



Game-in-Development Report

Game Title: Knock on the Coffin Lid

Game Developer: RedBoon

Game Sales Copies Forecast: ~103.000 copies per 1st year

Game Sales Revenue Forecast: 1.682 - 3.495 mln \$ per 1st year

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Open Data

General information about game project

Developer: RedBoon

Publisher: RedBoon

Steam game link: https://store.steampowered.com/app/1232580/Knock_on_the_Coffin_Lid/

Game Description: "Knock on the coffin lid is a familiar and fun roguelike card game. Collect dozens of card decks and complement combinations with the properties of items of equipment. Get to know the features of the main characters and defeat worthy opponents in fights. Deceive bosses or show mercy."

Key tags Steam genre definitions:

- RPG
- Early Access
- Card Game
- Deckbuilding
- Roguelike
- Adventure
- Tactical
- Singleplayer

Key features:

- More than 50 different events
- Time loops

Twitter: <https://twitter.com/RedBoonstudios>

YouTube: <https://www.youtube.com/channel/UCRH50ddzD2tRkJDx4hmPLJA>

VK: <https://vk.com/redboon>

Reddit: <https://www.reddit.com/r/KOTCL/new/>

Site: <https://redboon.net/>

Timeline

- June 2018 - [domain](#) creation
- April 2020 - Steam early access release
- April 2020 - [problems with the game: the team has collapsed](#)
- September 2020 - Critics' Choice Award at the Indie Cup
- February 2022 - start of active posting in social networks

Target audience

[Expert opinion K.S. #2](#): Fans of roguelikes with card game elements with the focus on deck building.

Similar projects

Competitors

Competitors collected by [the methodology of searching for similar projects](#) and the method of expert opinion:

- [ORX](#) - Aug 2022
- [Darkest Witchcraft 暗黑蛊国](#) - Sep 2022
- [Talespinner](#) - Sep 2022
- [Shattered Heaven](#) - Oct 2022
- [降妖散记](#) - Nov 2022
- [Jupiter Moons: Mecha](#) - Dec 2022
- [Nadir: A Grimdark Deckbuilder](#) - 2022
- [Uspavanka](#) - 2022
- [Northwind](#) - 2023
- [Astrea: Six-Sided Oracles](#) - 2023
- [Flames of Galinor](#) - 2023
- [HeistGeist](#) - 2023
- [Monastery](#) - 2023
- [Crystal Compulsion](#) - 2023

References

The list of references and competitors collected according to [the methodology of searching for similar projects](#) and combined with the list of the expert method:

Name	Number of matches
Darkest Dungeon	1
Deep Sky Derelicts	2
Slay the Spire	5
Blood Card	2
SteamWorld Quest: Hand of Gilgamech	1
Fate Hunters	1
Nowhere Prophet	1
DIMENSION REIGN	1
ElrLand 艾鲁大陆	1
Monster Train	2
Deck of Ashes	1
A Long Way Down	1
Ring of Pain	1
Neurodeck : Psychological Deckbuilder	2
Across the Obelisk	3
The Corpsmen	1
Griftlands	3
Roguebook	2
Breach Wanderers	1
Banners of Ruin	3
Library Of Ruina	2
Inscription	2
Doors of Insanity	1
Mysteries Of Darkness	1
Castle Morihisa	2
Divinity Chronicles: Journey to the West	1
Indies' Lies	1
Gordian Quest	3
QRX	2
Darkest Witchcraft 暗黒蛊国	1
Talespinner	2
Shattered Heaven	1
降妖散记	3
Jupiter Moons: Mecha	1
Nadir: A Grimdark Deckbuilder	3
Uspavanka	2
Northwind	1
Astrea: Six-Sided Oracles	3
Flames of Galinor	1
HeistGeist	1
Monastery	1
Crystal Compulsion	1

Information about sales volumes of similar projects

References:

