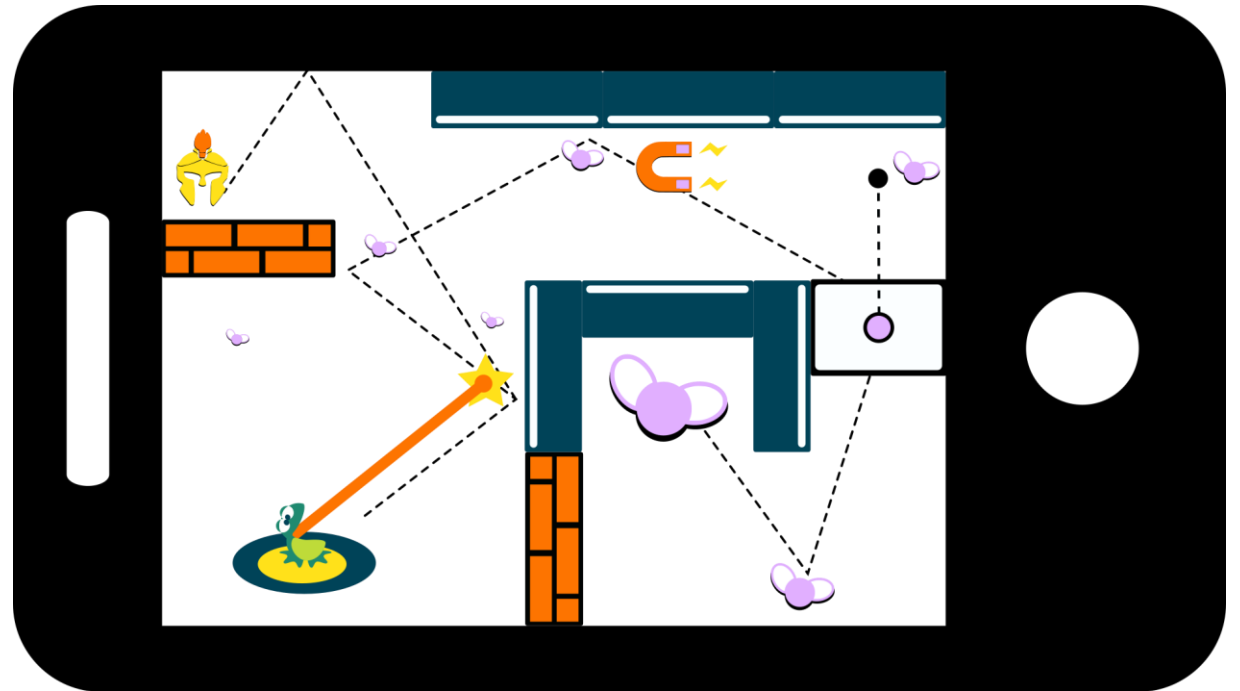
Game Content

Mode	Playtime	Price
Tutorial	20 mins	FREE
Story mode (1 chapter)	5 mins	100 Gold
Daily challenge	5 mins	1st try FREE New try = 20G
Arcade Replay	∞	FREE
Arcade Challenge	∞	Player's choice on bet.

Progression

▪ On the first play, the player has a **Tutorial** of 5 chapters + 1 boss level for free.

▪ The player can play 1 Free chapter of the **Story** everyday (reset time at 0:00 AM).

▪ One try of the **Daily challenge** is free everyday.

▪ You can replay old levels for time optimization in the **Arcade mode**.

▪ Challenge your friends by betting on who is the fastest!

Game Modes

Daily Challenge

The Daily Challenge is a new special level with an increased challenge.

Beating the level rewads *+1 Gold* for the player. The reward is small, but it can be enhanced!

A successful player can invite a friend to join the Daily Challenge. If this one succeeds too, the reward for the two players is now *+2 Gold*. The new player can also invite another friend to join the chain!

It encourages inviting friends on the game and to train together for an bigger reward!

Additionally to that, there is a daily leaderboard that rewards the 10 teams with the longer Win-Chain!

