
EXPIRED
WORLDS

Overview

Name:	Expired Worlds	**Platform**	PC; (Consoles?)
Genre:	Roguelite Survival City Builder	**Dev. Budget:**	From €325.000
USP:	Outlast Natures Wrath	**Price Point:**	$24,99 to $29,99
Playtime:	~45-75 Minutes per Planet	**Breakeven:**	~50.000 copies
Announcement:	TBA	**Target Aud.:**	Strategy Gamers, Streamers, Replayability Enthusiasts
Release:	2027/2028		

Main Inspirations (Images link to Steam)







Vision Statement

Expired Worlds is a Roguelite Survival City Builder where players fight nature itself.

Deploy your high-tech drill, build a temporary settlement, and harvest critical resources from worlds doomed by floods, volcanoes, and meteor strikes. **Settle**, **Withstand** and **Escape** before your mission ends in ruin.

Expired Worlds combines an exciting survival fantasy with fast-paced city-building. In runs of 45 to 75 minutes, players choose from random buildings and establish a strategy to drill for as many resources as possible and escape before nature devours them.

The Game

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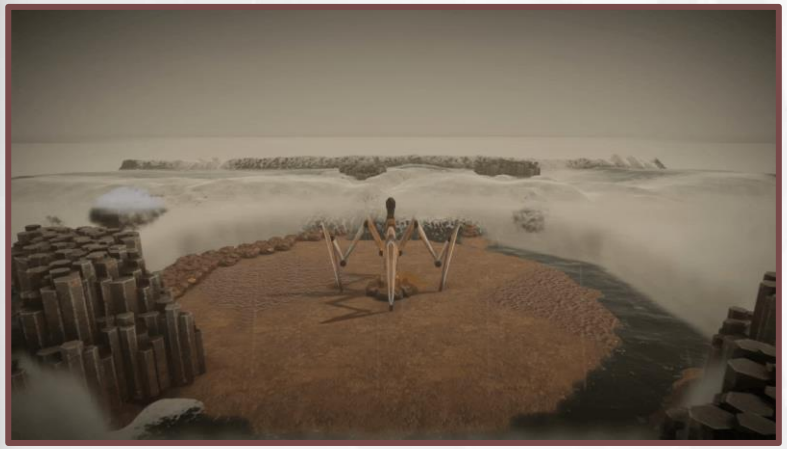
If PDF/Video doesn't start: https://www.youtube.com/watch?v=bAP97p4_nu8

USP

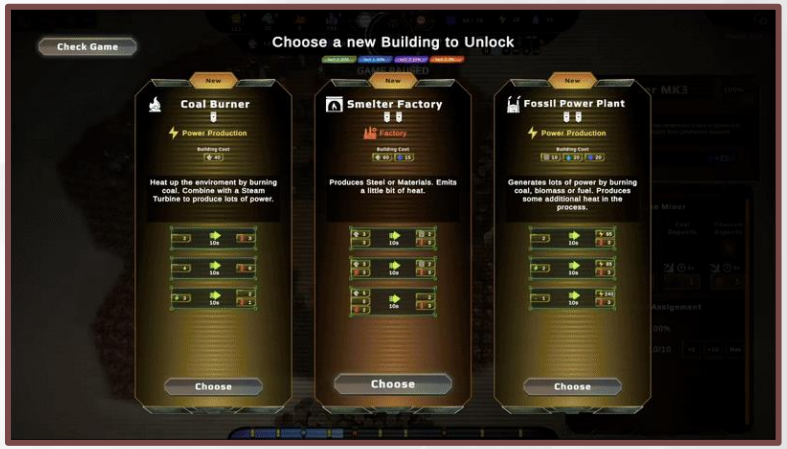
Nature is against you



Outlast Nature’s Wrath.
No factions, no war.

Survive the sheer force of mother nature taking shape of physics-based catastrophes.

Tense Roguelite Strategy



Upgrade your drill and choose new buildings to unlock.

Evolve strategies across random generated maps and different catastrophes.

