



March 20-24, 2023
San Francisco, CA

From Pitch to Pancakes: How 'Bear and Breakfast' Blended Genres To Succeed

By Rareș Cintează
Founder & Game Director @ Gummy Cat

#GDC23



FROM PITCH TO PANCAKES

**How Bear and Breakfast
Blended Genres to Succeed**





Bear & Breakfast

**Laid-back management-adventure game
where you **build** and **run** a bed and breakfast...
but you're a **bear**.**

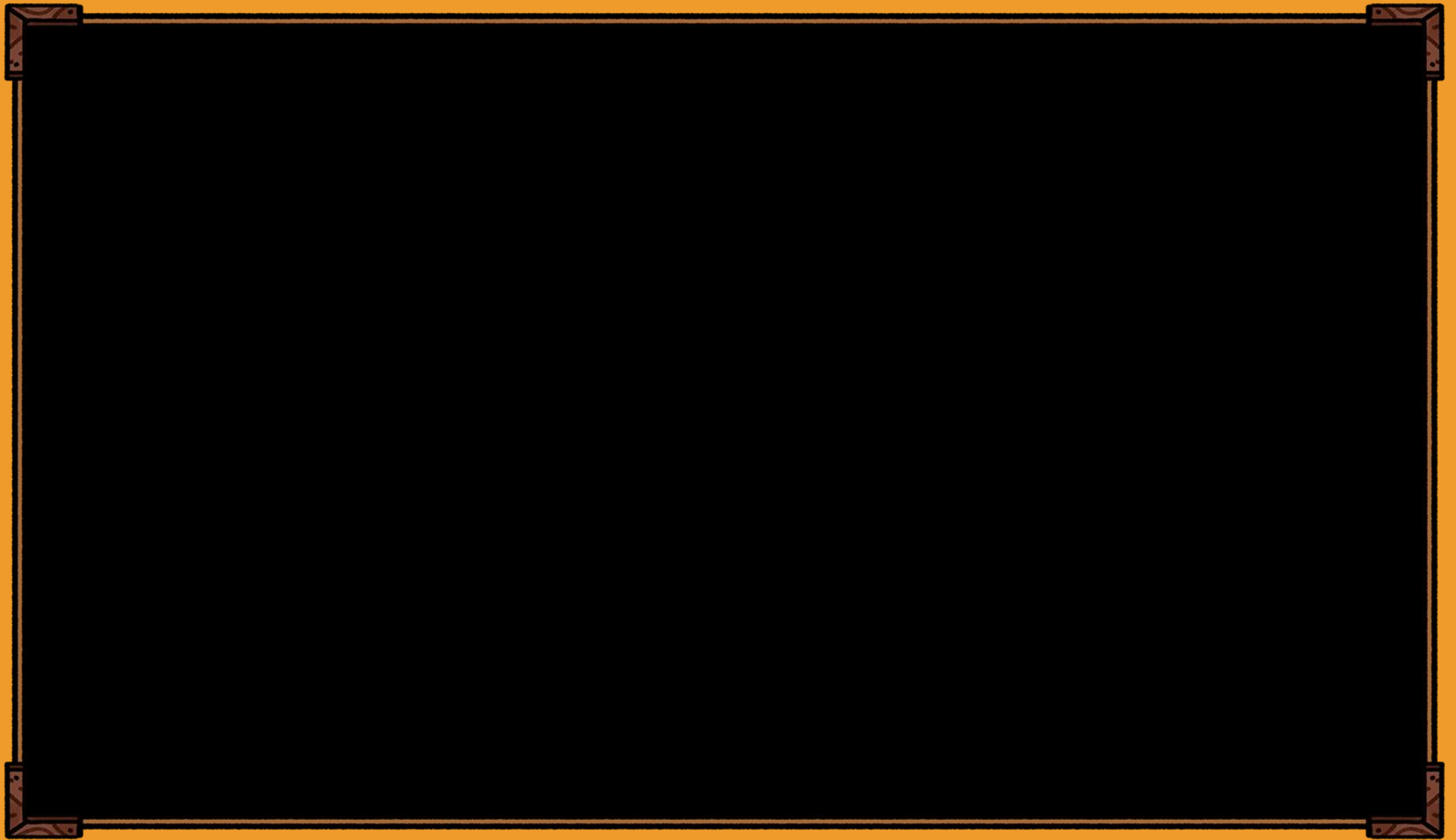
[Home](#) > [News](#) > [Indie](#) > [Bear And Breakfast](#)

In Bear and Breakfast you run a bed and breakfast, but you're a bear

By [Jonathan Bolding](#) 18 hours ago

It's a 'laid-back management adventure game.'

You can find [Bear and Breakfast on Steam](#), where it will release "soon," and there's also an official [website](#). The game looks adorable and I'm excited to try it, though I'll be honest with you, I'm kind of cagey about that genre name. A "laid-back management adventure" sounds like whatever your boss is off doing when he takes a two hour lunch.









HOW DO YOU APPROACH AN INCREASINGLY SATURATED INDIE SCENE?

**Or how we tried, failed and (sometimes) succeeded
at standing out by mixing genres.**

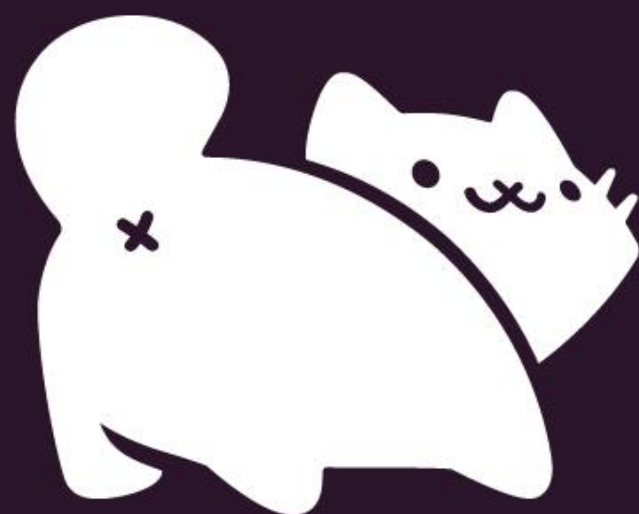




**SOME
CASTLE
IDK**

ME





GUMMYCAT

TECH ARTIST
TWITTER F5 PUSHER
ANIMATOR
ART DIRECTOR



SAVED OUR ASSES
UX ENGINEER
TESTER
PROGRAMMER



DESIGNER
WRITER
UI & UX



Bear and Breakfast is a video game made by

GUMYCAT 

Lead Artist, Art Director, Animation

Ioana Șopov

Lead Designer, UI/UX & Graphic Design, Writing

Rareș Cintează

Lead Programmer

Andrei-Teodor Bogdan

Programming

Game build may be worked on in any order.

APPROVED FOR RELEASE

Release

Select the button below when you are ready to make your title available on Steam.

Release App...



ame build may be wo

reviewed and approved

APPROVED FOR RELEASE

Release

Select the button below when you are ready to release your title available on Steam.

Release App...