Name	Number of sales on Steam
Darkest Dungeon	3,907,000
Deep Sky Derelicts	91,000
Slay the Spire	4,012,000
Blood Card	24,000
SteamWorld Quest: Hand of Gilgamech	206,000
Fate Hunters	34,000
Nowhere Prophet	64,000
DIMENSION REIGN	6,000
EllrLand 艾鲁大陆	4,000
Monster Train	453,000
Deck of Ashes	12,000
A Long Way Down	4,000
Ring of Pain	165,000
Neurodeck : Psychological Deckbuilder	3,000
Across the Obelisk	56,000
The Corpsmen	1,000
Griftlands	349,000
Roguebook	94,000
Breach Wanderers	3,000
Banners of Ruin	79,000
Library Of Ruina	482,000
Inscryption	1,668,000
Doors of Insanity	8,000
Mysteries Of Darkness	1,000
Castle Morihisa	7,000
Divinity Chronicles: Journey to the West	6,000
Indies' Lies	8,000

Forecast

Sales Price

Characteristics of the prices of the game in question:

- Price ~24.99\$

Median prices by main game genres and niches by SteamSpy:

- RPG - \$5.99\$
- Early Access - \$7.99
- Card Game - \$0.44
- Roguelike - \$9.99
- Adventure - \$5.99
- Tactical - \$9.99
- Singleplayer - \$9.99

- Average price for all - \$7.2

Given the limits of median values from \$0 to \$20 for SteamSpy for all genres, we can equate these figures to the classic game sales ranges from \$0 to \$60.

Based on all the data presented above, we assume the average price in a niche for games of this genre in the amount of ~\$22

The price set by the developers is slightly higher than the average found.

Sales Forecast

Based on the [developed evaluation methods](#), we obtained the following average sales volume for current indicators:

- Steam ~77.000 copies for 5 years from the date of release
- Other PC ~14.000 copies for 5 years from the date of release

Full Total ~91.000 copies in 5 years since release

Forecast Method	Total Copies	Total Revenue	Error Rate	Gross Sales Min	Gross Sales Max
Steam Followers	180,511	\$4,510,976	25%	\$3,383,232	\$5,638,720
YouTube top 10 videos	103,670	\$2,590,715	30%	\$1,813,500	\$3,367,929
Website traf	27,299	\$682,210	40%	\$409,326	\$955,094
Expert K.S current	88,653	\$2,215,448	25%	\$1,661,586	\$2,769,310
Expert E.A current	83,334	\$2,082,521	25%	\$1,561,891	\$2,603,151
Expert E.G current	66,667	\$1,666,017	25%	\$1,249,512	\$2,082,521
Average Current	91,689	\$2,291,314	28%	\$1,679,841	\$2,902,788

According to the [methods of expert opinions](#) with the condition of providing the game with additional investments and correcting the problems described in the conclusions, we received the following average sales volume:

- Steam ~146.000 copies for 5 years from the date of release
- Other PC ~26.000 copies for 5 years from the date of release

Full Total ~172.000 copies for 5 years from the date of release

Forecast Method	Total Copies	Total Revenue	Error Rate	Gross Sales Min	Gross Sales Max
Expert K.S forecast	167,000	\$4,173,330	35%	\$2,712,665	\$5,633,996
Expert E.A forecast	184,000	\$4,598,160	35%	\$2,988,804	\$6,207,516
Expert E.G forecast	167,000	\$4,173,330	35%	\$2,712,665	\$5,633,996
Average Forecast	172,667	\$4,314,940	35%	\$2,804,711	\$5,825,169

Experts Conclusion

[Expert opinion E.A. #1](#): Based on feedback and research, plus taking the marketing investments into account, I predict the regional sales of 50-60 thousand copies in the first year.

[Expert opinion K.S. #2](#): At the current rate, with the game brought to its logical conclusion but suffering from balancing issues and requiring a number of bug fixes, plus having less than optimal marketing budget, we can expect to see around 50,000 PC copies sold in the first year, including during major seasonal sales.

[Expert opinion E.G. #3](#): Outcome in the first year:

1. Good ~70k
2. Average ~40k
3. Worst ~17k

Conclusions

Based on the consensus forecast of the [developed methodologies](#) and [expert opinions](#), the final conclusion on the game under consideration was formed.

