

BRUTAL RACING



ELEVATOR PITCH

OVERVIEW



Brutal Racing is a racing game for adrenaline junkies. Race bizarre cars at breakneck speeds in over 2000 levels across 10 unique game modes.

Wreak havoc with rivals, power-ups, and mines.

The game offers extensive car customization and physics-based racing for a truly wild ride.

Features:

- **Over 500 km/h and sub-second 0-60**
- **Bizarre and unique car designs:** All cars are designed.
- **High-speed, high-impact racing:** Intense, fast-paced racing with plenty of opportunities for crashes and explosions.
- **Physics-based gameplay:** Non-deterministic accident
- **Multiple game modes:** Over 10 different game modes.
- **Extensive customization options:** body color, stripes, rims, stickers and customizable physics settings.
- **Power-ups and weapons:** Chaos, Teleport, mine
- **Offline gameplay / Large number of levels:** Over 2000 levels

SUMMARY

Game: Brutal Racing

Studio: Onimaze Games

Genre: Physics-Based Racing

Platforms: Console & PC & Mobile

Engine: Unreal Engine 4.27

Audience: Fans of Fast-paced, Car customization & Destructive gameplay.

Dev Stage: Finishing

Release: Mobile -> Nov 2024

PC-> Mar 2025

Modes: Single-Player

Length: All Skills -> 40-50 hours

Procedurally Levels-> Endless

Business Model: F2P



GAMEPLAY

SELECT & UPGRADE AND CUSTOMIZE YOUR CAR

HERMES SOPRANO 3,500,000

UPGRADE

CAR DATA

- Max Speed
- Weight
- Fuel consumption
- Offence - Damage
- Acceleration
- Nitro Capacity

Tire Friction 14 Wheel Travel 1 Spring Strength 150 Spring 20m 740,000

CHOOSE YOUR FAVORITE GAME FROM 10

RACE COLLECTOR BRUTALIST HUNTING

CHALLENGE

BLOW UP YOUR RIVALS' CARS

056 km/h

00:01.850

CRASH INTO OTHER CARS

DRIVING SUB-SECOND 0-60

GET DAILY AND 8-HOUR RANDOM REWARDS

DAILY OBJECTIVES

Get 10 Perfect Controls

Get 150 Checkpoints at Endless

Destroy 40 Enemy cars

Get 10 Perfect Runs

COMPLETE DAILY MISSIONS

1

2

3

1

750

650

ENGAGE IN HEAD-TO-HEAD BATTLES WITH CHEEKY DRIVERS

5500

00 VS 00

Prowler

Brain lvl. 74

1 Race


2 Collector

3 Duel

Your Name

Level 88

COMPLETE YOUR SKILLS

-  **GAME PLAY**
RACE | HUNTING | COLLECTOR 
-  **FEATURES**
MENUS | CUSTOMIZATIONS 
-  **MORE INFO**
SCREENSHOTS & ETC. 



CORE LOOP

- Choose your favorite racing game from 10 different options.
At the end of each season in every game, you can increase or decrease the number of stages in the next season. In each season, your rival's cars become smarter, stronger, and present a more challenging contest.
- With your reward coins, you can buy fuel, upgrade or customize your car, buy a new car, and become stronger.
- Every 8 hours, you get a chance to spin a wheel of fortune, and every day, you can open a treasure chest from the treasure map.
- At the end of each race, rival cars at your level will randomly challenge you to a race for a prize.
- Complete daily missions to earn various rewards.
- You have different types of energy that you can use to defeat your opponents.
- To progress faster in the game and defeat your rivals, buy coins from the store and enjoy the gameplay.

UPS

UNIQUE SELLING POINT



Brain lvl.
33



Interactive AI

The game's AI providing a constant challenge that keeps players engaged. Experience intense edge-of-your-seat gameplay as advanced AI opponents adapt to your skills, keeping you on the edge of victory.



Unpredictable

The game's physics engine leading to some truly chaotic and entertaining moments. Unexpected events like lightning strikes and exploding barrels create chaotic and unpredictable moments, thanks to the game's realistic physics.