Apple Store State:

Unavailable



PITCHED vs. PUBLISHED



70+ CONTACTS

~50 NO REPLY



25 RESPONDED

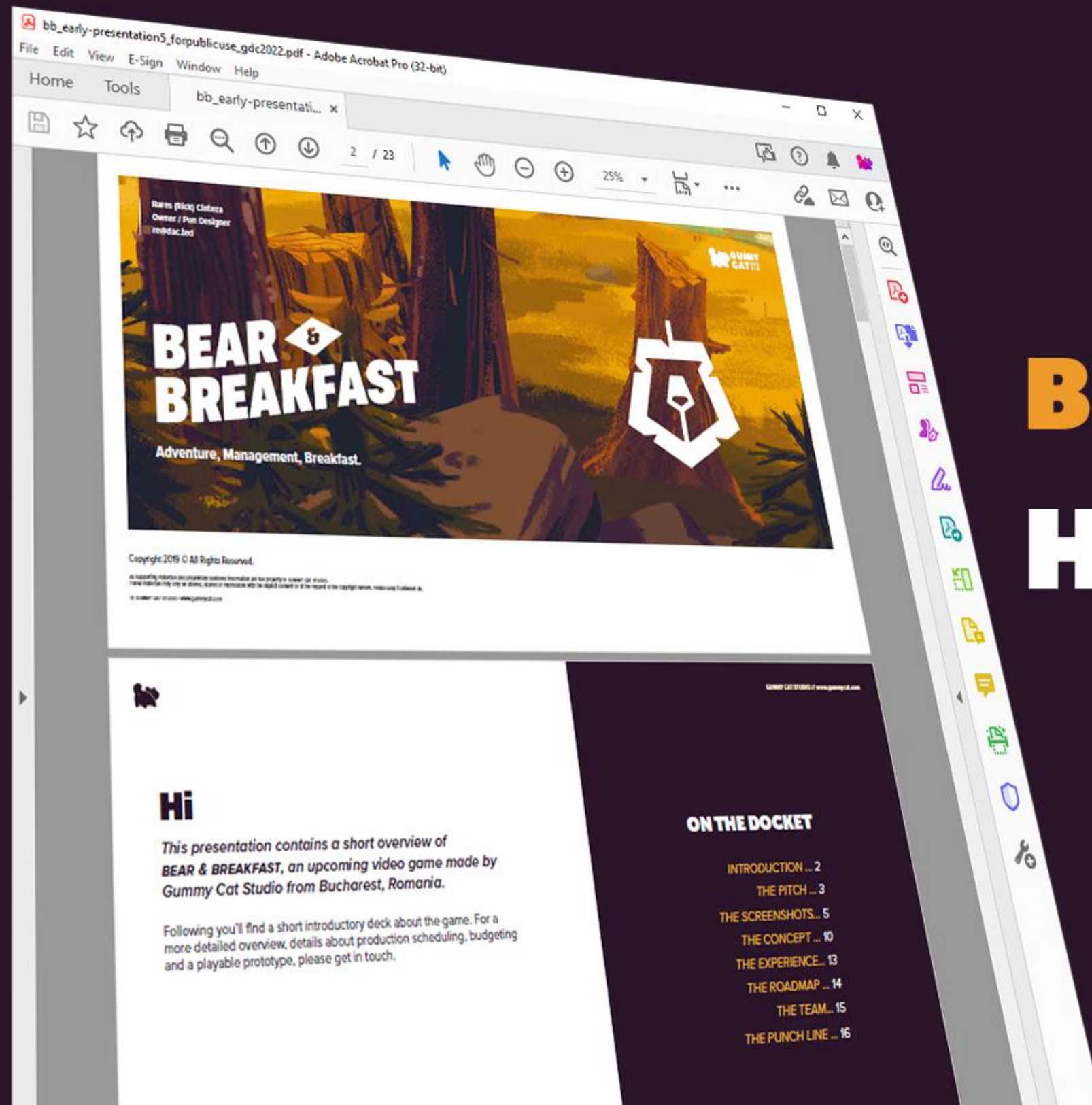


24 "IT'S A NO"



1 SIGNED





BEAR PITCH DECK: HEYGLITCH.COM



**PITCH
DECK**



COMING UP



1. MIXING GENRES?

2. AN ADVENTURE GAME

3. A MANAGEMENT GAME

4. WILL IT BLEND?

5. WHAT WORKED

6. WHAT DIDN'T :(



CHAPTER 1 OF 6

MIXING GENRES?





