



**Resurrecting the  
Band Experience**

the  
**HITBOX**  
GAMES  
Team



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Musical Director



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Weapons Creator and  
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Adviser



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Designer



In addition to our executive team, we will bring on:

- Producers and advisors from former Harmonix and Red Octane teams
- Two separate development teams to take on both separate game elements of Rockit



Welcome to

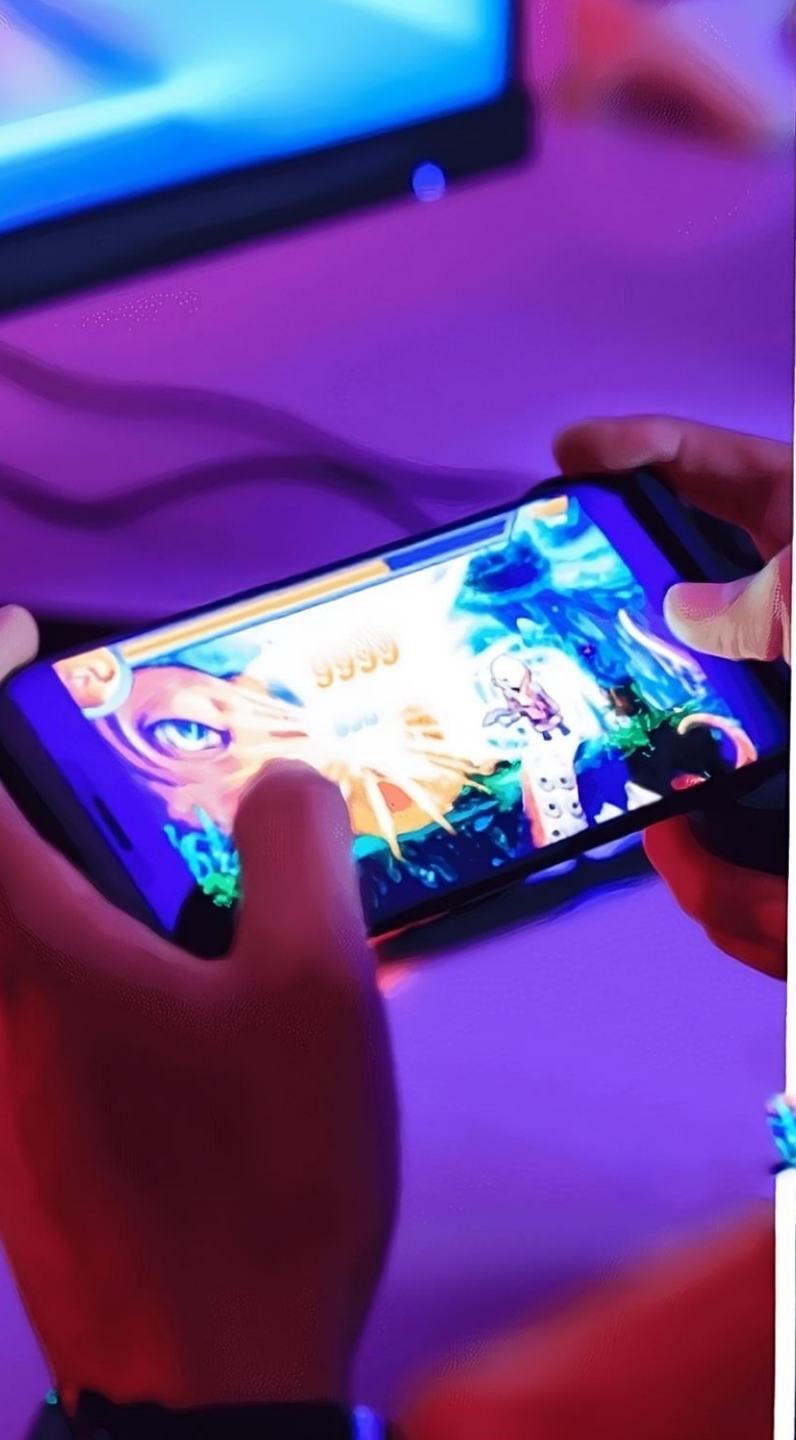


Where the classic rhythm game meets cutting-edge VR technology, offering an unparalleled rock band experience on both VR and traditional gaming platforms.

# Our Vision

To reignite the passion for rhythm games by expanding the existing gameplay feature sets, being cross play and multiplatform, and, additionally, leveraging VR's immersive capabilities, creating a game that's not just about playing music but living the rockstar dream.