Hunting Game

This game mode offers a unique challenge: players must focus intensely to hit and explode moving vehicles. The constant risk of failure, near misses with NPCs and the thrill of the final explosion create a highly engaging and addictive gameplay loop. Spectators also experience intense excitement as they watch players strive for victory.



Chaos Energy

The game's unique "chaos" mechanic adds a layer of unpredictability and excitement to each encounter. Experience chaos as time slows, and enemy vehicles become suspended in mid-air. Unleash devastating attacks or make a last-second escape to claim victory. Feel the satisfaction of controlling the chaos and taking revenge



NEW SPORTS CARS THAT AMAZE PLAYERS

GAME VIEW

GAMEPLAY



GAME MODES

- **Time Trail:** Collect checkpoints before time runs out.
- **Race:** Race against other cars and finish first.
- **Collector:** The car that collects the most checkpoints wins.
- **Brutalist:** Similar to a time trial, but with a black car chasing you to destroy you.
- **Hunting:** Thrilling experience: chase Ferrari cars, hit them to make them explode.
- **Duel:** The car that survives until the end wins.
- **Challenge:** 28 different challenging and fun games in each season.
- **The Brutal Racing:** Similar to a race, but with multiple black cars chasing you to destroy you.
- **Brutal Hunting:** Similar to a hunt, but with a black car chasing you to destroy you.
- **Endless:** Each checkpoint you collect slightly increases the remaining time. It's a record-breaking game.





Tobe Tyrant



Old Timer



Hellish Rhino



Savage Knight



Vanguard Wolf



Aggressor



Serpent Soul



Hermes Soprano

+ 217,350

GAME VIEW GARAGE



SAVAGE KNIGHT

620,000



UPGRADE



CAR DATA

■ Max Speed	364 Km/h
■ Weight	2,200 Kg
■ Fuel consumption (100km)	25.5 L
■ Offence - Defence	15.5 N
■ Acceleration (0-100 km/h)	2.27 s
■ Nitro Capacity	250 ml





GAME VIEW

MAIN MENU

- Destroy 40 Enemy cars 3
- Get 10x 1st at The Brutal Racings 1,000
- Drift for 1000 meters 250
- Get 10 Perfect Flights 1
- Get 25 Perfect Controls 3
- Get 25x 1st at Races 2,000



YOUR NAME

00

LEVEL

00:00:00 0 km



01 100	04 100	07 100	10 100
02 100	05 100	08 100	11 100
03 100	06 100	09 100	12 100