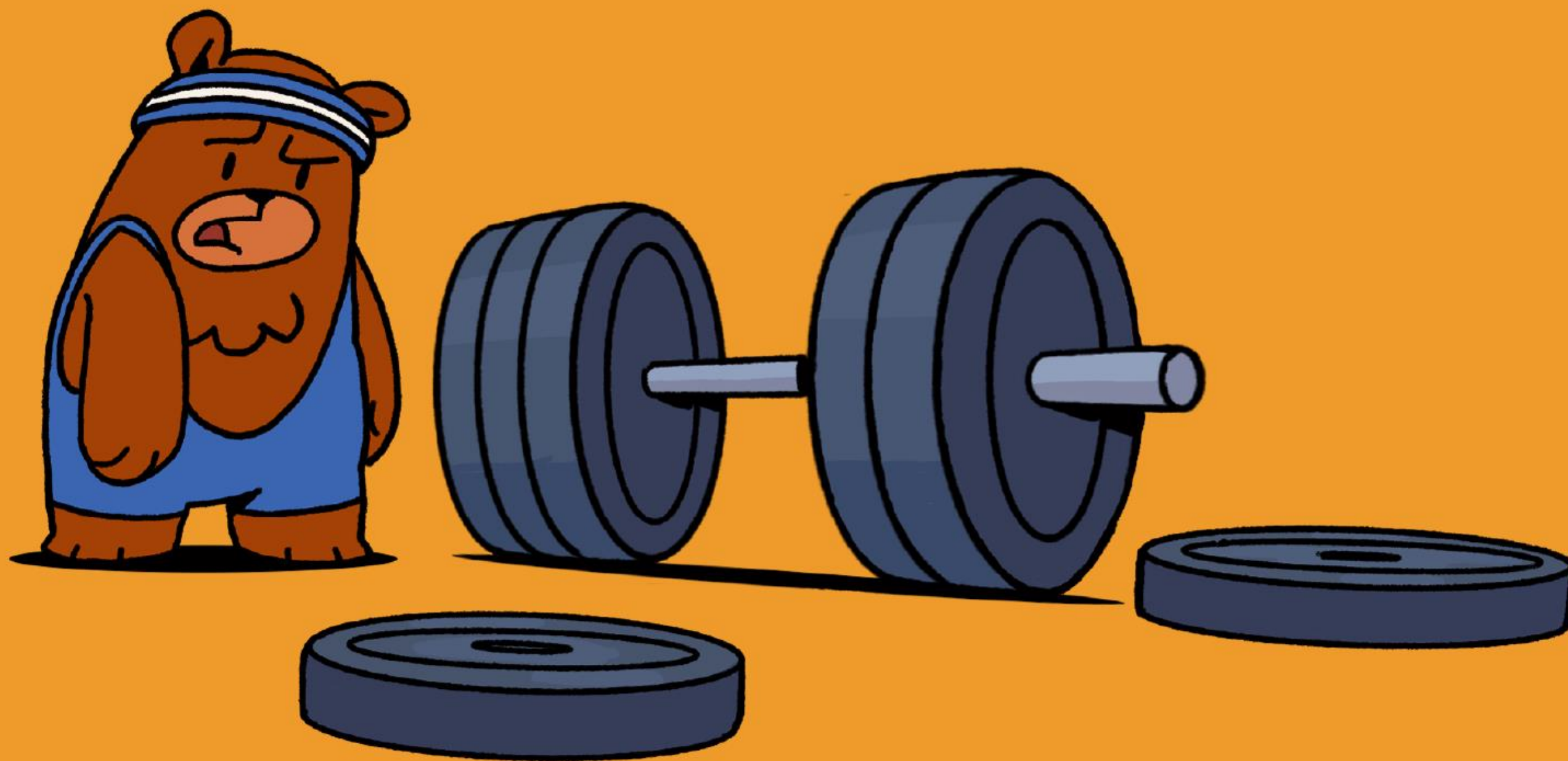
GUMMY CAT STUDIO // www.gummycat.com



**Management adventure game
where you take care of a cabin in
the woods, but you're a bear.**

BEAR & BREAKFAST // Intro Deck

**PITCH
DECK**















▶ ▶| 🔊 2:02 / 25:20 • Intro > || CC ⚙️ 📺 🔍

Dramatic Depictions of Hell



A Youtuber ✓
188K subscribers

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👍 24K

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CHAPTER 2 OF 6

ADVENTURE!



[Your Store](#)[New & Noteworthy](#)[Categories](#)[Points Shop](#)[News](#)[Labs](#)

ADVENTURE



VRCHAT

Create. Share. Play.



Free To Play

VRChat

Release date: Feb 1, 2017

Mixed | 184,331 User Reviews

[VR](#)[Free to Play](#)[Memes](#)[Anime](#)[Multiplayer](#)[Funny](#)[Massively Multiplayer](#)[First-Person](#)[Early Access](#)[Open World](#)[Simulation](#)[Casual](#)[Adventure](#)[MMORPG](#)[Hentai](#)[Comedy](#)

Join our growing community as you explore, play, and help craft the future of social VR. Create worlds and custom avatars. Welcome to VRChat.



YAY ADVENTURE GAMES!





www.bear.game



FOR US, "ADVENTURE" JUST MEANT

STORY

&

CHARACTERS







HANK



REALLY

BUILD YOUR CHARACTER





THE WHO

You play as Hank and his two miscreant friends, rebels with a weird agenda.

There's no get-rich-quicker scheme than wearing out the heavy pockets of people looking for that authentic woodlands experience.