Settle. Survive. Escape.



Experience a fast-paced City Builder gameloop.

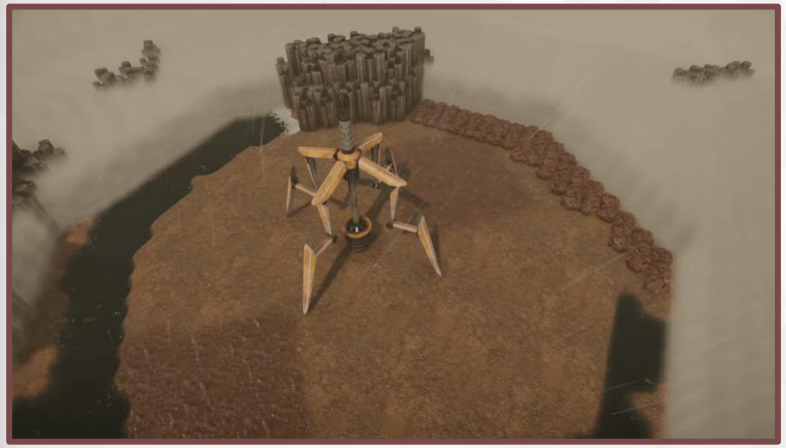
Plan ahead to extract as many resources as possible and escape before it’s too late.

The Vertical Slice puts you in a world doomed by floods!

Gameplay Loop

45 – 75 Minutes Each Run

Settle → Survive → Escape







Drill Deeper

Settle and deploy your drill on dangerous planets and drill into its core.

Withstand Nature

Pick factories and defensive buildings during your run and survive what comes at you.

Until It Start Again

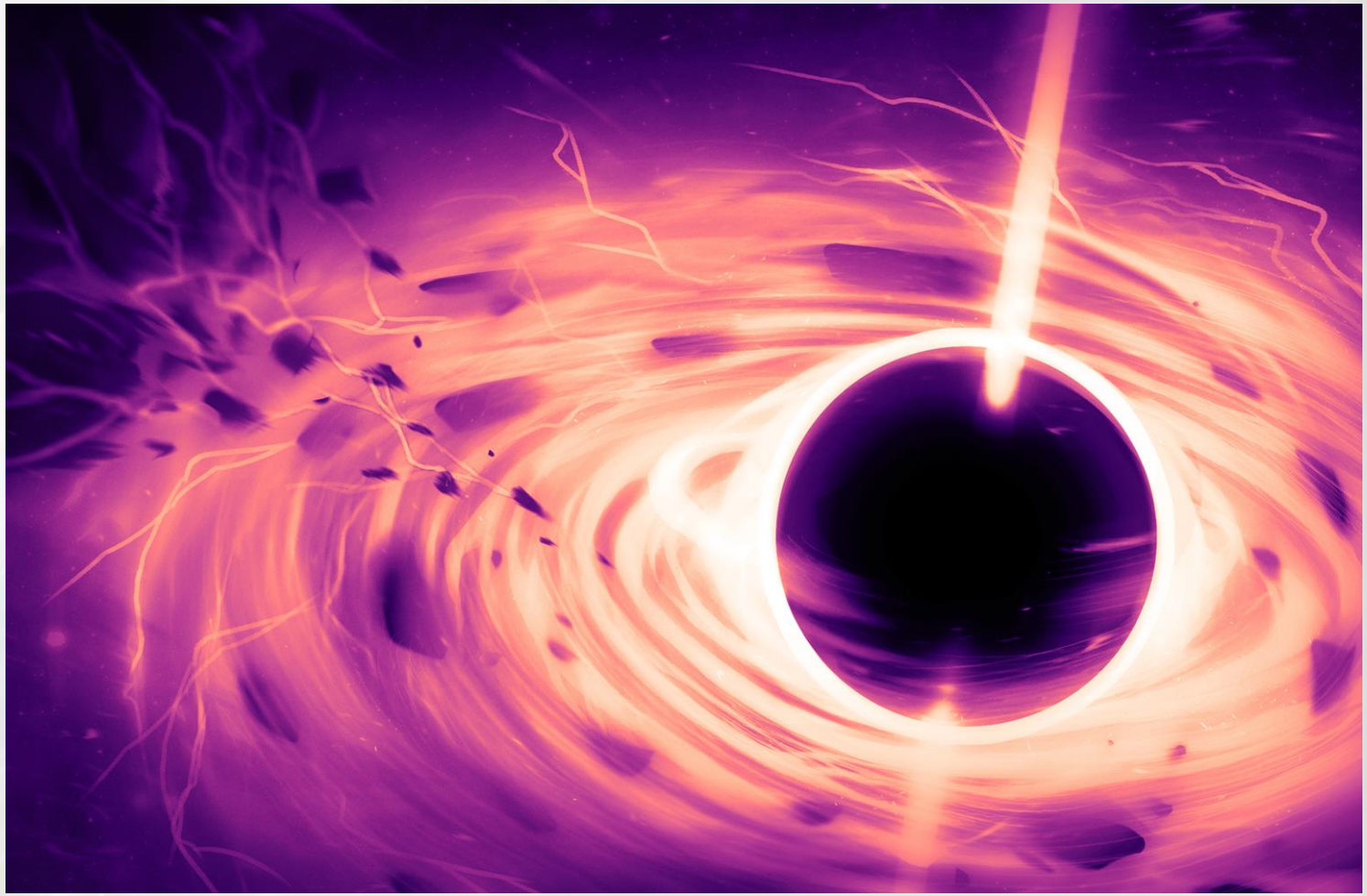
Save your gathered cores or risk them on your way to the next planet to get even more.

