



MOONS

OF

ARDAN

PITCH

PANDORA TECHNOLOGY

The background of the entire image is a screenshot from the game 'Moons of Ardan'. It shows a vibrant, stylized space colony built on a planet's surface. The colony includes various structures like domes, houses, and industrial buildings, surrounded by green trees and rolling hills. The planet's horizon is visible in the background, set against a deep blue space filled with stars. A small rocket icon is positioned at the start of the text block.

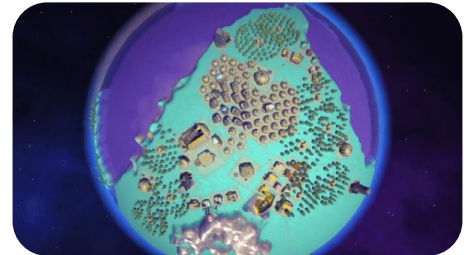
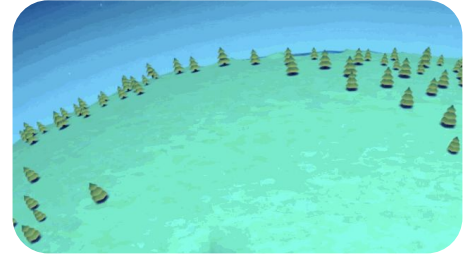
 Embark on a **space city-building** adventure in **Moons of Ardan**! Develop a thriving civilization in a real-time planetary system. Oversee **production chains**, cater to the needs of your axonauts, recover their lost **technologies**, and **navigate resource** transportation.

KEY FEATURES

A game based on **citizens'** well-being and **resources management** (like the acclaimed **Anno series**) **expanded** to a living, simulated **planetary system**.

An **exciting visual experience** centered on a living, moving playground, including spacecraft flying by and planets rising at the horizon carrying the traces of your colonists' settlements.

A planetary ecosystem providing **ecological stakes** as a **challenge** and an **experimentation** playground.





Moons of Ardan Trailer

WHAT I AM LOOKING FROM A PUBLISHER

- **Help to promote** our game, making **Moons of Ardan** an IP that will be known by all the city-builder and space game fans.
- **Funding to finalize development:**
 - Improve replayability
 - Improve the game's visual quality
 - Localisation (11000 words)
 - German, Spanish, Brazilian Portuguese, Japanese, Chinese,...
- But also, **experience** and **advice**



KEY INFORMATION

- Platform: PC
- Genre: Strategy, City-building, Space colonisation
- Visuals: 3D
- Engine: Unity
- Pricing Model: Premium (19.99€//\$)
- No. of Players: 1
- Playtime: One run 20h / Full completion 100h+
- Currently supported languages: English and French
- Released in **Early Access**: Oct 21. 2021 on Steam for PC.
- Expected full release date: Mar, 2023



Steam page (DEMO): https://store.steampowered.com/app/1694260/Moons_of_Ardan/



Website: <https://www.moonsofardan.com/>



Trailer: <https://youtu.be/yumcA34Ghn4>



Gameplay: https://www.youtube.com/watch?v=9F_8iAFXe3w

THE TEAM

Pandora Technology is an Belgian **indie game studio** founded by **passionate** game programmer **Quentin Chevalier** 

- Full-time programmer (16+ years of experience)
- Company and project manager
- Worked at Abakam on [Faeria](#), [Roguebook](#) and [Lost Empire: Relics](#)
- Worked at 10Tacle Belgium

To bring a unique artistic vision to the game, Pandora Technology has teamed up with artist **François Mauge** 

- Part-time artistic director, world builder
- Worked at M6, Ubisoft, Lagardère Active, France Télévisions, Disney Channel in [motion graphics](#).

They are long-time partners in game development (mostly [game jams](#)) striving to keep gameplay, fun and quality at the highest level in their games.

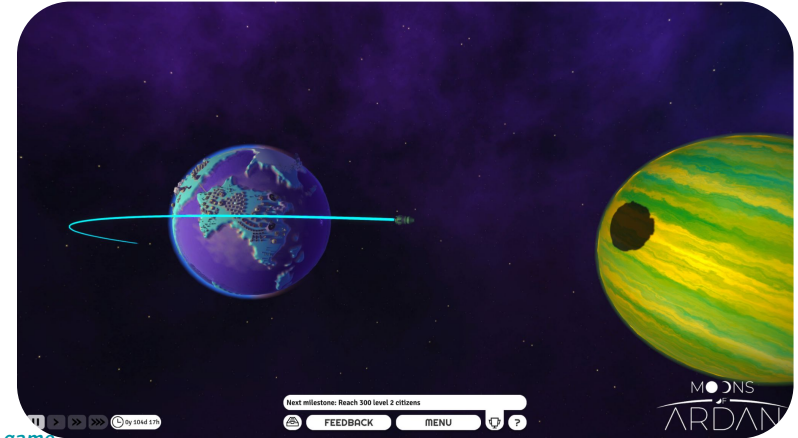
The company focuses on creating games they would love to play, with their **original intellectual properties**.

Moons of Ardan also features a unique **soundtrack** composed by **Christophe Hubermont**.