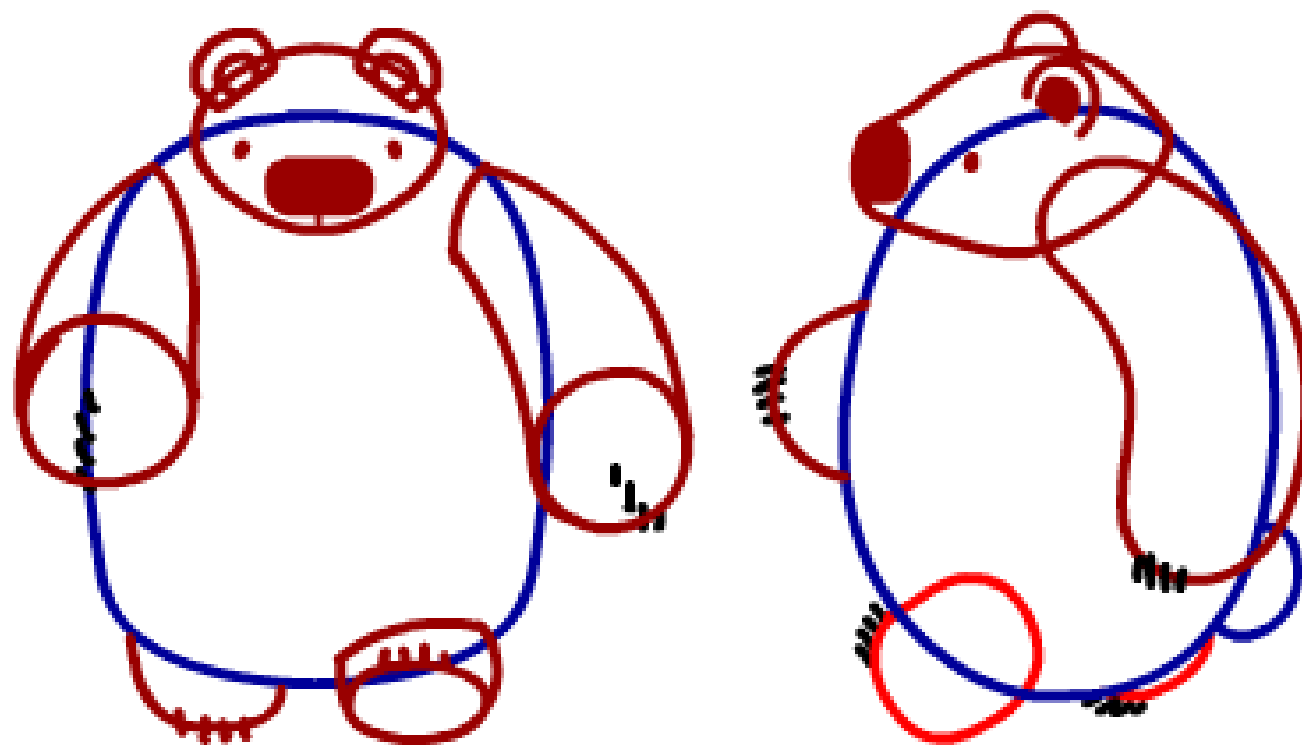
BEAR & BREAKFAST // Intro Deck

**PITCH
DECK**





IN-GAME SHOT
**BEAR
BREAK**
**PITCH
DECK**











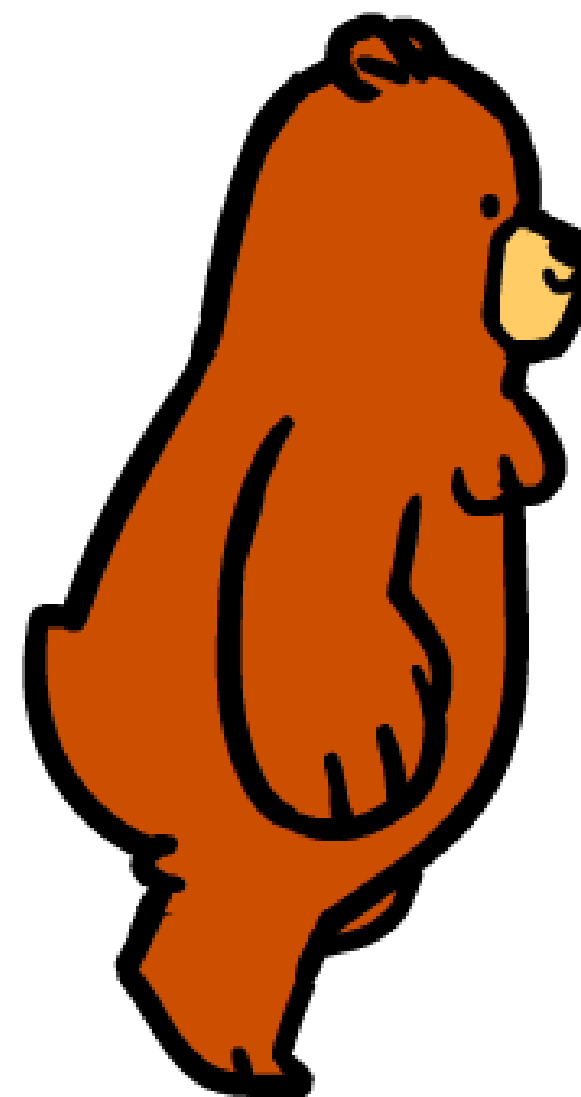
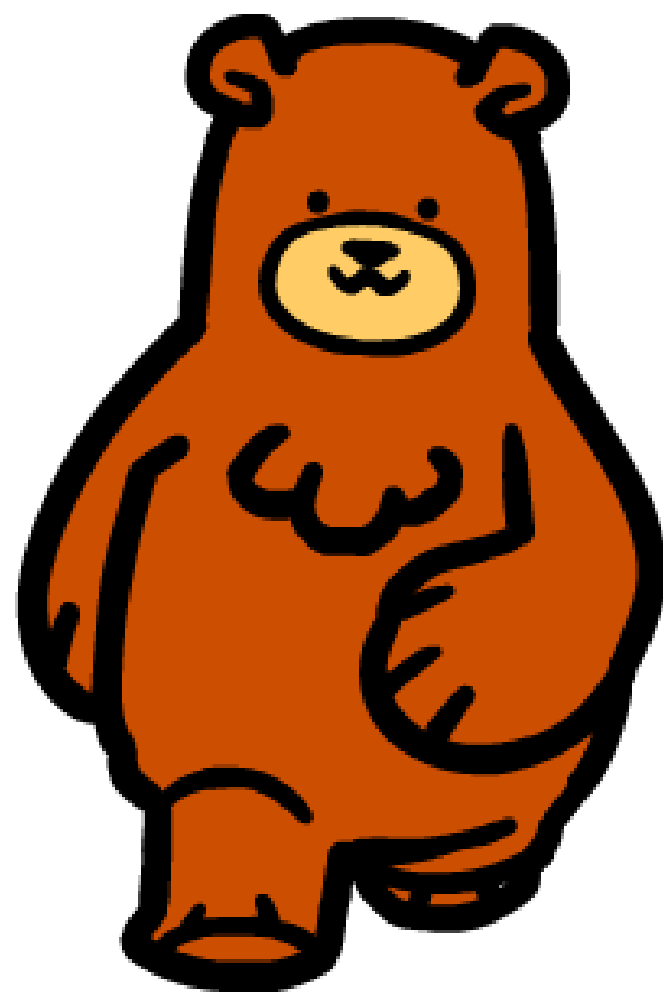
8 frame peppy



6 frame peppy



8 frame classic







MORE CHARACTERS





Gus

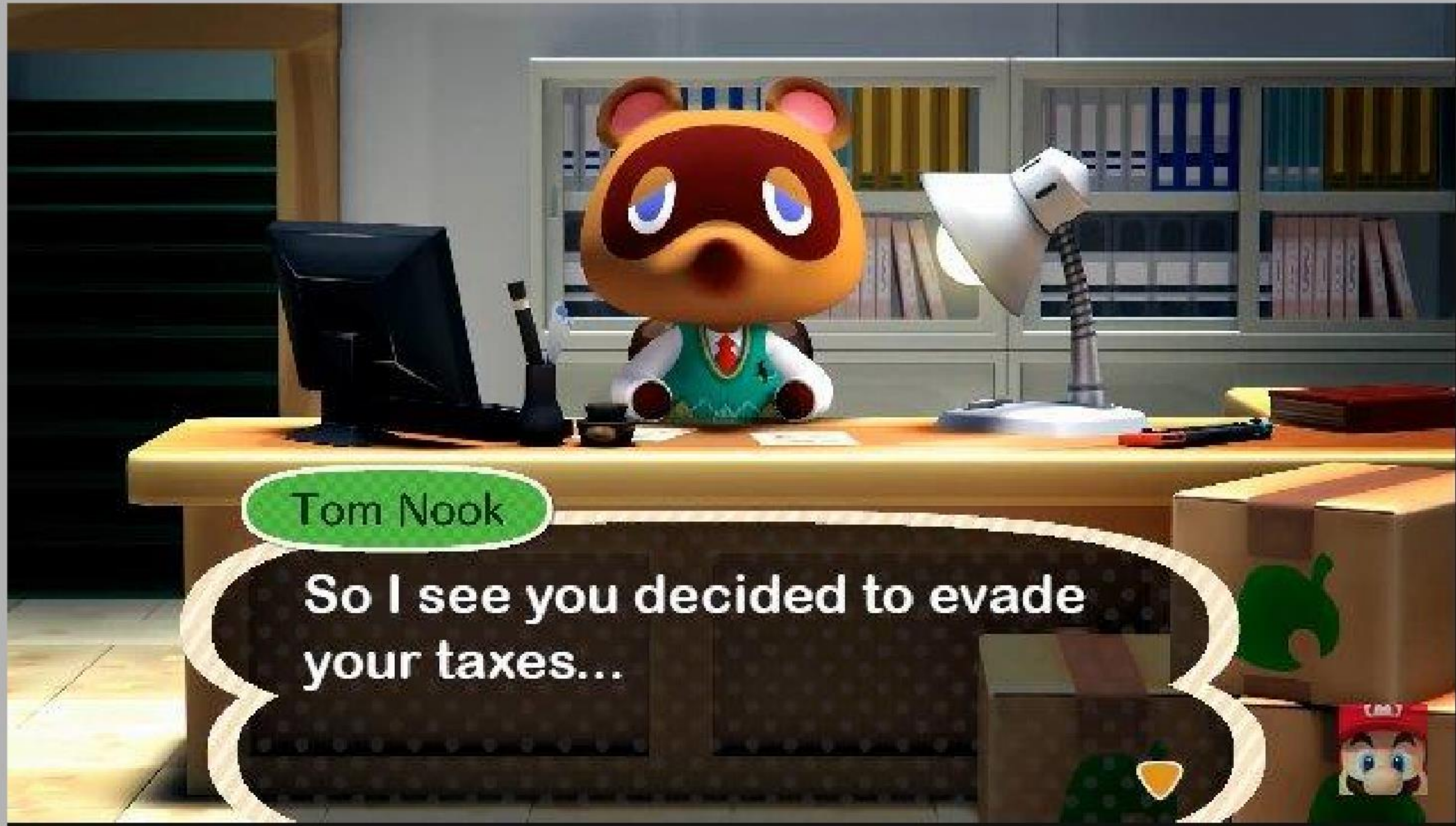
There ain't a smell in the world that can disgust me.