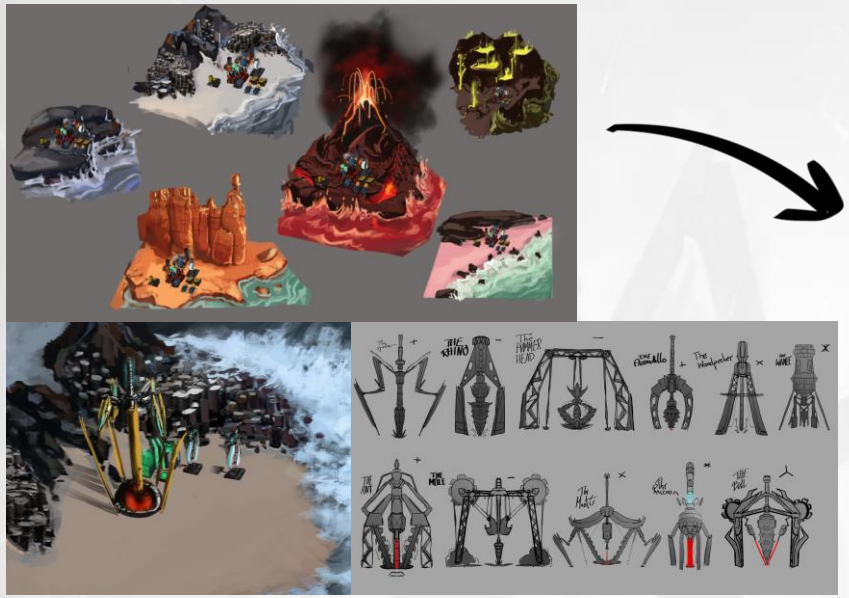


A Universe At Stake

A giant black hole threatens the Universe. In a desperate mission to save themselves the ras, a humanoid species, take expeditions to dying planets hoping to extract their vital cores.