13
150

Unlock Rule
Get 20 stars

Unlock Rule
Get 20 stars



Unlock Rule
Get 20 stars

GARAGE 4

SELECT CAR
TUNING UP
UPGRADE

GAME TRAILER



FEATURES

DIVERSE ATMOSPHERE



THUNDER
DYNAMIC THUNDER STRIKING CARS



SNOW
SNOW AND BLIZZARD



FOG
A VARIETY OF FOG TYPES



DAYLIGHT
DEPICTED IN 18 DIFFERENT VISUAL REPRESENTATIONS

WEATHER
SPECIFIC WEATHER CONDITIONS

FEATURES

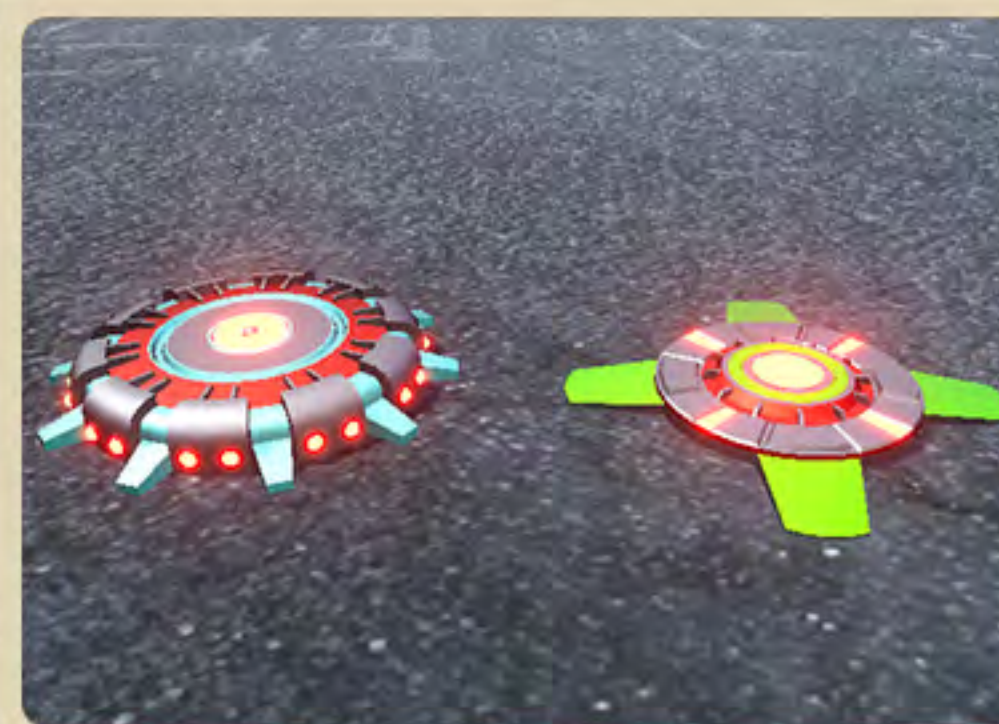
INTERACTIVE OBJECTS



Attackers



Explosive barrels



Mines



Jumper Gate



And much more...

The game has many interactive objects that make the gameplay dynamic in different parts of the game and challenges.



Rotator Gate



- ✓ Bronze Gift Map
- Silver Gift Map
- Gold Gift Map



Luck

FEATURES
REWARD ENGAGEMENT

Implementing time-limited rewards to complement daily missions and NPC-initiated random challenges, creating a sense of urgency and player engagement.



Next Fortune Wheel
07:52:32 Skip it!



FEATURES

PHYSICS SETTINGS

CENTER OF MASS SETTINGS
WEIGHT SETTINGS
STABILITY CONTROL
SPRINGS
AXLE



KG

Car Mass: 1,400 Kg



Stability Control

Car stability during rotation



Tire Friction

6

Wheel Travel

12

Spring Strength

150

Spring DownForce

200

Back Axle

100



10

Front Axle




100



FEATURES

UPGRADE & CUSTOMIZE

UPGRADE

 53,000	 34,000	 26,000
Nitro Capacity	Offence Defence	Car Acceleration

35 Body Colors | 25 line colors | 11 glass materials

Wrench icon | X icon | 4 body color swatches | 4 locked body color swatches (3,600 each)

17 Sport rings

Wrench icon | 17 sport ring icons with prices: 00, 23,000, 23,000, 23,000, 48,000, 48,000, 48,000

Possibility of changing tire color / tire's text

Wrench icon | 10 different racing tire designs with prices: 12,000, 12,000, 12,000, 12,000, 12,000, 12,000, 12,000, 12,000

64 different sticker designs with color options

Wrench icon | 8 different sticker designs with prices: 15,600, 15,600, 15,600, 15,600, 15,600, 15,600, 15,600, 15,600

8 Sport & Muscle car





TARGET AUDIENCE

Primary Target Audience:

Age: Primarily young adults (18-35) and teenagers (13-17).

This demographic is known for its affinity for fast-paced, action-oriented games.

Gender: The intense, destructive nature of Brutal Racing could potentially appeal more to male gamers.

Gaming Experience: Both casual and hardcore gamers can enjoy Brutal Racing.

Secondary Target Audience:

Nostalgia: Gamers in their late 20s and early 30s who grew up playing arcade racing games.

The over-the-top action and chaotic gameplay of Brutal Racing could evoke a sense of nostalgia.

Enthusiasts of destructive gameplay: Players who enjoy games like Wreckfest or FlatOut.

Interests and Preferences:

Adrenaline junkies: Individuals seeking high-octane, intense gaming experiences.

Customization enthusiasts: Gamers who enjoy personalizing their in-game characters or vehicles.

Competitive gamers: Players who enjoy challenging themselves and others in multiplayer modes.

Fans of physics-based gameplay: Gamers who appreciate realistic physics simulations that lead to unpredictable and entertaining outcomes.