Space Continue



TOOK

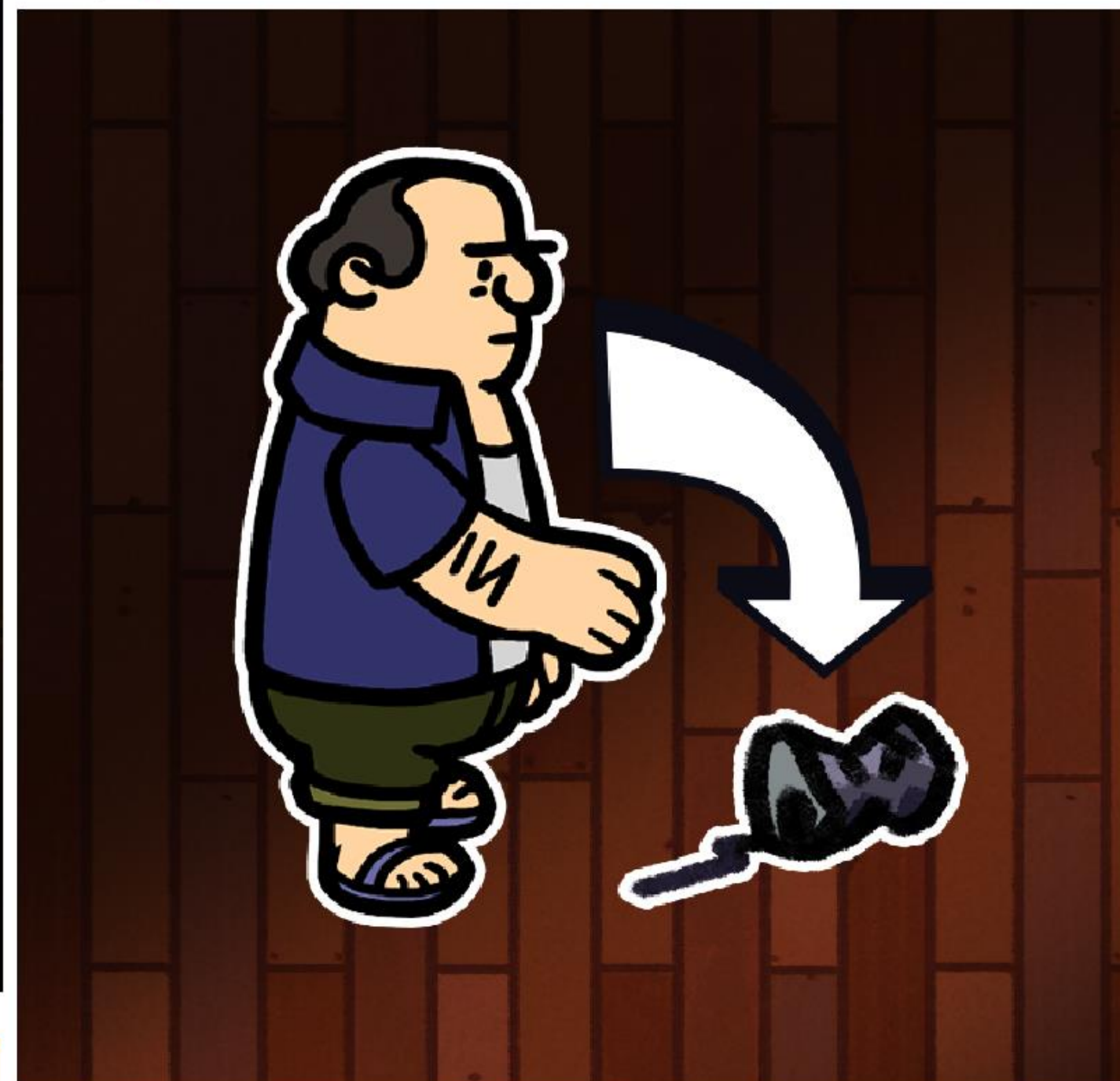
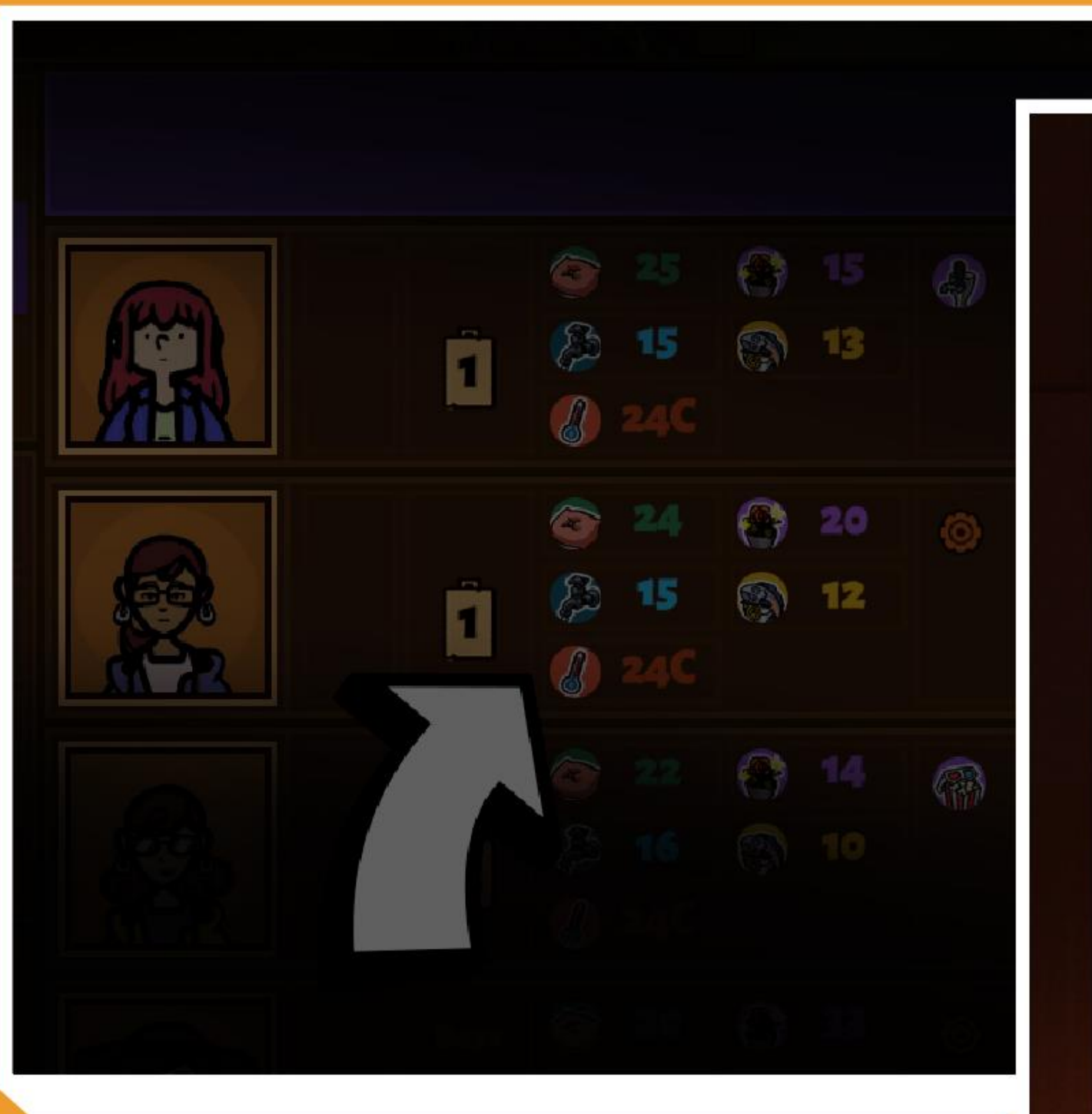
