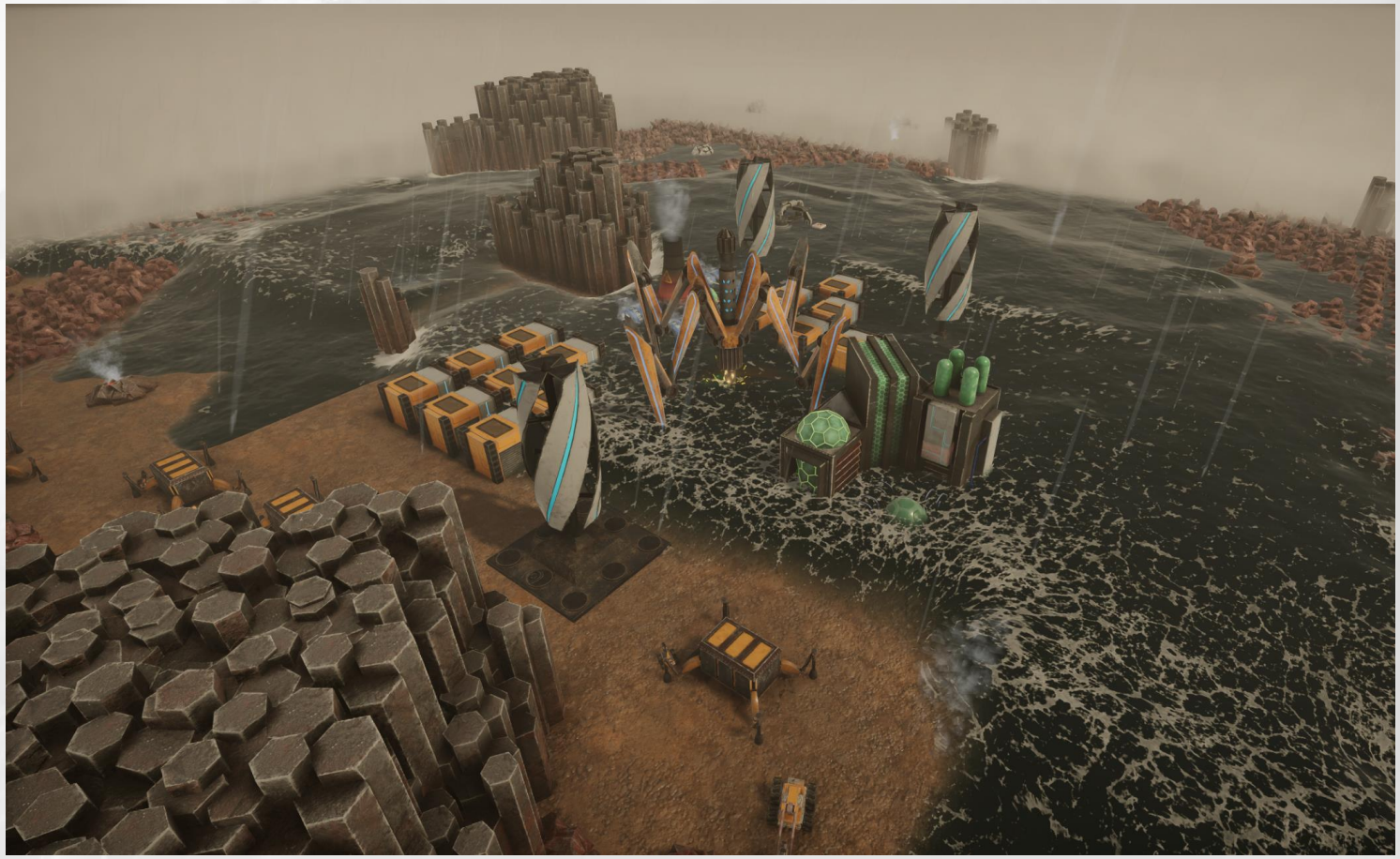
Setting





Art Direction

The theme of the first planet design is muddy and dreary highlighting the missions seriousness.



Brutalism meets the Future

In Expired Worlds, raw brutalist architecture stands alongside high-tech survival tools. Our art direction fuses enduring concrete with sleek, efficient technology - reflecting both endurance and the relentless drive to innovate.