WHAT PLAYERS ARE SAYING

Reza

Bazaar Store



Hi, the game is excellent. I highly recommend everyone try it at least once. It's an incredible game, better than Need for Speed The Run.

Amir Ali

Bazaar Store



I loved the graphics, they were so cool If your phone is fast, I recommend installing it. It lags a bit on weaker phones but it's great on other phones
The added treasure maps are really cool 😊

Anakin Sky Waker

Myket Store



✓ Natural sound ✓ Best game quality on Myket ✓ Maximum drifting enjoyment ✓ Never gets boring ✓ Excellent ✗ No weaknesses
, the best car game on Eitaa is really good. It has no weaknesses and has the best quality. The gameplay is great. You should definitely install it, you won't regret it.

Saman

Myket Store



✓ Excellent graphics
✗ No weaknesses
Look, dear developer, I'm sure if you keep producing great games, you'll become one of the biggest companies in the world. Thank you for making Iranians proud with this game you created.

AMIR™

Myket Store



✓ Excellent graphics ✓ Engaging and innovative gameplay ✓ Many game modes 😊 ✓ Reasonable size 🍰 ✓ Excellent responsiveness and support
God 🍰

710.65s	1008.64s	1438s	1334s	654s	529.6s	1337.5s
173 users	33 users	22 users	4 users	7 users	5 users	4 users
932.78s	1688.7s	1537.32s	985.31s	640s	752.4s	638.84s
			13 users	13 users	16 users	7 users
			294.88s	465.67s	693.67s	1609.4s
			8 users	3 users	6 users	5 users
			1519s	1725s	—	
24 users	7 users	4 users	4 users	3 users	1 users	

MARKET OPPORTUNITY

● While there's no exact game that mirrors our game's structure, our research shows that **similar games**, sharing certain elements, have achieved **significant commercial success**.

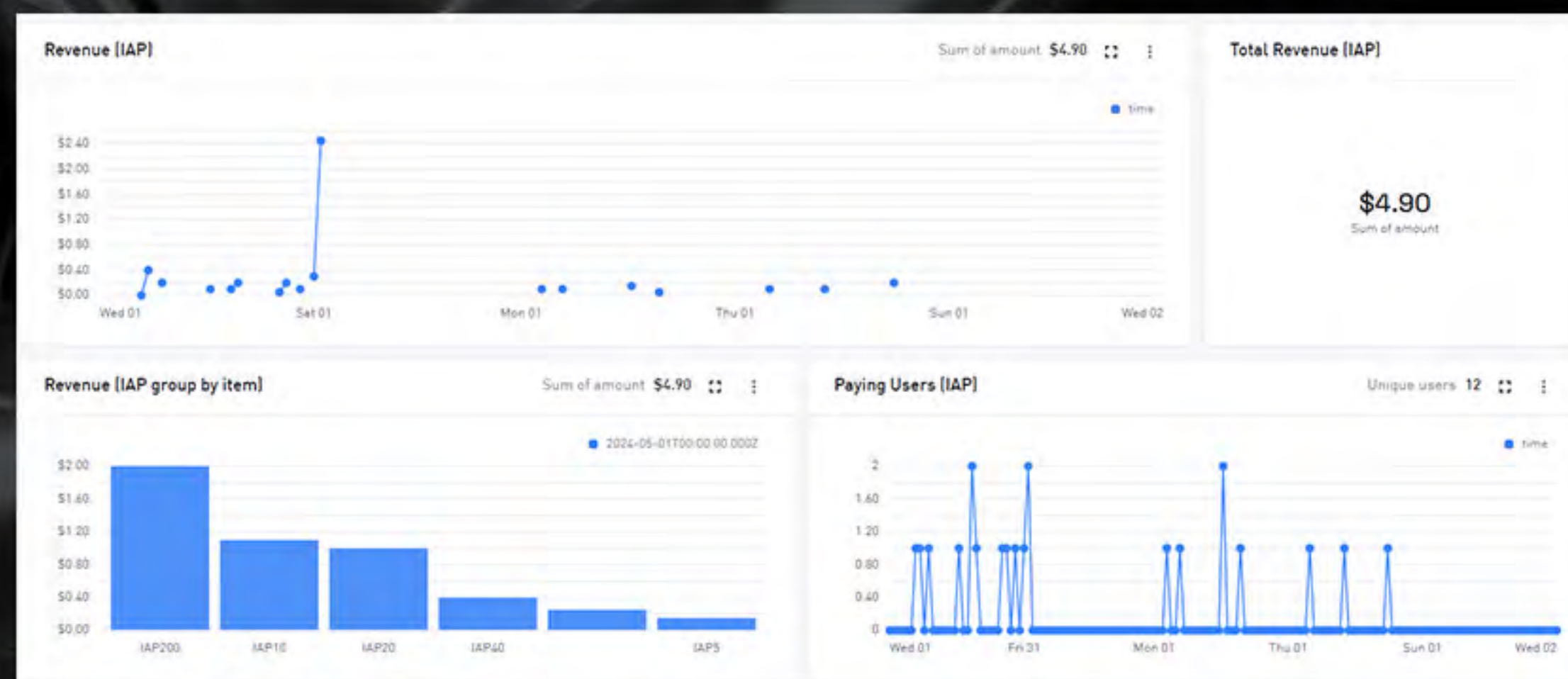
● Our mobile version has garnered overwhelmingly **positive feedback from users**, with **93%** of initial reviews rating it **4.8 out of 5 stars** based on **5,700 installs**. The average daily playtime is impressive, with players spending 14 minutes on their first day, increasing to 20 minutes on the second, and stabilizing at 18 minutes by the seventh day. Despite these strong metrics, we acknowledge that the **full potential of the game is truly realized on PC**, where players can experience a more intense and immersive gameplay.