www.bear.game



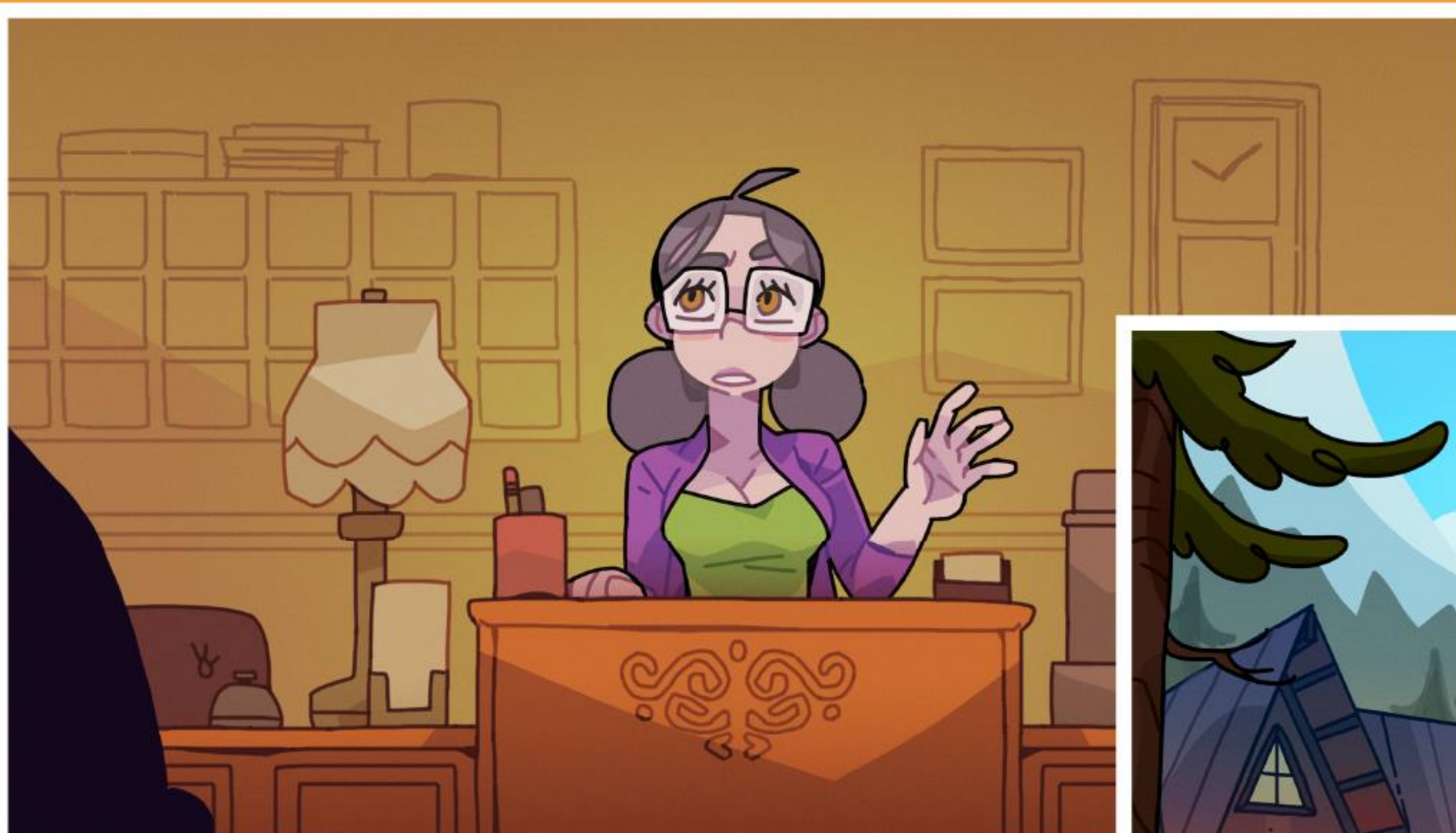


LINEAR STORY















www.bear.game





I have no obligation to make sense to you.

Space Continue

ADVENTURE

The second goal of the game is to progress the story of Hank, Gwen and Will.

To do this, you explore the neighbouring areas, where you'll find various quests, puzzles and rewards.

Each area succesfully unlocked and beaten will improve your cabin.

**PITCH
DECK**

BEAR & BREAKFAST // Intro Deck



ADVENTURE PILLARS



ADVENTURE PILLARS

POLISHED MAIN CHARACTER

With a slew of interesting
supporting characters



STRONG LINEAR STORYLINE

Told through secondary
characters and cutscenes



VARIED AND INTERESTING WORLD

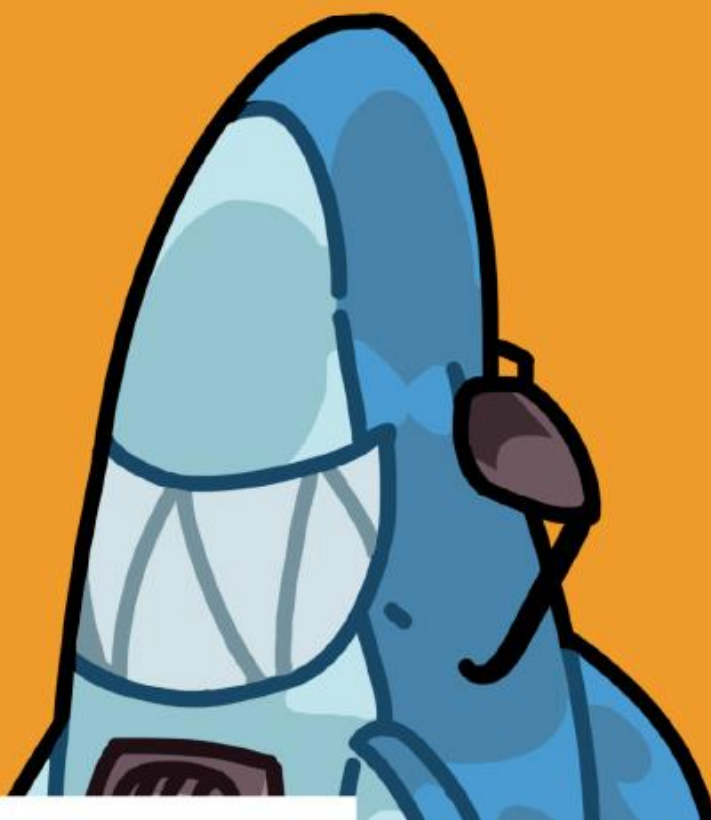
With little secrets
that reward exploration





CHAPTER 3 OF 6

MANAGEMENT



Your Store

New & Noteworthy

Categories

Points Shop

News

Labs

search



MANAGEMENT



Cities: Skylines

Release date: Mar 10, 2015

Very Positive | 155,808 User Reviews

City Builder

Simulation

Building

Management

Strategy

Sandbox

Singleplayer

Moddable

Economy

Resource Management

Mod

Realistic

Replay Value

Casual

Why this game is relevant to you:

✓ Ranked 18 in top sellers

**-70%**~~27,99€~~
8,39€





PLAYER EXPERIENCE

GUMMY CAT STUDIO // www.gummycat.com



BUILD

YOUR CABIN,
INSIDE AND OUT.