**PC, Console, and Mobile  
Game Feature Set – Non VR**

Designed for every gamer, 'Rock It' offers stellar graphic performance whether you're on an entry-level PC, high-end console, or anything in between.





## Community Gaming and Multiplayer

- Create or join 'Labels', our version of clans or guilds, for a community feel.
- Compete in Tournaments, share strategies, chat, and team up for performances.
- And if you can't all be in the same room at the same time, use our new MIXR feature fix

# The MIXR

A futuristic DJ booth with glowing blue and orange lights, a turntable, and a microphone. The scene is set in a dark, high-tech environment with various colored lights (red, blue, green, yellow) creating a bokeh effect in the background. The DJ booth features a turntable with a glowing orange and yellow ring, several glowing blue buttons, and a microphone on a stand. The overall aesthetic is sleek and modern.

The MIXR systems allows each band member a set number of tries to record his part of each song for multiplayer without the other members being present. Once all members have created their tracks they will be synched and added to the song to provide a total BAND score for a multiplayer round or competition.

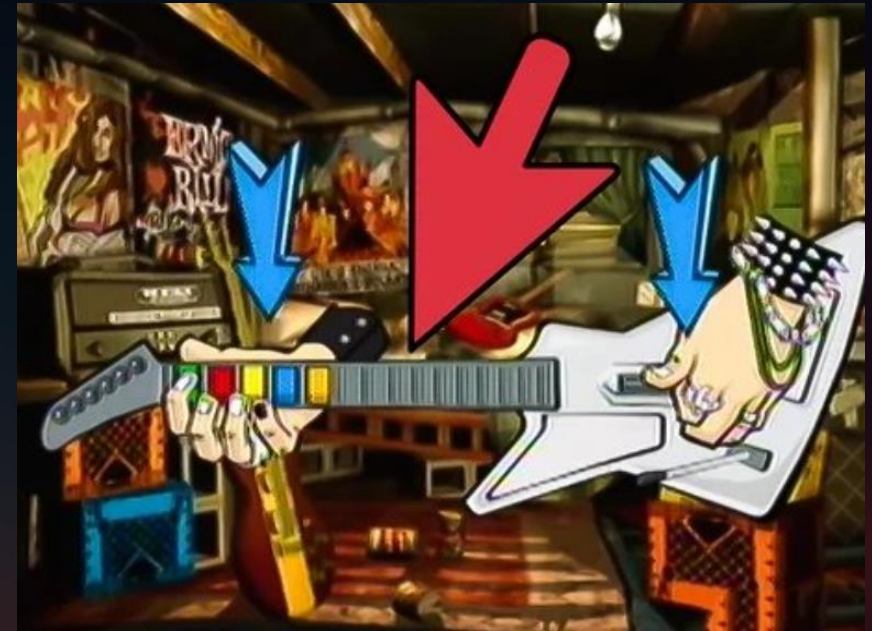


# Unique Virtual, IAP, and Physical Items

Win or purchase unique items,  
both virtual and real. From  
custom and licensed guitars to  
exclusive costumes, we blend  
the game world with the real  
world like never before.



# 5 Button Support



Our guitars boast up to 5-button support, challenging novices and masters alike with each song.

# Use Any Existing Controller



Already have a favorite controller? Use it with 'Rock It' by grabbing a dongle from our website.

A futuristic, cyberpunk-style character with a blue and red body, standing in a vibrant, neon-lit cityscape. The character has a blue face with red markings, red hair, and a body that is a mix of blue and red, with intricate mechanical details. The background is a dense, colorful cityscape with tall buildings and a bright, glowing sky.

# 1000's of Character to Choose From

Create your own rockstar avatar or chose from a vast array of real-world musicians! Dive into extensive customization options, earn unlockable content, and express your unique style on the virtual stage.

# The Largest Song Library Ever for this Genre



- HUGE LIBRARY OF SONGS WITH ADDED IAP BAND SETS TO COME
- NOT ONLY MAJOR ACTS BUT WILL INCLUDE 100'S OF INDIE ACTS TO THE LIBRARY
- IN TALKS WITH XM SATELLITE RADIOS INDIE MUSIC CHANNELS

# VR Game Feature Set

Will Support all Existing Headsets





**Rock-It goes beyond with VR, AR, and holographic gameplay, offering ultimate musical immersion.**

# Why Rock-It for VR?

- Games like Guitar Hero and Rock Band made it cool for the family to sit down and play.
- They increased video game adoption for people who would never think about playing video games.
- We think that **Rock-It** could become a **system seller** and will **bring in those who never thought of owning or playing VR.**
- **Familiarity with the gameplay** and the excitement to bring back the **familiar feeling** from Guitar Hero will **bring them into the VR.**





Become the Rock Star



**STEP INTO THE SHOES OF YOUR FAVORITE BAND MEMBER.**  
Rekindle your rockstar fantasies. Elevate your performance  
from living room to virtual stage and beyond.