● **In-app purchases** range from small transactions to significant ones, with approximately **0.39% of all installs** making a purchase and a remarkable **14% of users** who continue playing for **more than 7 days** making a purchase.

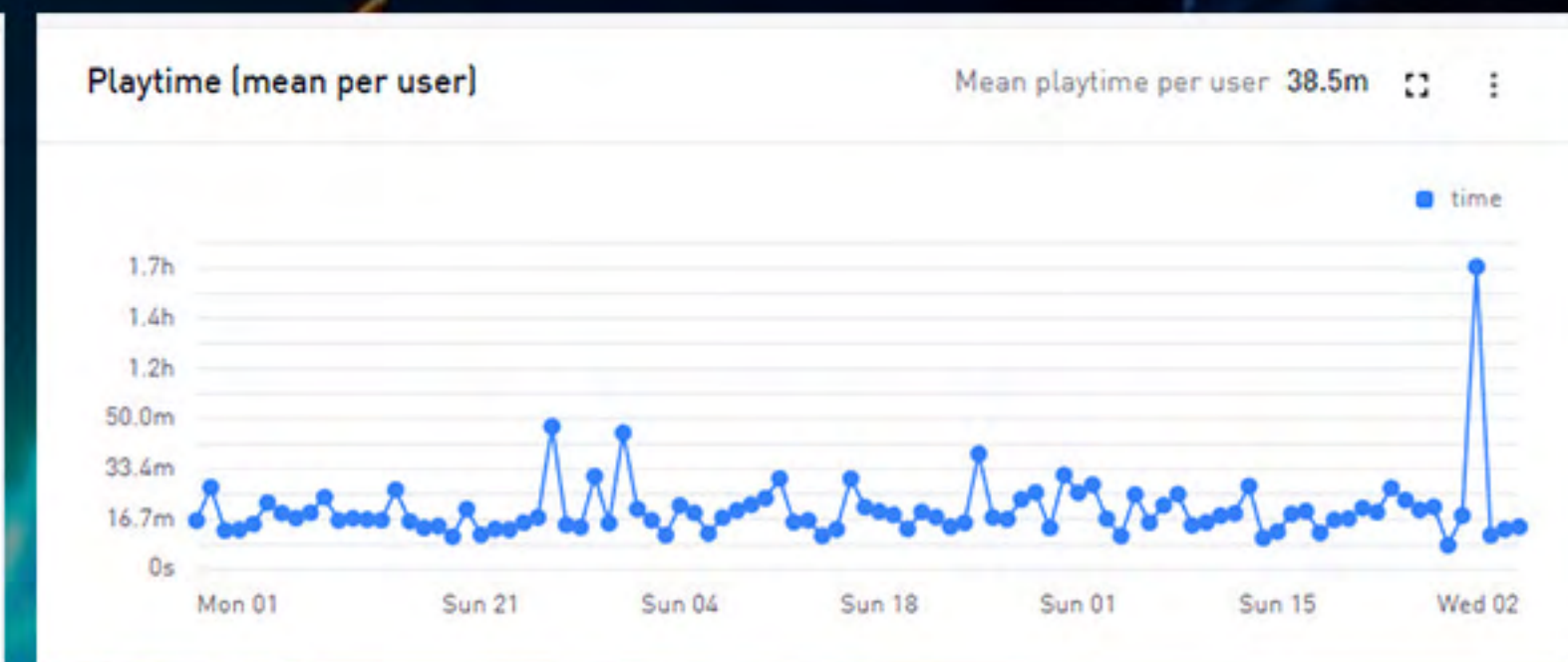
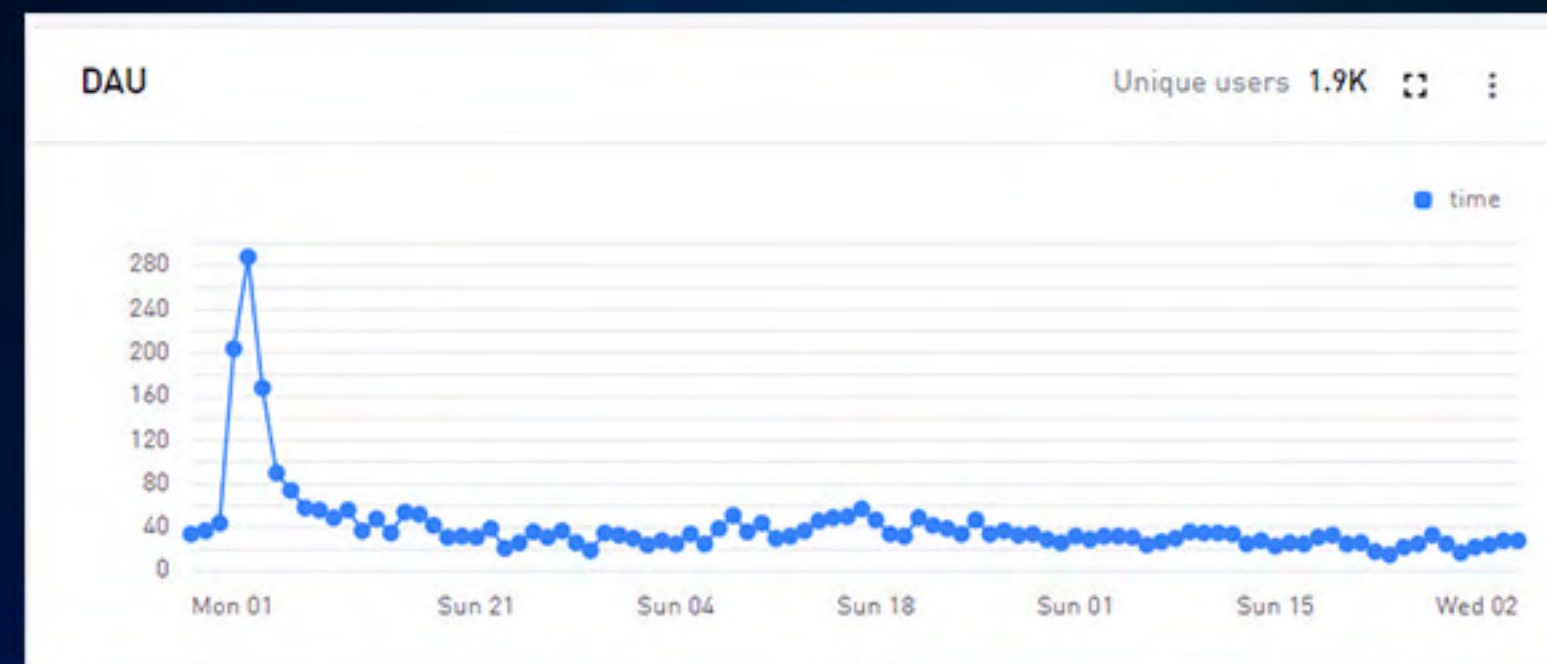
● **Don't just take our word for it.** Experience the thrill and satisfaction of the hunting game firsthand, especially **on PC where the game truly shines**.