MANAGE

YOUR GUESTS
AND THEIR CASH.



EXPLORE

YOUR SURROUNDINGS
AND FIND REWARDS.



REPEAT

TAKE HOME THE GOODS
AND DO IT ALL OVER.

BEAR & BREAKFAST // Intro Deck

**PITCH
DECK**







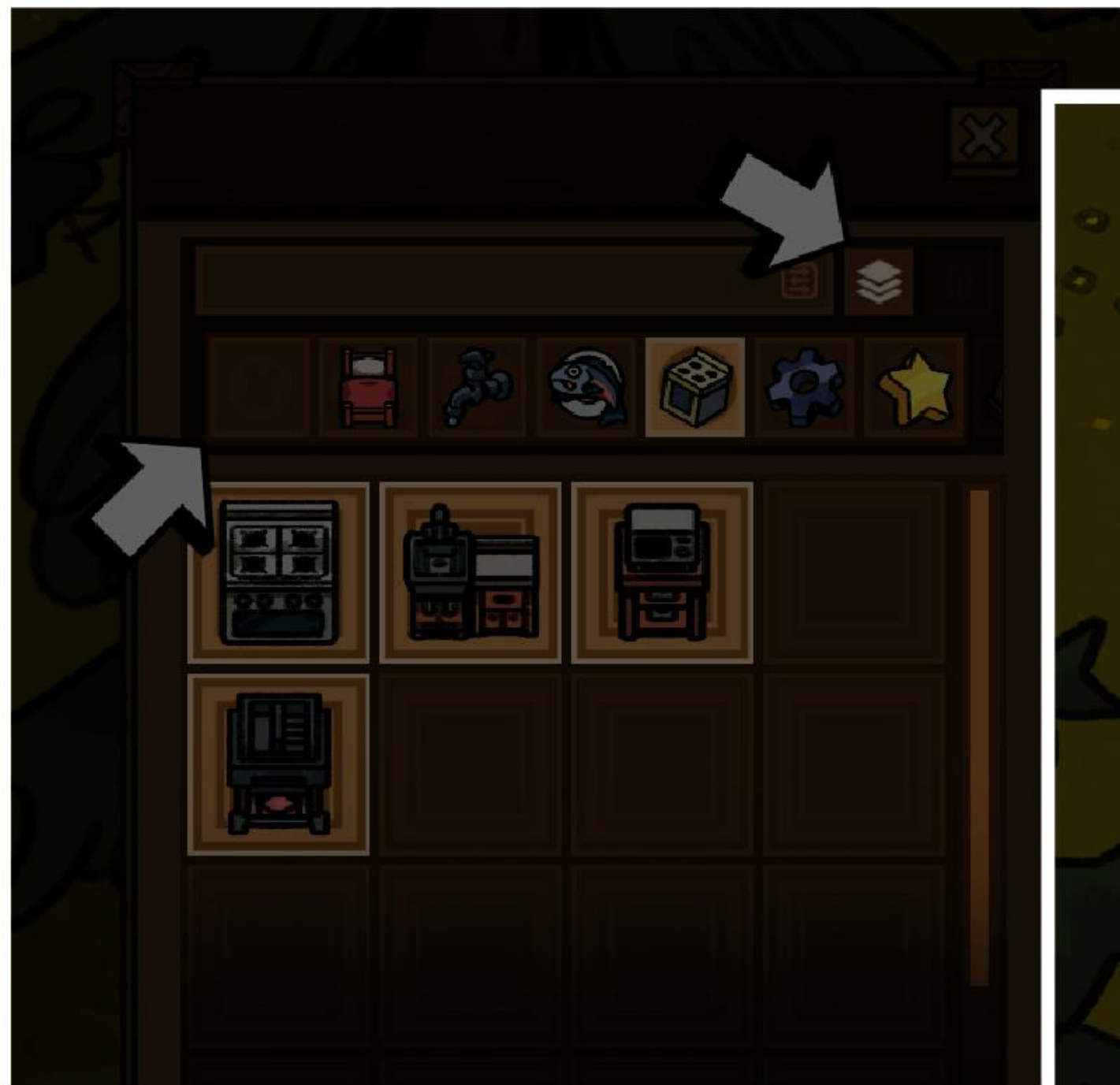






we did...









MANAGEMENT PILLARS



MANAGEMENT PILLARS



TIGHT LOOP WITH RELAXED PROGRESSION

New features introduced
all the way to the end



SIMPLE RESOURCE SYSTEM

Easy to find what you need
without being too grindy



LENIENT, POINT-BASED MANAGEMENT

Success is straightforward
with room for min-maxing





CHAPTER 4 OF 6

WILL IT BLEND





GUMMY CAT STUDIO // www.gummycat.com

CONCEPT

The concept was sketched out in 2018 and was slow-cooked over a year and some change. It was born out of love for systematic management games, a deep frustration over the lack of compelling narrative simulation titles and an unhealthy passion for puns.