# WYSIWYG Stage and Concert Venue Editor

A 3D rendered stage setup for a concert. The stage is illuminated by several spotlights from above, creating a dramatic atmosphere. In the center, there is a drum kit with a cymbal stand. To the left and right of the drum kit are large floor monitors. In the foreground, there is a smaller monitor. The stage is surrounded by a metal truss structure. The background is dark, making the stage elements stand out.

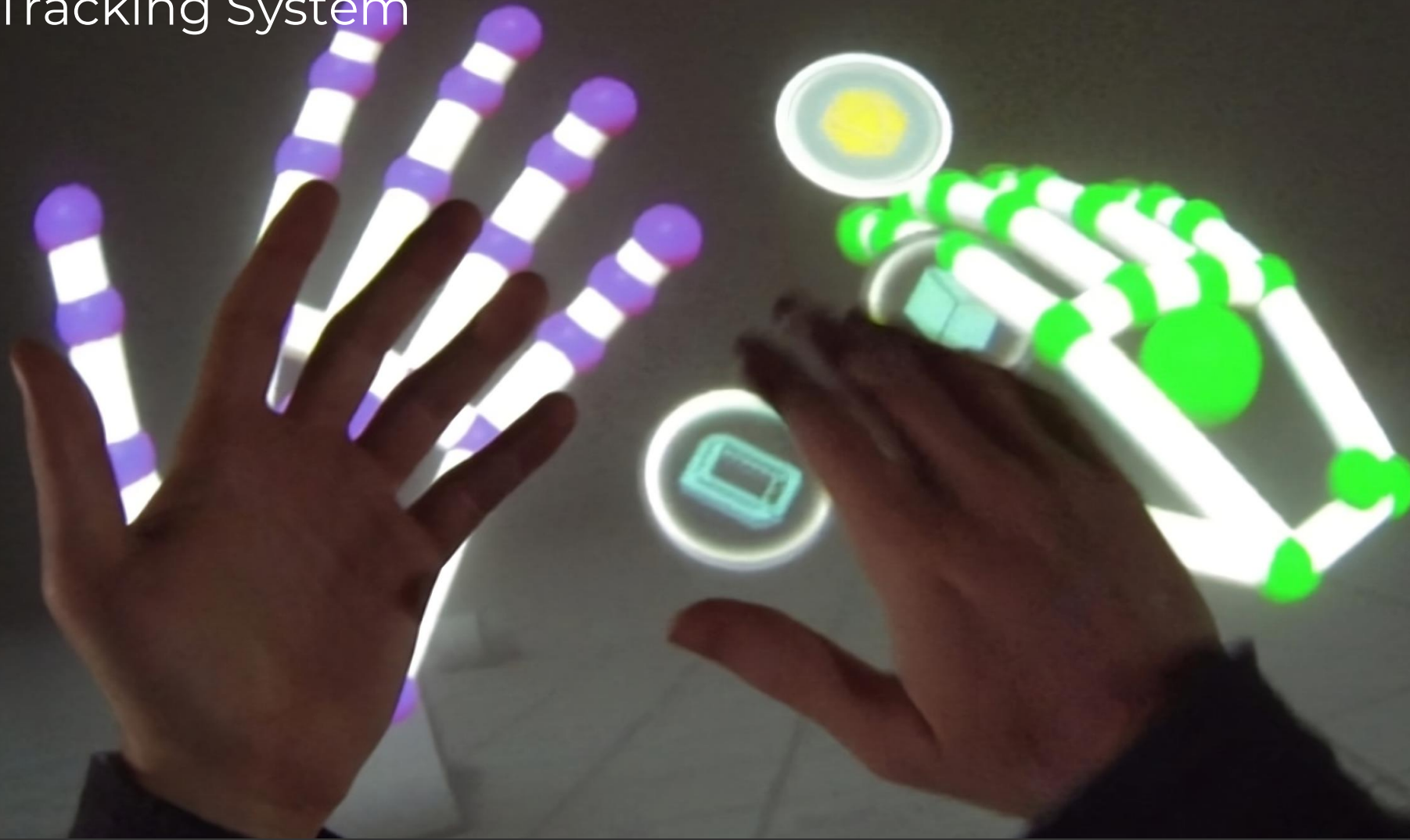
**Create your dream venue with our AR stage-building feature. It's like SimCity for rockstars.**

Win Over the Crowd or Die on Stage

Feel the crowd's energy. Your performance in 'Rock It' isn't complete without winning over the virtual audience.