Indie Releases



tilt frog – November 2024

Self-Published (PC)
Rage Game with unique Controls
Awesome Feedback (Core Audience, 100% Steam)
https://store.steampowered.com/app/2507990/tilt_frog/

Other Projects



Portal Golf (2022)

https://pandabee-studios.itch.io/portal-golf

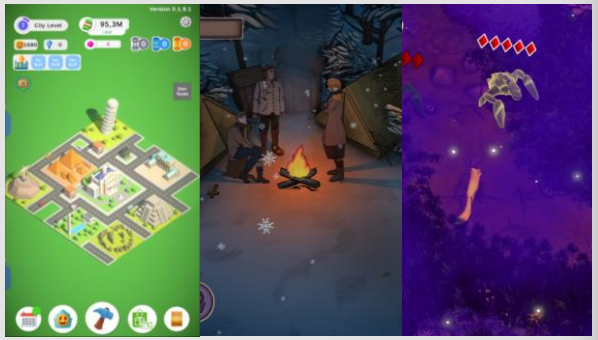


Pixel Forge (2023)

https://pandabee-studios.itch.io/pixel-forge



Dungeon Madness (2022)



Client Projects (2021 – 2024)

NDA Project
Big German Kids IP

The PandaBees



Gustav (Founder)
Tech & Team

Happily "Work-Married" ❤



Julien (Founder)
Biz & Product

2D, 3D, Animation-Wonderkid



Aaron
Art Generalist

Master of science based concepting

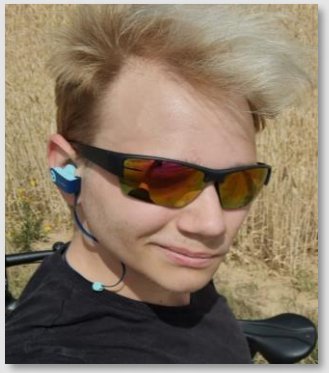


Anna
Concept Artist



Bennet
Systems Programmer

In love with algorithms (and coffee)



Nathan
Design & Engine

Breathes life into systems and numbers

Market: Survival City Builder

The Tags "Base Building, Building, City Builder, Colony Sim, Strategy, Survival" feature all inspiration games while being very precise.

Games found: 114 *(excluding Coming Soon, Free and Prologues) (Last visited: 03/2025)*

Top Games: Rimworld ($120M), Frostpunk ($57M), They Are Billions ($25M)

(Revenue = estimated Net Revenues)

114 Games (All games found)		#20 to #50 of Games (Mid-Section)	
Median Revenue	$170.000	**Median Revenue**	$1.100.000
Average Revenue	$3.440.000	**Average Revenue**	$1.361.000
Average Price	$19,14	**Average Price**	$23,21
Good Revenue across all Games		**Excellent Revenue in the Mid-Section**	

Simulation, Strategy & Roguelike remain as strong as ever on Steam.
City & Base Building was among the Top Hyped Games in 2024.

