

WILDMART



CONCEPT

A cooperative, cross-platform Overcooked-like experience, designed for short sessions and high retention.

Wildmart is a co-op party game where players work together to manage a supermarket in a world inhabited by animals.

Using only their character movement, players must coordinate to restock products, serve customers, and maximize profits before the workday ends. With a cartoon art style and an arcade pace, Wildmart delivers chaotic fun focused on coordination and teamwork.



GAMEPLAY LOOP

NIGHT

Prepare the supermarket
for the next day

OPENING

Customers arrive at the
supermarket

CLOSING

Remaining customers
leave the supermarket

DAY

Serve and charge
customers



Throughout all these phases, players must also ensure that shelves are always stocked and that the supermarket is kept in good condition.

MECHANICS

"Each match is a mix of strategy, teamwork, and uncontrollable fun."

- **Movement as the only action:** Intuitive and accessible controls for all types of players.
- **Characters with unique stats:** Strength, speed, and intelligence affect efficiency.
- **Order system:** A computer system controls product flow and the daily economy.
- **Space management:** Restock, place furniture, and maintain smooth flow without bottlenecks.
- **Customers with happiness states:** Their patience and happiness determine profits.
- **Day/night cycle:** Action during the day; strategy, cleaning, and restocking at night.



SCALABILITY

- **New regions and fauna:** Each region introduces new products, customers with new mechanics, and unique match conditions.
- **Special events:** Sale days, inspections, seasonal products, VIP visitors...
- **Cleaning system:** Customers can dirty the store; cleanliness directly affects happiness.
- **Energy management:** Equipment consumes electricity; power costs are paid at the end of each day.
- **Missions and achievements:** Daily objectives to encourage progression and replayability.
- **AND MUCH MORE...**



SCREENSHOTS



MONETIZATION

Our vision focuses on delivering a complete, high-quality experience from day one. By adopting a Buy-to-Play model, we ensure a balanced gameplay loop where player progression is driven exclusively by skill and exploration.

- **One-Time Purchase:** A single purchase grants full access to the entire content. All characters, skins, supermarket layouts and game modes, are unlocked through in-game achievements and earned currency.
- **Expansion Roadmap (DLCs):** Our post-launch strategy focuses on meaningful content. We will release themed DLC expansions that unlock entirely new regions of the map, offering new challenges, exclusive mechanics, and characters.
- **Season pass:** Daily missions with free rewards, plus a premium version that doubles them and unlocks exclusive character customizations.



TARGET AUDIENCE

Developed for users seeking a casual experience with simple yet challenging and engaging progression. Ideal for players who want to disconnect for a few minutes with a fun, chaotic, and cooperative experience.

AGE

7 - 35 years old

MARKET

Global (Europe, USA, Latam and Asia)

SESSIONS

3 to 20 minutes per match



REFERENCES



+50M downloads

\$6.8M revenue

90% positive reviews



+900k copies sold

\$16.3M revenue

79% positive reviews



+60M downloads

\$7.1M revenue

82% positive reviews

Wildmart combines the cooperative chaos of Overcooked with the accessibility and mobile-style loop of games like My Perfect Hotel or Pizza Ready.

CURRENT STATUS

100%

GAMEPLAY

Complete
gameplay flow

50%

ART/UI

UI: 75% complete

3D Art: 40%
[characters, VFX,
environments...]

2D Art: 15%
[concept art,
illustrations...]

35%

MECHANICS

New mechanics
and match events

Global balancing
and game economy

20%

PROGRESSION

New zones and
levels

User experience
and monetization

Endgame content

The game is currently in a playable demo phase with all core systems implemented and test content available.



ROADMAP

Q1 2026



PROTOTYPE

Gameplay flow

Core mechanics

Art direction

First levels

Q2 2026



FUNDING

Documentation

Publisher outreach

Development plan

Q3-Q4 2026



DEVELOPMENT

Match events

New zones and
levels

Monetization

New characters
and customers

Q1 2027



LAUNCH

Testing

Polishing

Marketing

Release

PROPOSAL

We are seeking funding and collaboration to complete the development of Wildmart and bring it to a global release on mobile platforms and Steam. We are seeking funding to cover a \$274.000 budget, with a \$100.000 upfront payment.

We are open to the following agreements:

- Publishing deal with an initial investment
- Development and direct sale of the IP
- Co-development and product adaptation alongside the publisher
- Flexible negotiation of terms depending on the scope of the agreement



BUDGET BREAKDOWN

Events

3.5%

Contingency

8.7%

QA & Testing

8.3%

Marketing

14.5%

Infrastructure

15.2%

Development

16.6%

Art & Sound

33.2%



CONTACT



**Pablo
Jaén**

**PM & Unity
Developer**



**Álvaro
Arroyo**

**Generalist 3D
Artist**



**Alba
Valencia**

**Graphic
Designer**



**Antonio
Sánchez**

**Full-stack
developer**



**Ismael
León**

**QA / Technical
Designer**



Developed by Devenant Entertainment SLU

Email: wildmart@devenant.net

Website: www.devenant.net

WILDMART