Leaderboard	
Team Ranking	Reward
1	100G + Trophy
2	90G + Trophy
3	80G + Trophy
4	70G
5	60G
6	50G
7	40G
8	30G
9	20G
10	10G

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Game Modes

Arcade Mode

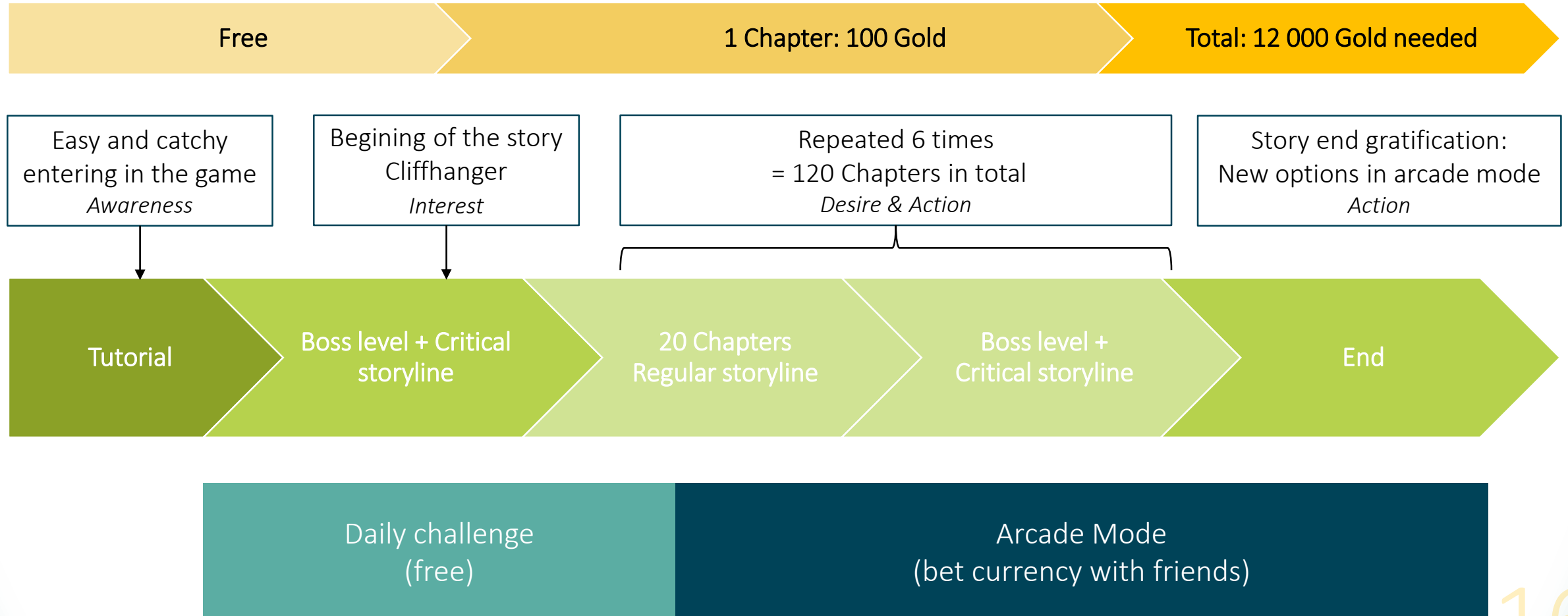In the Arcade Mode, the player can **replay the levels** from the Story Mode to improve its time score.

Note: Collectibles in Arcade Mode do not give any gold reward.

The player can also choose to **challenge a friend on a speed challenge** on the level of its choice. In order to do this, she will need to bet some of her currency. If the friend accepts, the challenge takes place in one run!

The winner collects the currency put on bet.

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Macro LD

Free	1 Chapter: 100 Gold	Total: 12 000 Gold needed

Easy and catchy entering in the game *Awareness*	Begining of the story Cliffhanger *Interest*	Repeated 6 times = 120 Chapters in total *Desire & Action*	Story end gratification: New options in arcade mode *Action*

Tutorial	Boss level + Critical storyline	20 Chapters Regular storyline	Boss level + Critical storyline	End

Daily challenge (free)	Arcade Mode (bet currency with friends)

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Game FLOW

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MONETIZATION

Currency

The currency can be used to **accelerate the progress** through the storyline. In a regular run, it requires at least 120 days to complete the story in the free mode.

Players can collect currency from the shop or by preforming actions in the different modes. The arcade mode and the daily challenge serve to **reward the player's skills**, but mostly it **keeps the players in game** and help them to **learn the usage** of currency.

Currency Rewards		
Story Mode	**Arcade Mode**	**Daily Challenge**
Collectibles	Challenge friends	Ask friends to join
Collectibles transform into currency at the end of a chapter. Getting them is risky and requires skills.	Bet currency on victory Winner gets the currency	Reward for each victory in the chain (low) Reward for being in the top (high)
Impact: Low	Impact (on player): variable Impact (on economy): none	Impact: High

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Social Features

Friend chain

With the Daily Challenge , players are encouraged to create a friend chain by inviting and tagging their friends, as it is frequent on social networks.

It participates in the Acquisition of new players.

Also the leaderboard encourages the organization as teams and helps to create a community.

Betting challenge

The Arcade Challenge participates in the retention of the players.

A more active player will motivate its friends by requesting to play.

The highscore also pushes toward a community activity.

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THANK YOU!