Notice: These numbers are just for Steam; The games sold way more worldwide. Reference: vginsights.com

#	Logo	Name	Price	Est. revenue	Est. units sold	Avg. Playtime
1		NFS: Hot Pursuit	\$39.99	\$12.8m	1.1m	18.5h
2		Asphalt Legends	F2P	N/A	1.9m	5.6h
3		Destruction AllStars	\$39.99	N/A	N/A	12h
4		Rocket League	N/A	\$218.1m	18.8m	298h
5		HOT WHEELS UNLEASHED™	\$39.99	\$6.7m	209k	9.0h



USER ANALYSIS



We've implemented **numerous parameters** from the initial stages using a game analytics platform to **analyze player behavior**. The game is currently undergoing **limited testing** and analysis on the **Iranian mobile app store** for **about six months** now, and we've been collecting and analyzing data.

In the first three months of the soft launch, we **made changes and additions based on user behavior**, some of which **increased player retention and playtime**.

Nearly all aspects of the game, including monetization, can be closely examined.

While the game has had limited sales and provided some initial insights, it's insufficient for a comprehensive commercial analysis (approximately 5,700 installs).

We understand that Iran isn't the ideal market for an initial test, but due to our limitations, we had to test the game under these circumstances.

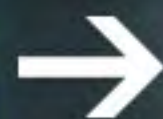
We also recognize that the game requires adjustments to maximize commercial results. For instance, **adding a tutorial increased player retention by about 25%**. One strong hypothesis is that incorporating an exciting tutorial in the form of a short story at the beginning of the game could further boost player retention, as our current players tend to stay engaged for long periods after the initial hook.

We're eager to leverage your expertise and experience to improve this project.

We can provide more details and research findings if needed.

REFERENCES

BRUTAL RACING



TIMELINE

Early access
PC
Dec 2024

Analysis of feedback
Changes required
by the audience
Jan 2025

Console
porting starts
Jul 2025

First DLC
More cars, lands & etc
Jul 2025

Localization
7x languages
Oct 2024

1.0 release
Mobile only
Nov 2024

1.0 release
PC
Mar 2025



SUMMARY

Monetization strategy:
Free-to-play model

Development status:
Finishing stages

Release dates:
● **Mobile: November 2024**
● **PC: March 2025**

Brutal Racing is a physics-based racing game that offers intense, fast-paced gameplay with plenty of opportunities for crashes and explosions. Players can race bizarre cars at breakneck speeds in over 2000 levels across 10 unique game modes. The game features extensive car customization options, including body color, stripes, rims, stickers, and customizable physics settings. Brutal Racing is a high-octane, physics-based racing game designed to maximize player engagement and monetization.

Key features:

High-speed, high-impact racing, Physics-based gameplay, Extensive customization options, Multiple game modes, Power-ups and weapons, Proven monetization model, Engaging gameplay loop

Key selling points:

- **Innovative Gameplay:** Our unique "**chaos**" mechanic and **hunting game mode** provide a fresh take on racing, offering intense, unpredictable gameplay that keeps players engaged.
- **Deep Customization:** Players can personalize their vehicles to the extreme with a wide range of customization options.
- **Procedurally Generated Levels:** Over 2000 levels ensure endless replayability.
- **Engaging AI:** Our advanced AI opponents adapt to your playing style, providing a constant challenge.

Target audience:

Adrenaline junkies, Customization enthusiasts, Competitive gamers, Fans of physics-based gameplay

Brutal Racing is more than just a racing game; it's an experience. We believe that with the right publisher, Brutal Racing has the potential to become a major success.

DEVELOPMENT IDEAS

High Budget Feature



Expanded Game World Urban Environment More Vehicles

The number of playable maps can be increased to offer greater visual variety. An urban environment can be added as a new racing venue. A wider selection of vehicles can cater to a broader range of preferences



More Practical Energies

In-game energies can offer a wide variety, creating greater differentiation. For example:

- Jump Energy: Instantly boosts the player's speed, allowing for powerful attacks on other vehicles.
- Hover Energy: Enables acrobatic maneuvers, spins, and jumps over obstacles.
- Offensive Energy: Temporarily equips the vehicle with a machine gun to damage other vehicles.
- Guided Missile Energy: Launches a guided missile.
- & etc.