Competitor Analysis

Standout Success | Great/Profitable | Mid | Unsuccessful

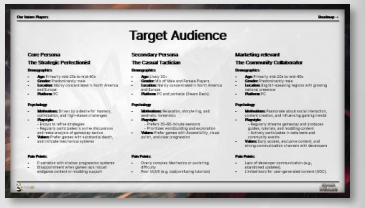
Game	$ Price	$ Net Rev.	Reviews	Positive Reviews	Negative Reviews	Similar to ExWorlds
Against the Storm	29,99	15.000.000	95% O. Positive	• „Eternal Replayability“ • „Great blend of Genres“ • „Can‘t stop playing it“	• „Early Game RNG“ • „Roguelike = Chaotic“ • „Really Stressful“	8/10; Especially: Roguelike Aspects Ressource Management
They Are Billions	29,99	25.000.000	85% V. Positive	• „One of the funnest“ • „Unforgiving but that‘s fun“ • „Experts & Casual-friendly”	• „Dev abandoned“ • „No Mod Support“ • „Didn‘t meet promises“	7/10; Especially: Survival Fantasy Difficulty to an extend
Survive the Aftermath	29,99	1.700.000	72% M. Positive	• „Rich, Layered“ • „Decent“ • “Pretty, Natural Design”	• „Basic • „Boring“ • „Great but Broken“	6/10; Especially: Catastrophy Fantasy
Frostpunk	29,99	60.000.000	92% (101k) V. Positive	• „Every decision Matters • „AMAZING! Love Politcs“ • „Gameplay so immersive”	• „Too guided overall“ • „Enjoy but frustrating“ • „Stressful to play“	5/10; Especially: Atmosphere that keeps Fantasy promises
Endzone 2	24,99	240.000	68% (500) Mixed	• „Anno + Caesar“ • „Minimal Bugs“ • „Good community work”	• „Very Limiting“ • „Mobile game vibes“ • „Pretty Standard“	5/10; Especially: Atmosphere Survival Fantasy
Surviving Mars	29,99	9.000.000	85% (15k) V. Positive	• „Fun with cool updates“ • Excellent logistics builder“ • „Gorgeous, great Gameplay“	• „Lacks in most aspects“ • „Paradox is a red flag“ • „UI Bad, UX lacking“	4/10; Especially: Some Survival City Building
El Dorado: The Golden City Builder	17,99	16.000	45% (51) Mixed	• „Fun but buggy“ • „Unique Take, great Theme“ • „City Builder x Management	• „Unpolished“ • „Tutorial not beatable“ • „Clunky, Poor Design“	4/10; Especially: Catastrophes
Quriocity	19,99	2.000	77% (22) M. Positive	• „Quality of Life“ • „Calming with great Music“ • „Ínteresting decorations”	• „Maintenance clicker“ • „Seems like a Demo“ • „Shallow gameplay“	3/10

Competitor Examples

For all 5 games check out "ExpiredWorlds_Marketingplan"

Click to see more





Very Successful



Core Inspiration

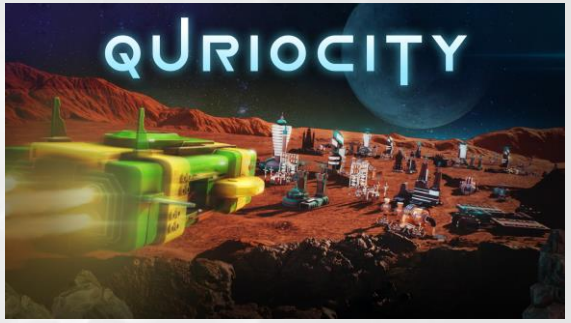
Roguelite City Builder
Reviews: 95 %
Units sold: 1.5 M+
Net Revenue: $15M+
Price: $29,99

Against the Storm is a challenging city-building strategy game set in a dark, post-apocalyptic world.

Notable Marketing Facts
- Great Steam-Blogs
- EA Epic Exclusive
- Constant Iteration with User Feedback
- Feature-Trailers on YT
- Good Discord Funnel

Reviews on Steam
- "Makes other City Builders seem lackluster"
- "Easy to Learn, Hard to Master – Eternal Replayability"
- "Awesome game for people who like the first 2 hours of city builder games but get bored afterwards"
- "Roguelike elements create chaos, all towns feel the same"

Not Successful



Interesting case to learn

Sci-Fi City Builder
Reviews: 77 %
Units sold: <1000
Net Revenue: <$5000
Price: $19,99

Quriocity is a sci-fi city builder game set on a bare alien planet very similar to Earth.

Notable Marketing Facts
- Trailer doesn't tell a story
- Steam Page lacking
- Bought YT clicks brought little reaction
- Few Steam Posts/Blogs
- Vision & Fantasy unclear

Reviews on Steam
- "Calming game with great music"
- "Plenty of longevity through sandbox"
- "Features to get the casual gamer going"
- "Good concept but still seems like a demo" (EA)
- "Shallow gameplay"
- "Feels like a clicker" (EA)

Player-centric Goals

We looked at the Player & Press Reviews of different Strategy Games to learn what our future players want.

