

TankTrouble 3D

Working title

A **free-to-play e-sport online multiplayer** game with a top-down perspective where stylized tanks shoot at each other





GENRE & PLATFORMS

Online multiplayer top-down tank brawler with cross-play support

Android, iOS, PC, Web

SUMMARY

TankTrouble 3D is a **free-to-play online multiplayer** game with a top-down perspective where stylized tanks shoot at each other.

The battles takes place on **randomly generated maze-like** maps, and the tank projectiles bounce off the walls.

Each match is 90 seconds long, **up to 4 players** compete to destroy each other's tanks.

THE HOOK

IT'S A CLASSIC TOP-DOWN
TANK BRAWL...

...BLENDED WITH PONG



CORE PILLARS



- **Cross-play** multiplayer
- Simple and **easy to learn**, hard to master mechanics
- **Fast-paced** combat
- Leveling up, **upgrading** and **customizing** tanks
- **No violence**, child friendly
- Randomly generated **maze-levels**
- Weapons **power-ups** during matches

THE HOOK

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ECONOMY AND PROGRESSION



- **Dual-Currency** - standard(coins) and premium currency(gems).
- **Progression - leveling** system, **skill-points** upgrades, tracking detailed character stats
- **Deep Customization - tank parts, dogs and cosmetics** (gadgets, emotes, particles, effects) with **rarity variations** (Common to Legendary)
- **Tactical Consumables** - Limited time in-game **power-ups**
- **Native achievements** - Steam, Playstation, Xbox, Android, iOS

SHOPS AND MONETIZATION



- **Cross-Platform IAP** - **Android** (Google Play), **iOS** (App Store), and **Web** (Xsolla), supports **global discounts** and **bonuses**
- **Items Shop** - cosmetics, consumables, lootboxes. **Standard** and **premium** items. **Level-locking** and **piece-locking**, time-exclusive drops, and **customizable pricing**
- **Lootboxes** - different **rarities**, random **rewards**. Available to earn or purchase
- **Ads** - **video** rewards and **interstitials** from **IronSource** (Mobile) and **CrazyAds** (WebGL). **Ad-free IAP**

PLAYER ENGAGEMENT AND RETENTION



- **Daily Missions** – randomized **objectives** and **rewards**
- **Daily Rewards** – better rewards each day, peaking after X days
- **Battlepass** - **Mission campaign**, **free** and **paid** reward **tiers**, premium **bonuses** and **discounts**
- **Offers** - **Local** (game-generated) & **global** (backend scheduled). **Bonuses** & **discounts** to XP/currencies/prices...
- **Announcements** – Schedule In-game **pop-up news**
- **Tournaments** – Time-limited, varied **objectives** (ex. most grenade kills), **position-based rewards**(Gold, Silver, Bronze), **Real-time leaderboards** and **rewards collection**

LIVE-OPS, ANALYTICS MATCHMAKING



- **Economy Calibration** - sets **pricing** and **progression** from **LiveOps backend**.
- **Cross-play Matchmaking** - Powered by **Photon Quantum**, low-latency, low-bandwidth, features **bot hot-swapping** for disconnects, and supports **ranked matchmaking**.
- **Cross-Progression** - Cost-effective **Google Firebase** architecture, **one account** across all platforms
- **Detailed Analytics** - **Google Big Query** integration tracks every button click, purchase, and match action. Accurate **session replay** and **cost-effective**, usage-based **billing**
- **LiveOps Backend** – manage players, calibrate economy, view analytics, create offers and news

KPIs

Results from **Beta Test** with ~500 players



Platform	Players	D1	D3	D7	D30
Android	221	50%	25%	17%	7%
Web	247	45%	26%	15%	6%

CURRENT STATE

- **PC, Android & iOS versions** are finished with completed **alpha closed test** for **stability** with the community
- **Cosmetic content** for **first 6-months** after release is already locked in the game
- **All Gameplay & Monetization features** are fully implemented
- **LiveOps Backend** is tested and ready for production



PUBLISHING

- We are looking for a **mobile publishing partner**
- Publisher should **handle the marketing** and **community management** and help with **tuning** the in-game economy and **monetization**
- We are offering a percentage of the **game revenue**



THANK YOU FOR YOUR TIME

Let's schedule a meeting so we can tell you more

<https://thesixthhammer.com/meet>

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