With a PC price of \$24.99 and an average error of 32% in the developed estimation methods, we assume:

Sales in the current conditions with mechanical changes / rebalancing and a little marketing company:

- First year sales after release:
 - ~55.000 copies on all platforms
 - 1.000-1.741 thousand dollars in copies sold
- Second year sales:
 - ~18.300 copies on all platforms
 - 336-581 thousand dollars in copies sold
- Subsequent years:
 - ~9.200 copies on all platforms
 - 168-290 thousand dollars in copies sold
- Total Sales:
 - ~91.700 copies on all platforms
 - 1.680-2.903 thousand dollars in copies sold

Sales under the conditions of increased marketing investments, game improvements / rebalancing and fixes of problems indicated by experts:

- First year sales after release:
 - ~103.600 copies on all platforms
 - 1.683-3.495 thousand dollars in copies sold
- Second year sales:
 - ~34.500 copies on all platforms
 - 561-1.165 thousand dollars in copies sold
- Subsequent years:
 - ~17.200 copies on all platforms
 - 280-582 thousand dollars in copies sold
- Total Sales:
 - ~172.600 copies on all platforms
 - 2.805-5.825 thousand dollars in copies sold

Calculate Methods

Calculation of current Steam sales by [Steam followers method](#)

Parameters	Game sales line by year				
Percentage of sales per year of total	70%	20%	5%	3%	2%
The number of Steam followers of the game	10,700	2,140	535	321	214
Ratio to Niche Average	0.33	0.07	0.02	0.01	0.01
Estimated sales on Steam	138,854	27,771	6,943	4,166	2,777

Calculation of current Steam sales by [YouTube top 10 videos method](#)

Parameters	Game sales line by year				
Percentage of sales per year of total	70%	20%	5%	3%	2%
Estimated sales on Steam	72,569	20,734	5,183	3,110	2,073

Calculation of current Steam sales by [Website traf method](#)

Parameters	Game sales line by year				
Percentage of sales per year of total	70%	20%	5%	3%	2%
Estimated pre-release traffic sales	2,100	600	150	90	60
Estimated sales by release traffic	2,100	600	150	90	60
Estimated sales per 1 month	21,280	6,080	1,520	912	608
Estimated sales for 2 months	50,960	14,560	3,640	2,184	1,456
Estimated sales on Steam (average)	19,110	5,460	1,365	819	546

Calculation of current sales by [unSteam platforms methodology + Forecast](#)

Parameters	Alfa/Beta	Game sales line by year				
Percentage of sales per year of total	10%	60%	20%	5%	3%	2%
Average copy sales current	9,169	55,014	18,338	4,584	2,751	1,834
Average revenue min current	\$167,984	\$1,007,905	\$335,968	\$83,992	\$50,395	\$33,597
Average revenue max current	\$290,279	\$1,741,673	\$580,558	\$145,139	\$87,084	\$58,056
Average copy sales guess	17,267	103,600	34,533	8,633	5,180	3,453
Average revenue min guess	\$280,471	\$1,682,827	\$560,942	\$140,236	\$84,141	\$56,094
Revenue average max guess	\$582,517	\$3,495,101	\$1,165,034	\$291,258	\$174,755	\$116,503

Knock on the Coffin Lid Experts Opinion 7/28/22

Expert #1 E.A. Opinion

Expert Opinion

The game generally looks eye-catching and interesting, but there are a lot of card games out there, making it difficult to stand out among the crowd.

As it is, the title feels a bit pricey, which is backed up by community comments complaining about imbalance. I noticed the number of such comments going down, meaning that the issues are being worked on. On the other hand, the game boasts an interesting visual style and looks nicer than many of its competitors, which helps justify the asking price. Still, the title can be perceived as a little too expensive. I would set the US price around \$19.99 instead of the current \$24.99.

Released to the public in April 2020, the project garnered abundant publications and has been noticed by the VK audience in the CIS region. It did generate buzz on other social media, but at a much humbler scale, with most of the posts being template reports and update links.

Since the spring of 2022, there have been notable attempts to maintain and increase the game's social media presence.

I speculate that the Western audience interest could have been warmed up since 2020, leading to it appearing in a greater number of wishlists and increased alpha version sales.

Based on feedback and research, plus taking the marketing investments into account, I predict the regional sales of 50-60 thousand copies in the first year.

In terms of bug fixes, detailed mechanics/balancing, and extended marketing—upward of 110 thousand during the same period.