As a result, we set the following focus:

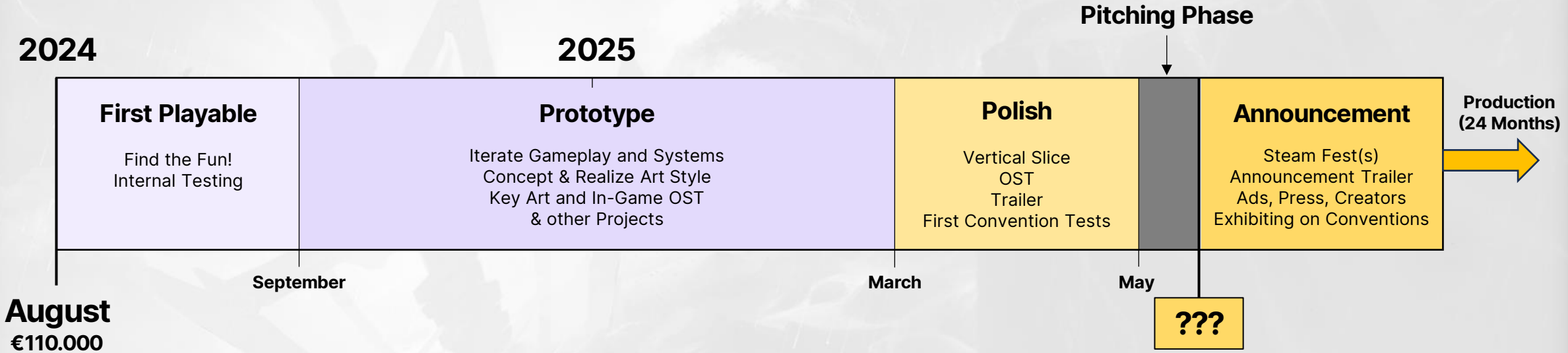
We aim for:

- An exciting fantasy
- Active community participation
- Complex but UX-optimized systems
- New Gameplay Experience
- Great Replayability
- Risk/Reward Systems
- Mod Support

We aim to avoid:

- Shallow Gameplay
- To release in a bad technical state
- Tedious Tasks
- Lack of genre-typical mechanics
- Gameplay doesn’t reflect the Fantasy
- Abandoning the game in a bad state
- Overpromising

What happened until now



Engine:	Unity Engine (HDRP)
Platforms:	Steam, Epic Games, Consoles?
Price:	$24,99 – $29,99
Target Sales:	100.000+ copies on PC

Roadmap



Engine:	Unity Engine (HDRP)
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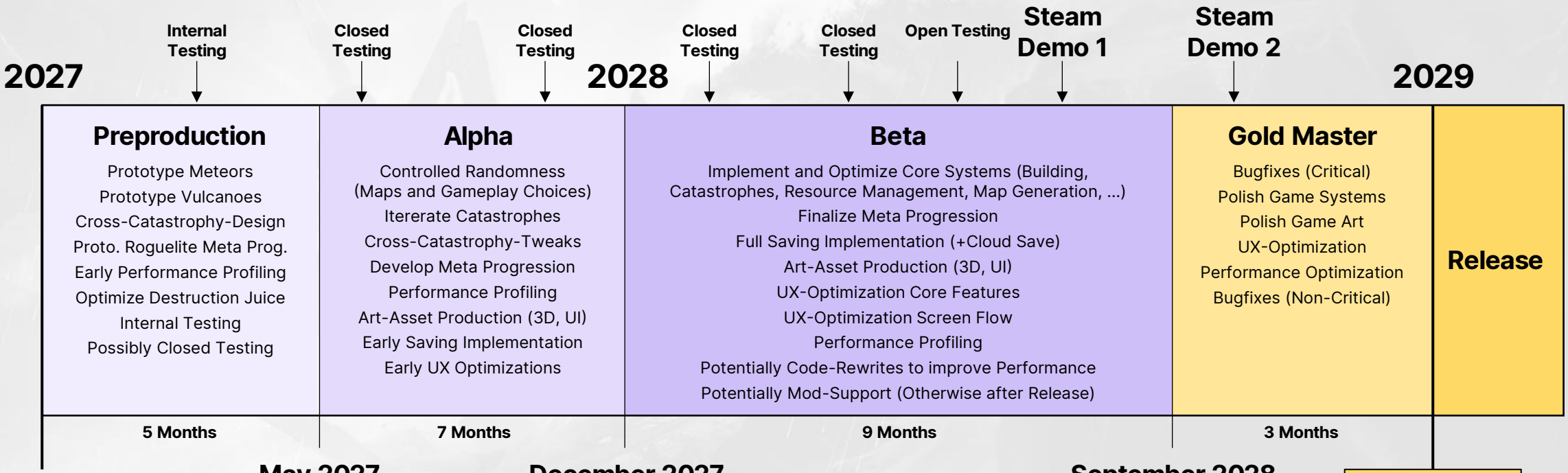
Production Roadmap