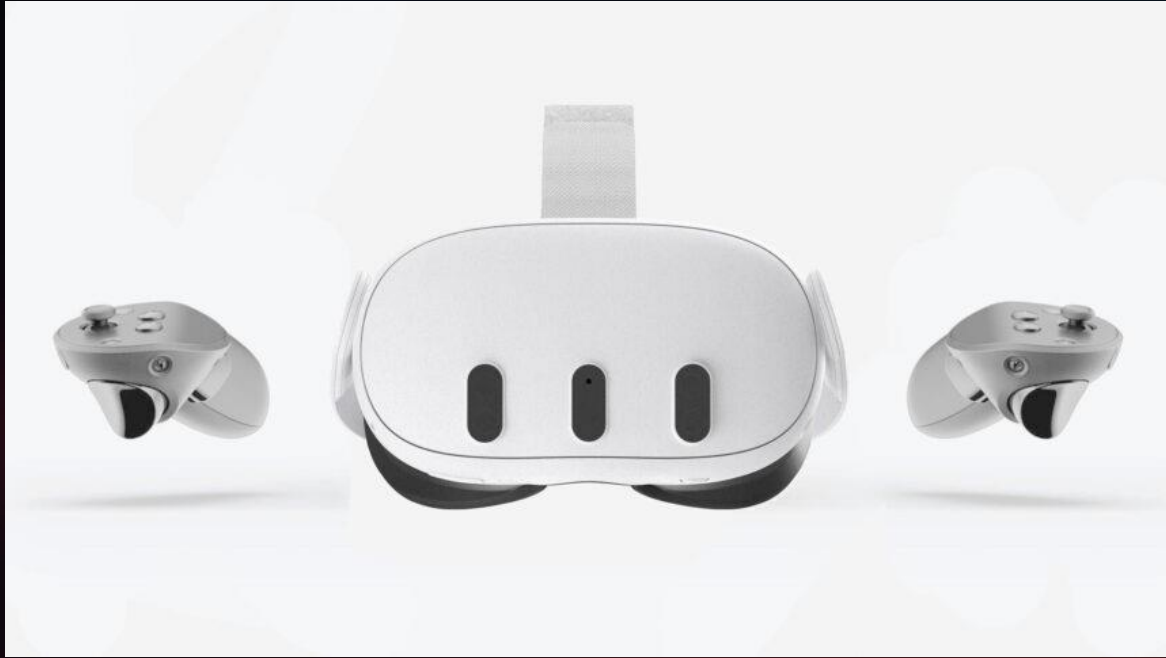
## Hand Tracking System



**With a more advanced and intuitive hand-tracking system, 'Rock It' lets you play naturally without any controllers**

**This type of gameplay results in a more air guitar-like experience that so many over the years have enjoyed**

# VR Controller Support for a more realistic guitar playing experience with or without a custom-made guitar prop complete with a strap - much like the FPS gun one shown here



- 3 Button Support for more of an enhanced VR gameplay experience
- Movement tracking up to a full stage in size
- Realistic Rock Star moves that you can follow via hologram

# Real Drum-like VR tracking by adding or available VR controller drumstick and pedal attachment



- Feel like a real drummer as you hit rhythm-based cues
- Up to 5 note support for more serious game play
- Pre-programmed real drum solos from the best players in the world that are playable on demand

**Sing your heart out with a mic in hand or go wireless with our headset attachment. 'Rock It' has your vocals covered.**



# VR Meet and Greets



- Join virtual meet and greets with your favorite bands
- Get digital items signed and then delivered physically right to your doorstep.