Expert #2 K.S. Opinion

Target Audience

Fans of roguelikes with card game elements with the focus on deck building.

Similar Projects

- Nowhere Prophet;
- Inscryption;
- Slay the Spire;
- Darkest Dungeon;
- Deep Sky Derelicts;
- Monster Train;
- Gordian Quest.

Expert Opinion

A new entry into the card-based roguelike subgenre that feels like a mixture of "Slay the Spire" and "Darkest Dungeon," leaning closer to the former. While the potential audience and player base can be estimated around two millions, the card-based roguelike gameplay is currently very popular with indie developers, meaning that both the level of competition and player expectations for upcoming titles will be exceedingly high. One could call it a very risky niche to try and fill right now. For the two acclaimed games mentioned above, there are about fifty releases that could not sell a hundred thousand copies.

The project in question seems to angle towards the second category, not necessarily meeting the checkboxes players currently have for this sort of game. The title exhibits certain problems with in-game balance and does not emphasize its distinguishing features. At the current rate, with the game brought to its logical conclusion but suffering from balancing issues and requiring a number of bug fixes, plus having less than optimal marketing budget, we can expect to see around 50,000 PC copies sold in the first year, including during major seasonal sales.

Similar results can be expected on the console market. As the title displays adequate replay value, it would be prudent to negotiate the game's inclusion into GamePass/PS Plus Extra/Deluxe subscriptions, which would allow earning money for the amount of time players spend in-game, instead of relying solely on the number of sold copies.

It is possible to double the expected sale figures by seriously reworking the in-game balance and investing in marketing, but the efficiency of such measures is not guaranteed due to the chosen niche's demanding nature.

Expert #3 E.G. Opinion

Expert Opinion

References and Competitors

General:

The game contains the correct ingredients for success:

- Emulating the mechanics from a successful entry into the genre (Slay the Spire);
- Improving on the inspiration game's shortcomings:
 - Graphics;
 - Narrative.

These aspects alone should be enough to garner a small following, but further growth is only possible by providing high-quality gameplay.

The imitated mechanics work, while the new additions raise questions about the game's balance:

- Lower replay incentive, which is a key element for the roguelike genre. Each new adventure seems a little too similar to the last one due to:
 - Repetitive gameplay;
 - Lack of dynamic battles;
 - Spongy enemies with lots of HP.
 - Static routes;
 - Relatively low number of starting cards and their combinations;
 - No noticeable progress between runs;
 - Either in character development;
 - Or in regard to player skill;
 - Inflated difficulty that nullifies the sense of progression.
- Artificial difficulty for the sake of complexity:
 - Rules that seem unfair to an average player. In certain cases, there is no chance to clear an encounter, no matter the adapted tactics:
 - Calculations do not seem to work in such cases.
 - The need to re-roll the run if some items didn't drop before a particular boss.
- Deck building is limited to a couple of viable variations, which is a critical flaw for this sort of game:
 - Raw power decks;
 - Armor + damage decks.
- New mechanics sometimes contradict each other;
- Useless in-game store:
 - Does not sell cards;
 - All necessary equipment drops naturally anyway.
- Elves are way stronger than others due to the dodge mechanic that doesn't match the similar feature in Slay the Spire:
 - The player dodge card is also overpowered in its own way.
- Repetitious in-game events.

Recommendations:

- Spend more time on balancing and do not rush toward release;
- Adjust the game's price.

There is no sense in pinpointing competitors. The audience overlaps between genres, and the dates are not set and frequently rescheduled.

Conclusion:

The genre is overflowing with new releases and the Knock on the Coffin Lid's USPs are spread too thin in many directions.

Legendary titles that managed to go beyond their target audience (Slay the Spire, Darkest Dungeon) have generated around 4k of Steam sales.

Top Slay the Spire clones that do not have major gameplay/balancing issues (Monster Train, Griftlands) have garnered around 400k each.

Polished games (Ring of Pain, SteamWorld Quest: Hand of Gilgamesh) generate on average around 200k.

In our present case, 200k copies sold might be a bit out of reach.

Projected first-year results:

1. Good ~70k;
2. Average ~40k;
3. Worst ~17k.

Solving the current balancing issues may multiply the forecast by as much as x2.5.

META



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