

## Unveil: Witches & Whiskers Game Pitch



# Game Summary

**UNVEIL** is a mobile action adventure set in a charming medieval realm. You play as Frea, a young witch with a power to open and close portals in any wall, on a quest to rescue her stolen cats and reclaim her powers.

- Use your power to '**dissolve**' **walls** to reshape any level to play out in your favor.
- **Stealth & Action:** Choose a stealthy approach to avoid detection, or throw down some attack spells - the choice is yours.
- **Save the Cats:** Rescuing cats isn't just heartwarming, it unlocks new powerful abilities!

The **core feature of Unveil** is the ability to open any wall, uncover hidden items, reshaping the entire level layouts. Unveil blends elements of stealth and action, challenging players to move through various levels undetected or risk facing confrontations.

The **mechanic is fun**, empowering, satisfying, and replayable. Every level becomes a flexible space for clever thinking, experimentation, or simply creating hilarious chaos!

**Each level is handcrafted** for quick, thoughtful play sessions, perfect for mobile players who want something deeper without overwhelming complexity.

Watch [TRAILER](#)



# Core Game design

## Main Goal:

Rescue various cats trapped in each level by opening/closing magical portals.

## Secondary Goal:

Stealth is optional in 'Unveil', however, players opting for this approach will find themselves rewarded with additional points and bonuses:

## Game Rules:

Magical portals let you see what's hidden behind the walls. But be careful, as your foes might be behind those walls.

If an enemy is nearby, close the portal quickly before they spot you and not to let them out.

If you're caught, a battle begins. Combat can be tough, especially since your magical spells are also hidden within the castle. It's in your best interest to uncover them before the enemies find you.



# Core Loop

## In-Level Core Loop:

*Explore the castle map → Open magical portals to peek behind walls → Spot enemies, power-ups, or cats → If caught by enemies, engage in magical combat (seek hidden spells) → Find and free the cats → Clear the map by rescuing all cats -> next level.*

## Core Game Loop:

*Each rescued cat grants unique magical abilities → Use earned points to unlock additional power-ups → Select which rescued cat (and its ability) to bring into the next level, tailoring gameplay to your strategy → Advance through increasingly complex and challenging levels → Replay levels for better scores*

## Progression:

*Unlocking New Maps: Players progress through 22 castle maps. Each map has multiple objectives*

*New Powers Discovery: As the player progresses, new cats offering unique abilities and new power-ups are unlocked, influencing the gameplay.*

*Additionally, players earn points for completing levels that can be spent on purchasing power-ups.*



## Story Brief

*Unveil tells a story of a witch named Frea, who lived peacefully among her beloved cats. Each of them was special, each carried a piece of her power. Frea kept her magic in her fluffy companions, as she trusted them the most. With the power of magic, cats purred over wounds and they healed, and with their presence, her magic grew stronger.*

*Some witches despised her way of magic. They believed magic belonged to witch-blood, not to pets. "You're no witch, you're a nanny!" they mocked.*

*One morning, every cat was gone, stolen by three powerful witches. Weakened, as her magic was torn away, Frea set out on a journey to bring her cats home and reclaim her powers.*

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As you guide Frea through her quest, rescued cats unlock new powers and abilities that make the player stronger and help progress through the levels.

The story comes to life in comic-style chapters, revealed after milestone missions, weaving a simple yet emotional tale.

# Game Details

Genre: *Action Adventure / Arcade*

Sab Genre: *Stealth*

Theme: *Witchy medieval fantasy*

Art Style: *3D + Cartoon*

Camera: *Third Person*

Controls: *Tap / Hold / Touch Screen Joystick*

Platforms: *Android & iOS*

Engine: *Unity*

Development start date: *Feb 2024*

Target release date: *Nov/Dec 2025*

Monetisation model: *Premium*

Proposed suggested retail price: *\$4.99*



## Monetization model: Premium Model (One-Time Purchase)

The Premium (fixed price) model was selected for Unveil because the game offers a complete, handcrafted narrative adventure. While it includes progression elements and welcomes replayability, Unveil is designed as an offline, finite journey focused on immersion, art, and carefully built levels, not on fast-generated content and infinite-progression.

## Current Standing

- In October 2024, UNVEIL was showcased at the MonteGames Game Development Conference in Porto Montenegro, where a large playtesting session provided valuable feedback. Based on that feedback, several key mechanics were refined and improved.
- Currently Unveil has 22 unique maps, each featuring various challenge-based objectives, plus 1 tutorial level to introduce core mechanics.
- The core gameplay mechanics of UNVEIL are solid, tested, and fully functional - the foundation is in place and delivering the magical stealth-action experience we envisioned. Polishing, balancing, and performance optimization are currently underway.
- With the Alpha build targeting early Q4 2025, we're entering the final stretch of development—and looking for the right partner to help us bring UNVEIL to the world.



## Audience

Games like Little Witch in the Woods and Mika and The Witch's Mountain prove strong appeal of cozy, magical worlds with charming visuals, by players seeking warmth and wonder.

Meanwhile, DonutCounty and Hole.io demonstrate how **simple, satisfying mechanics** can captivate massive audiences on mobile. In Hole.io, players move a hole across a map, absorbing objects to grow larger and unlock new areas; a core idea that closely mirrors Unveil's central game mechanic. With Hole.io topping free app charts and reaching huge mobile download numbers, it proves the market's appetite for this kind of engaging, accessible gameplay.

Unveil blends these strengths: the **visual charm** and emotional resonance of cozy fantasy with the accessible, and **rewarding gameplay**.

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Our core audience —**players aged 14 - 35 in North America, Europe, Japan, and South Korea**, is already deeply engaged with such small indie titles, drawn to games that combine beauty, discovery, and playful creativity.





# Caesura Games - About Us

At Caesura Games, we believe that small teams can tell big stories. We're an **independent studio based in Toronto**, dedicated to creating visually expressive and touching games.

Our latest creation, UNVEIL, began as a solo-dev project and has since been joined by two more talented members. Each adding their vision and expertise to make this game a truly captivating experience.

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Caesura Games is led by Alex, an OCAD University graduate specializing in interaction media and game design. His creative journey spans roles from Unity instructor to 3D laser scanning technician at Bruce Nuclear Power Plant (yes, that's as cool as it sounds). His previous release, [Wandering Duelist](#), a free narrative adventure on Steam, attracted a dedicated niche audience and taught invaluable lessons in design, pacing, and storytelling - lessons that fuel Unveil's next leap forward.

With Unveil, we're stepping into the mobile market with a clear vision: to combine minimalist design, emotional storytelling, and intuitive gameplay into a captivating experience.

We may be small in size, but we think globally. With your support, we're prepared to introduce Unveil to audiences around the world



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*If you see the magic in this project like we do, we'd love to connect!*