# Augmented concert and music videos bringing the show right into your living room



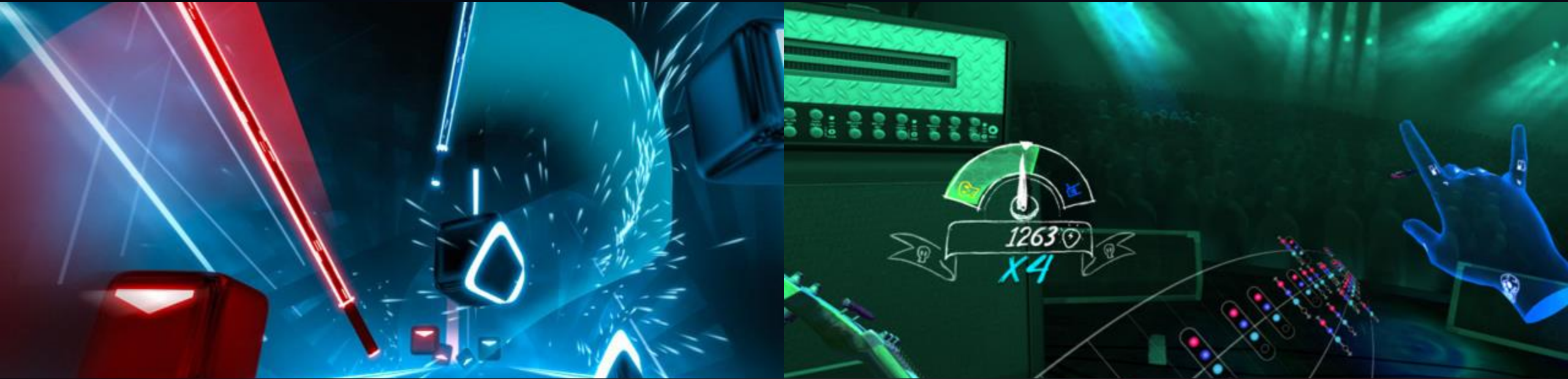


**Band focused areas where people can interact with others and explore the bands materials and offerings**

**Live scheduled concerts tapped into the bands camera system providing you with crowd noise and the ability to be at certain venue live**



# Our Competition



## BEAT SABER

Beat Saber is a VR mega-hit rhythm game with nearly \$200 million in revenue.

**What we like:** Fun and engaging gameplay with simple controls and a wide selection of music.

**What we don't like:** Visually repetitive, focus only on rhythm, no real live connection

## UNPLUGGED

„VR is home to many terrific rhythm games, but ‘Unplugged’ may have the coolest hook. It’s a game about playing air guitar and by that it means one does only play with their hands’ thanks to hand-tracking technology” The Verge

**What we like:** Visuals, the feeling of being on the stage, UI of cues..

**What we don't like:** Hand tracking is not delivering ultimately, and it's the main user complaint about the game. Games focus only on playing the guitar.

# Our Competition



## ROCK BAND 4

“Rock Band 4 remains every bit the magical cooperative gaming experience the series has always been. Getting a band together in the living room to rock out creates some incredible moments of musical joy.” IGN review

**What we like:** Huge number of songs and DLCs

**What we don't like:** This is a decade old hit game, and ready for a successor.

## Fortnite Festival

„Fortnite Festival is a new music-driven, rhythm-based game, and Epic experience. Fortnite Festival is playable as two unique experiences: Fortnite Festival Main Stage and Fortnite Festival Jam Stage. In both modes, players can party up with 3 others (max 4).” Fortnite official description

**What we like:** Fresh take on the rhythm games with interesting modes like Duel, Arena and Music Battle. Fortnite Festival will also bring support for RB4 instruments.

**What we don't like:** It's not a spiritual successor of Rock Band... yet.

**Introducing our Musical and Stage Director - John Moyer from Disturbed. Bringing raw energy and authentic rock vibes to 'Rock It', John's expertise shapes a game where every note pulses with the heart of a live gig. Get set for a rhythmic journey fine-tuned by a rock legend.**



# Development & Project Scope

The initial scope of the project:

- Playable guitar, bass, drums, vocals
- Single player mode
- Multiplayer mode
- Global leaderboards
- 50-100 tracks, 10 concert stages, vast selection of band members and instruments skins

Estimated budget:

- \$12.5M USD
- Future expansions:
- More content: new bands, new tracks, new stages
- New modes: competitive modes, story mode, world tour mode, events

# Sales Estimates



- **Estimated 12 months' net sales at \$60M to \$120M**
- Base game MSRP \$29.99
- DLCs:
  - Tracks and tracks packs
  - Skins for band members and instruments
  - Stages and concert locations
  - Tour packs

## Competition

- Beat Saber (released May 1st, 2018)
  - Estimated revenue: \$200M
- Ragnarock (released Oct 21st, 2021)
  - Estimated revenue: \$1.0M - \$1.3M
- Smash Drums (released Dec 2nd, 2021)
  - Estimated revenue: \$950k - \$1.3M
- Unplugged (released Oct 21st, 2021)
  - Estimated revenue: \$650k - \$850k



# THANK YOU

