

MARKET RESEARCH AND REVENUE / COST ANALYSIS

Circus-Themed Co-op Ragebait Platformer

Budget · 110 TL Price Assumption · Assessment Based on Comparable Game Data

1. Genre and Market Size

Co-op games generated \$4.1 billion in revenue on Steam in the first half of 2025 (~11% growth over H1 2024); all of the year's top 5 best-selling new Steam titles feature co-op mechanics. Even so, only ~0.5% of the ~20,000 games released on Steam in 2025 reach a genuinely sustainable financial level, and the top-earning ~8% of games capture ~80% of total revenue — meaning the vast majority close out with very modest numbers. In wishlist-to-sale conversion, co-op/viral-potential games can capture 6x the median or more; the genre we've chosen falls into this advantaged group, but that is not an automatic guarantee of success.

2. Comparable Game Analysis

Game	Price	Est. Copies	Est. Gross Revenue	Net/Gross Ratio	Note
Carry The Glass (TR, 2024)	\$4.99	~78K–150K	~\$390K (~18.7M TL)	~29.5%	2-person Turkish team, co-op physics platformer; released with publisher (SlugShot Games) support
Bloody Trapland 2	\$9.99	~15.9K	~\$158.6K (~7.6M TL)	~29.5%	Close to self-published, low visibility — the lower bound of a no-budget release
Jump King	\$4.41 (avg.)	~550K	~\$2.43M (~117M TL)	~30%	Low budget, but grew via organic streamer virality
Getting Over It	\$7.99	~4.2M	~\$33.8M (~1.62B TL)	~30%	Rare viral breakout example
BattleBlock Theater	\$14.99	~3.2M	~\$48.3M (~2.32B TL)	~30%	Rare viral breakout example

Across all five games, the developer's net revenue / gross revenue ratio comes out to ~29–30% (an estimate combining the effects of Steam's commission, regional pricing, discounts, refunds, and taxes, via the Boxleiter method). We use this ratio in the revenue waterfall below.

3. Revenue Projection — At the 110 TL Price Assumption

Three scenarios based on our stated sale price of 110 TL (~\$2.29). This is noticeably below the genre's typical price range (examples like BattleBlock Theater / Getting Over It run \$7.99–14.99, i.e. ~380–720 TL; Carry The Glass is \$4.99, i.e. ~240 TL) — an accessible, volume-focused pricing strategy. The upside: a lower purchase barrier and potentially easier conversion; the downside: revenue per copy is very low, so reaching a meaningful total revenue requires selling far more copies.

Scenario	Basis	Est. Copies	Gross Revenue (at 110 TL)	Gross Revenue (USD)
A — Baseline (realistic, zero budget)	Below Bloody Trapland 2 — no publisher, budget, fully organic	3,000–10,000	330,000–1,100,000 TL	\$6,875–\$22,917
B — Mid (good organic performance)	Similar to Carry The Glass, if streamer/social media virality holds	80,000–150,000	8,800,000–16,500,000 TL	\$183,333–\$343,750
C — Upside (rare viral breakout)	Reach on the scale of BattleBlock Theater / Getting Over It	1,500,000–3,000,000	165,000,000–330,000,000 TL	\$3,437,500–\$6,875,000

Note: Scenario A should be our real expectation: since our budget relies almost entirely on organic/free channels, this naturally limits visibility. Scenario B sits somewhat below/above the level *Carry The Glass* reached with publisher support — our “if everything goes well” stretch target. Scenario C is a “winner-take-all” outcome (only ~0.5% of games get here) — read it as a possible ceiling, not a plan.

4. Revenue Waterfall: From Gross Sales to Team Share

The table below takes one representative point from each scenario's range (A: 6,000 copies, B: 110,000 copies, C: 2,000,000 copies) and shows what deductions gross sales revenue passes through. “Creator/Affiliate Program” refers to commission paid on sales made through promo codes dedicated to streamers/content creators. The best-documented comparable is Epic Games' Fortnite “Support-a-Creator” program: 5% of sales is paid to the content creator. Such a commission system is not common for premium (one-time-purchase) PC games — examples like *Getting Over It* and *Jump King* grew through free review-key distribution rather than a paid commission scheme.

Tier	Scenario A (6,000 copies)	Scenario B (110,000 copies)	Scenario C (2,000,000 copies)
Gross Sales Revenue			
(-) Steam cut + regional pricing + refund effect ()			
= Studio Net Revenue ()			
(-) Creator/Affiliate share (optional,)			
= TEAM POOL (net revenue to distribute)			

5. Internal Team Revenue Split (CONFIDENTIAL)

CONFIDENTIAL — INTERNAL TEAM COMPENSATION DATA. DO NOT DISTRIBUTE EXTERNALLY.