Agreed on Timing

e.g. 12/26

€350.000

+ 300k Fund

May 2027

At this point we know how to mix catastrophes to use the fantasy's potential well and create exciting choices for players.

December 2027

At this point we do have a graphically & mechanically good game that fulfills our proposed fantasy at a basic level. The game economy works but needs tweaking. Performance may need improvement.

September 2028

At this point we can fully portray the game-fantasy and offer oustanding gameplay choices that feel good to engage with. The game economy is streamlined and has little to no flaws. The game looks very good, guides players well and runs at 60 frames or more on newer machines. Bugs may still occur.

Jan/Feb2029

The game is polished and in a technically healthy state. If any, only minor bugs appear.

Needs

Announcement Needs



Festivals



Press



Indie Collab



Paid Ads

Production Needs



Development Budget (from €325.000*)



Marketing Support



Localization



Porting Strategy



Additional Deals

**Publisher Investment based on Financing Options – Range between €325.000 and €650.000. Learn more under Cost Structure.*

Cost Structure

Money already spent for Vertical Slice (08/24 – 03/25)

Position	Unit	Amount	Single	Total
Team (6 Devs)	Months	7	€14.285,70	€100.000,00
Key Art	-	-	€2.600,00	€2.600,00
Other (Travel etc.)	-	-	€6.000,00	€6.000,00
Total already spent	**-**	**-**		**€109.600,00**

Current ask for production (2026-2028)

Position	Unit	Amount	Single	Total
Team (6 Devs)	Months	24	€19.200,00	€460.800,00
Tax-Office	Months	24	€350,00	€8.400,00
General Expenses	Months	24	€1.000,00	€24.000,00
Buffer	Months	3	€19.200,00	€57.600,00
MDM Loan*	-	-	€100.000,00	€100.000,00
Development Budget	**-**	**-**	**-**	**€650.800,00**

**Our upfront investment is a conditionally reimbursable loan. This loan is due at the start of Production.*

Financing Options

	Easiest Option	Possible Co-Funding	Second Co-Funding
Category	**Fully Publisher Funded**	**MDM Local Fund**	**German State Fund**
Funding Rate (Development Budget)	0 % External 100 % Publisher	50+ % MDM Fund (Dev Loan) 50 % Publisher	45 % State Fund (Grant) 55 % Publisher
Bureaucracy	-	High	High
IP	To be negotiated	MDM might ask for IP until payback of the loan	State does not ask for IP - IP to be negotiated
Submission Timeline	-	Fixed Dates, Jury Decides, Limited Money	First come first serve Limited Money
Earliest Final Decision	-	Q1 2026	Open now!
Complications	Uncomplicated and less Stakeholders	Available, high chance with LOI	Available, medium to high chance with proven funding.
	Publisher Invest: €650k	**Publisher Invest: €325k** PandaBee Invest: €325k	**Publisher Invest: €350k** PandaBee Invest: €300k

Contact





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