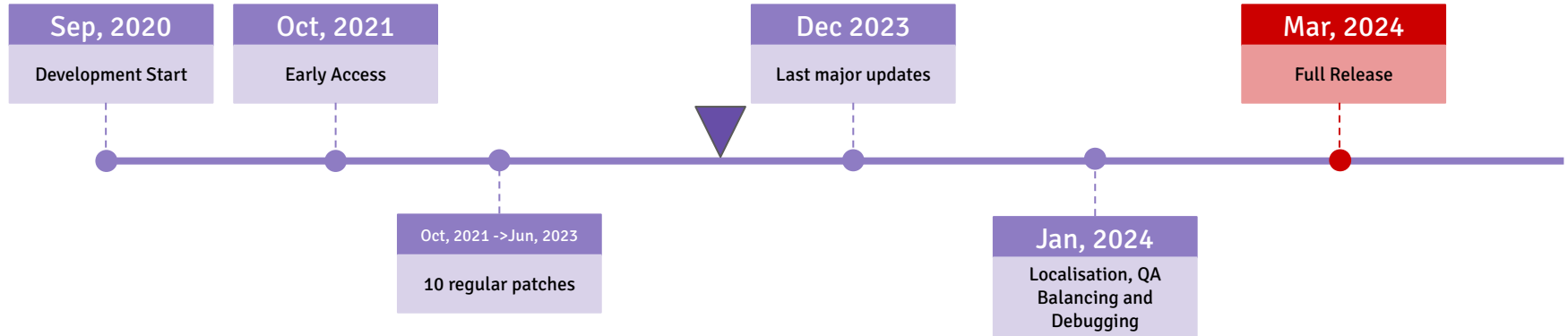
WHAT HAVE ACHIEVED SO FAR ON MOONS OF ARDAN

The game has already been **released in Early Access** on Steam.

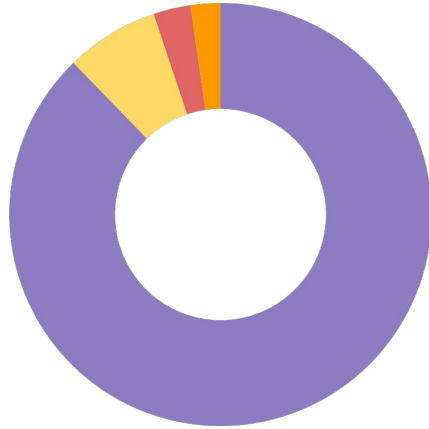
- +2450 sales
- +14000 wishlists
- 71 positive steam reviews
- 39 months of development
- 10 regular updates since the early access release
- +100 [Youtube videos](#)
- press articles
 - <https://www.pcgamesn.com/moons-of-ardan/steam-demo>
 - <https://www.canardpc.com/jeu-video/en-chantier/moons-of-ardan/>
 - <https://www.biendebuter.net/moons-of-ardan/>
 - <https://www.rockpapershotgun.com/moons-of-ardan-is-a-vibes-based-space-colony-game>
 - <https://mrcenny.medium.com/a-review-of-moons-of-ardan-5c08bf598ea8>
 - ...



GAME DEVELOPMENT SCHEDULE



GAME BUDGET

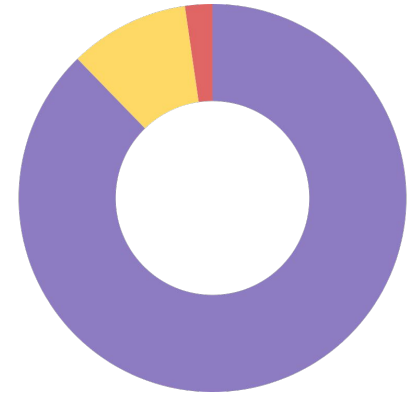


Game Budget: 715 648€ (Breakeven: 57 500 sales)

- Development (to Nov 2023): 307 300€
- Development (up to Release): 25 000€
- Development (post-launch): 10 000€
- Localisation: 8 000€

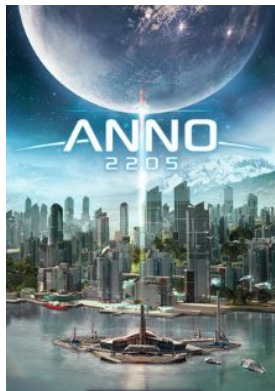
Funding

- Sweat equity (up to Nov 2023): 307 300€
- Sweat equity (post-funding): 35 000€
- To determine: 8 000€



AUDIENCE AND PRICE BENCHMARK

Audience: City-builder and Space colonisation Fans



Price: 39.99€

Est. Steam units: 196 240

Steam release date: Nov, 2015

Our advantage: MoA will be in real-time VS using instances like Anno 2205



Price: 29.99€

Est. Steam units: 61 320

Steam release date: Jul, 2017

Our advantage: MoA onboarding and start will be clearer

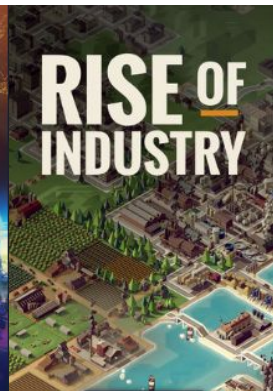


Price: 16.79€

Est. Steam units: 2 343 920

Steam release date: Jan, 2021

Our advantage: MoA will be focused on citizens, a less "cold" objective.



Price: 29.99€

Est. Steam units: 110 480

Steam release date: May, 2019

Our advantage: MoA will be more accessible, guiding you at the beginning



Price: 29.99€

Est. Steam units: 544 960

Steam release date: Mar, 2018

Our advantage: MoA will allow you to colonize more than one planet



Price: 12.49€

Est. Steam units: 111 840

Steam release date: Sep, 2009

Our advantage: MoA is set in space

Our **targeted value proposition** amounts to a game set at around **24.99€**.

We already increased the price from 4.99 to 14.99€.

WHAT'S NEXT?

The IP:

- Franchise can be expanded over more games set in the same universe.

The company:

- A complete engine for city builders.
- A complete engine for games set in simulated planetary and solar systems.





THANK YOU

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twitter.com/MoonsOfArdan



https://store.steampowered.com/app/1694260/Moons_of_Ardan