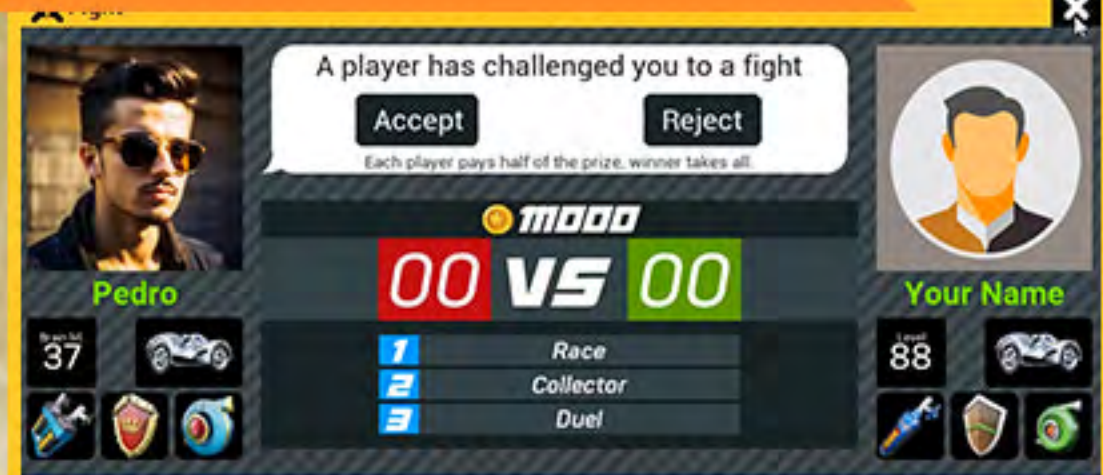
High Budget Feature



Vehicle Destruction

Vehicles can be constructed with more advanced components and shaders to display damage more realistically. During collisions, damage can be visualized on individual parts, and components may even detach.

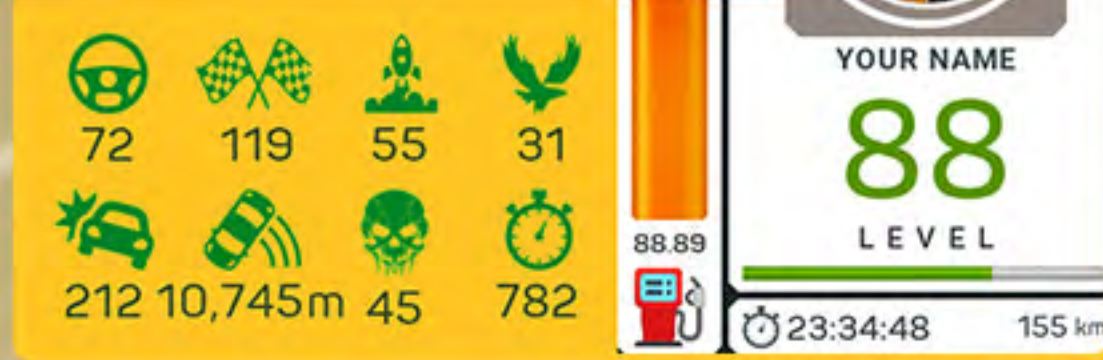
High Budget Feature



Multiplayer Mode

Due to the game's physics, adding multiplayer is complex but possible. Our initial focus was single-player, but we may add multiplayer if needed.

High Budget Feature



Online User Profile

Online profiles offer personalized purchase management and incentivize user referrals through a hierarchical structure. Users earn rewards and can visualize their referral network.

Adding a storyline to game

As a complementary or alternative idea, various gameplay mechanics can be integrated into a narrative, allowing players to follow the story and its characters through comic-like illustrations between levels, providing additional motivation to continue playing. A storyline enhances the game's engagement but may shorten its overall length.

THANK YOU FOR CONSIDERING!



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