Coders and designers receive a noticeably higher share than art/sound/animation. Rationale: the game's core value (the code foundation + gameplay/level design) is already established, and these two roles form the project's “core IP,” while the remaining visual/audio production work sits more at an “implementation” layer, qualitatively. This is a starting point — final ratios should be negotiated by the parties in the contract; public sources (including Shark Ponds' “Indie Revenue Sharing” guide) show no fixed “industry standard,” so this is entirely a matter for negotiation among teams.

Note: This split was built entirely around the game's specific requirements and time spent. There is always a margin for adjustment. This is an estimated distribution — there is room for negotiation among the parties in the contract.

Role	Suggested Share	Rationale
Coder (Programming)		The project's technical core and responsible for all systems; the highest share
Designer (Level / Game Design)		Architect of gameplay and level structure; forms the project's core alongside the coder
Marketing / Community Management		Organic growth depends entirely on this given the limited budget; determines launch success
Art (2D Illustration)		Visual production — implementation layer
Animator		Character/trap animations — implementation layer
Sound / Music		Music and SFX — implementation layer
TOTAL		—

5.1 Example: Applied to a 3-Person Team (CONFIDENTIAL)

An example distribution suited to our “2–4 people, shared roles” setup.

Person (example)	Roles Taken	Total Share	Scenario A (TL)	Scenario B (TL)
Person 1	Coder + Designer			
Person 2	Art + Animator			
Person 3	Sound + Marketing			

6. Expense Projection — Realistic Budget

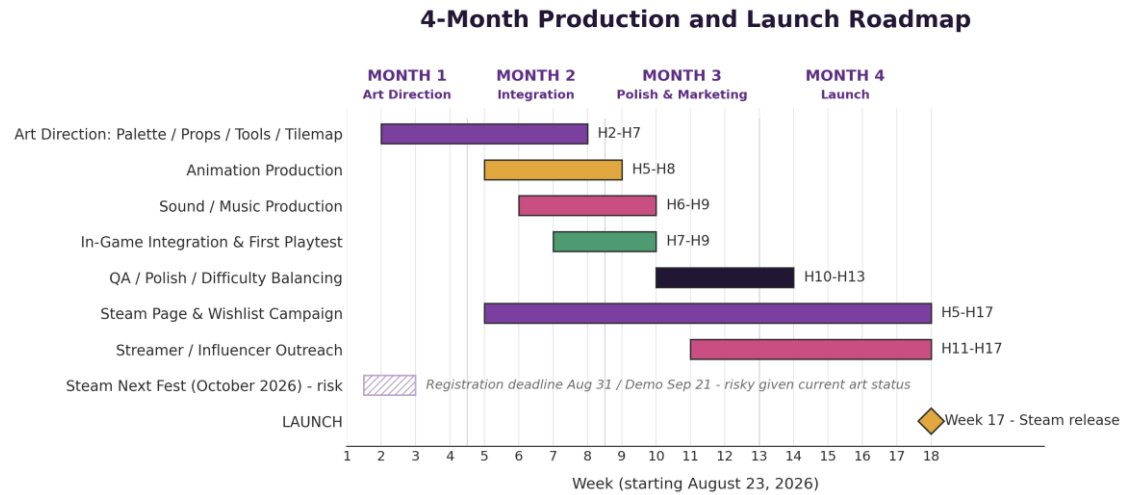
Below is a plan that maps directly onto our actual budget. However, since we're keeping usability to a minimum, only example figures are used as a baseline. None of these expenses represent money that must be spent.

Item	Amount (TL)	Description
Steam Direct registration fee		Refunded by the platform after the first in sales
Contract + basic financial consulting		Drafting the internal revenue-sharing agreement and basic tax/company-structure consulting — handled in-house
Music / SFX (royalty-free library or cheap license)		For sounds that can't be produced in-house
Capsule / key art materials		Stock imagery/fonts — production done in-house
Trailer production		Free editing tools + music license fee
Small-scale social media/ad test		Low-budget trial; no ROI guarantee, spend carefully
Other (Discord, domain, small tools)		—
Contingency / buffer		Buffer for currency fluctuation and unforeseen small needs
TOTAL		

The Unity license (Personal edition, free below the revenue threshold) and Steam Next Fest participation (free) are not included in this table because they carry zero cost. This budget doesn't allow for professional PR, a paid ad campaign, or hiring an external illustrator/animator/sound designer — which is why Scenario A (baseline) from Section 4 should be our real expectation, with growth relying almost entirely on free channels (streamer reach, social media, Steam Next Fest, Discord). Per the GDC 2026 survey, the most common channels are already social media () and streamer reach () — so a no-budget approach is not an exception in the industry.

7. 4-Month Production and Launch Roadmap

Start: August 23, 2026. Target launch: ~December 23, 2026 (Week 17). With code and level design complete, the remaining workload is concentrated mainly in art, animation, sound, polish, and marketing.



7.1 Month 1 (Weeks 1–4): Art Direction and Core Assets

- Week 1: Moodboard/color palette approval, art director brief delivered, first prop/tool draft
- Week 2: Palette finalized, Steam store page draft (capsule art draft) begins
- Week 3: Production of tool/prop sets, first in-game integration trial
- Week 4: Tilemap set production begins, first internal playtest combining existing code/levels with new art

7.2 Month 2 (Weeks 5–8): Visual Integration and Sound

- Weeks 5–6: Integration of all tilemap/prop/tool sets into the game, production of character/trap animations
- Week 7: Music/SFX production and integration, UI/UX visuals updated
- Week 8: First closed playtest (friends & family), feedback collection; Steam store page goes live and the wishlist campaign begins

7.3 Month 3 (Weeks 9–12): Polish and Marketing Prep

- Weeks 9–10: Bug fixing, difficulty/rage-balance tuning, QA pass
- Week 10: Trailer production, capsule art finalized
- Week 11: Building the streamer/influencer list, early-access key distribution, press kit prep
- Week 12: Social media clip calendar begins (short “funny death” videos)

7.4 Month 4 (Weeks 13–17): Launch Sprint

- Weeks 13–14: Heavy social media + streamer outreach, final QA pass, launch trailer production
- Week 15: Launch pricing finalized, launch trailer published, press release distribution
- Weeks 16–17: LAUNCH — go live on Steam, day-1 streamer key distribution, live community support, rapid patch cycle

7.5 Steam Next Fest Conflict Warning

***Note:** October 2026 Steam Next Fest dates: October 19–26, 2026. However, the registration deadline is August 31, 2026, and a playable demo needs to be live by September 21, 2026. Given the current state of our art (still in production), meeting this date carries high risk. We have two options: (1) skip Next Fest this cycle and go with a launch focused directly on streamers/social media (the default in this roadmap), or (2) delay the launch by ~1–2 months to align with the next Next Fest window (historically recurring roughly every February/June/October).*

8. Marketing Strategy

- **Center streamer/influencer outreach:** our budget doesn't allow for a paid campaign; early-access/free key distribution is the only realistic path. Build and reach out to a list of small-to-mid-size content creators who've played similarly-scaled co-op games like Carry The Glass.
- **Start the wishlist campaign early:** publishing the Steam page in Week 8 provides ~9 weeks of wishlist-building time before launch (Week 17); it's worth stretching this window as far as possible to capture the co-op genre's conversion advantage.
- **Decide on Next Fest early:** we need to resolve the conflict in Section 7.5 this week, so a response from the art department is needed ASAP — the registration deadline is very close.
- **Produce short video/clip-focused content:** “funny death/friend fight” clips in TikTok/YouTube Shorts format; this leans on the natural advantage of ragebait design as marketing material, at no extra cost.
- **Build a Discord community:** free; an early player base, a beta-testing pool, and a word-of-mouth marketing channel.

9. Risks and Limitations

- With a [REDACTED] budget, professional marketing/PR/external production isn't possible; growth depends almost entirely on free channels and our own team's labor.

- The 110 TL price is noticeably below the genre's typical range; this lowers revenue per copy and requires a much higher sales volume to reach meaningful total revenue (Section 4). Price is negotiable in the contract — the figure here is currently an estimate.
- The 4-month launch timeline is aggressive: art, animation, sound, and marketing all need to progress simultaneously; any delay has a chain effect on the launch date.
- Meeting the Steam Next Fest October 2026 window currently carries high risk (Section 7.5).
- The copy/revenue estimates in this report (including for comparable games like Carry The Glass) are unofficial third-party estimates based on the Boxleiter method.
- A Creator/Affiliate commission model is rarely used for premium PC games; Fortnite's 5% rate is only a reference point.
- Viral/streamer-driven growth is unpredictable; Scenario C is a possible ceiling, not a target.

10. Bibliography

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