BEAR & BREAKFAST // Intro Deck

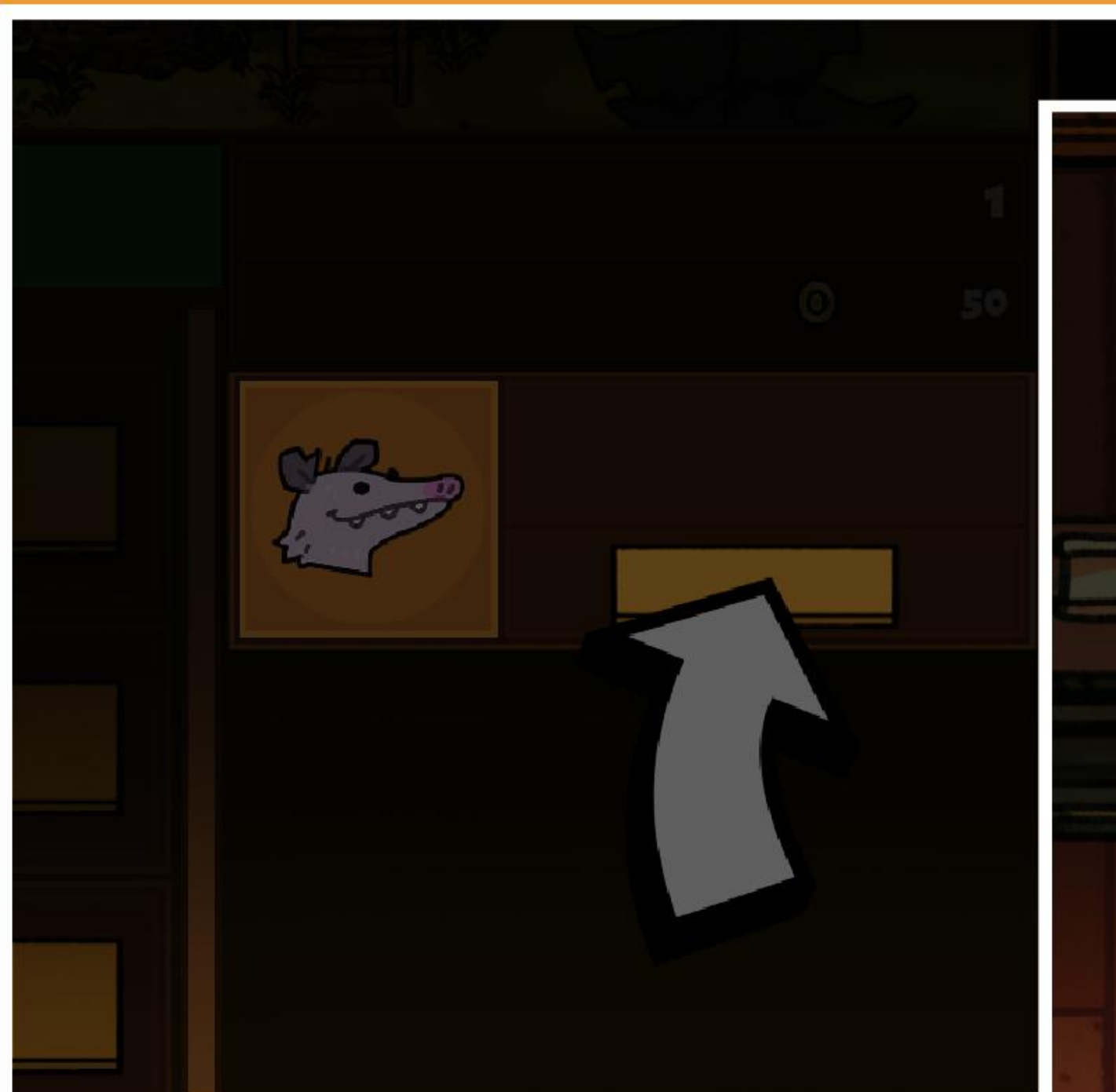
**PITCH
DECK**





STAFF CHARACTERS







www.bear.game













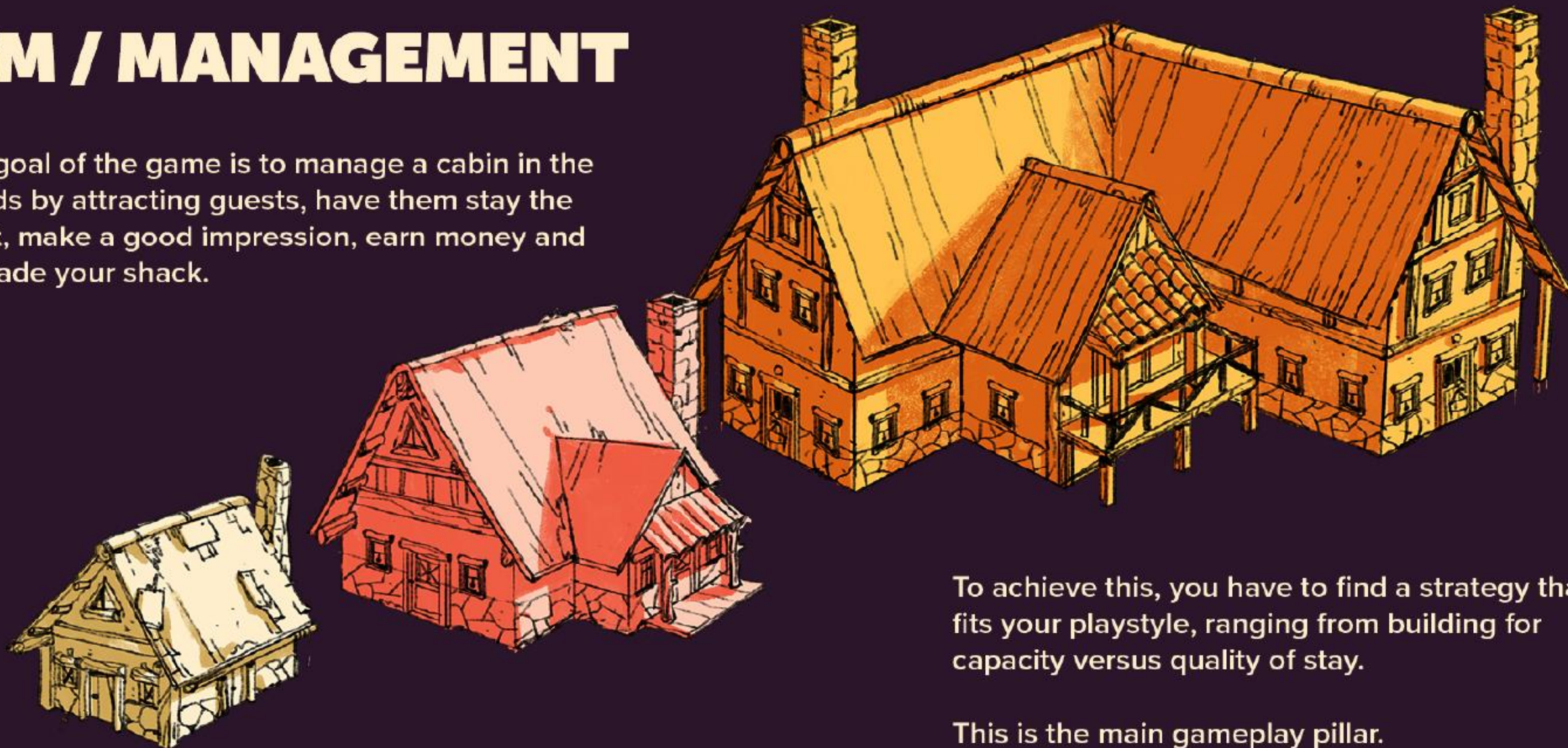
www.bear.game





SIM / MANAGEMENT

The goal of the game is to manage a cabin in the woods by attracting guests, have them stay the night, make a good impression, earn money and upgrade your shack.



To achieve this, you have to find a strategy that fits your playstyle, ranging from building for capacity versus quality of stay.

This is the main gameplay pillar.

BEAR & BREAKFAST // Intro Deck

**PITCH
DECK**





BEAR & BREAKFAST // Intro Deck

PROGRESSION

Winning the game means reaching the last zone on the world map, either directly or stopping by for side-quests on the way.

**PITCH
DECK**



Bear and Breakfast



Community Hub



Bear and Breakfast is a laid-back management adventure game where you build and run a bed and

90% of the 1,965 user reviews for this game are positive.

RECENT REVIEWS: **Very Positive** (192)

ALL REVIEWS: **Very Positive** (1,965)

STEAMDB RATING: **86.53%** (?)

RELEASE DATE: 28 Jul, 2022

DEVELOPER: **Gummy Cat**

PUBLISHER: **Armor Games Studios**

Popular user-defined tags for this product:

Adventure RPG Simulation Building Crafting +





CHAPTER 5 OF 6

WHAT WORKED





www.bear.game





www.bear.game





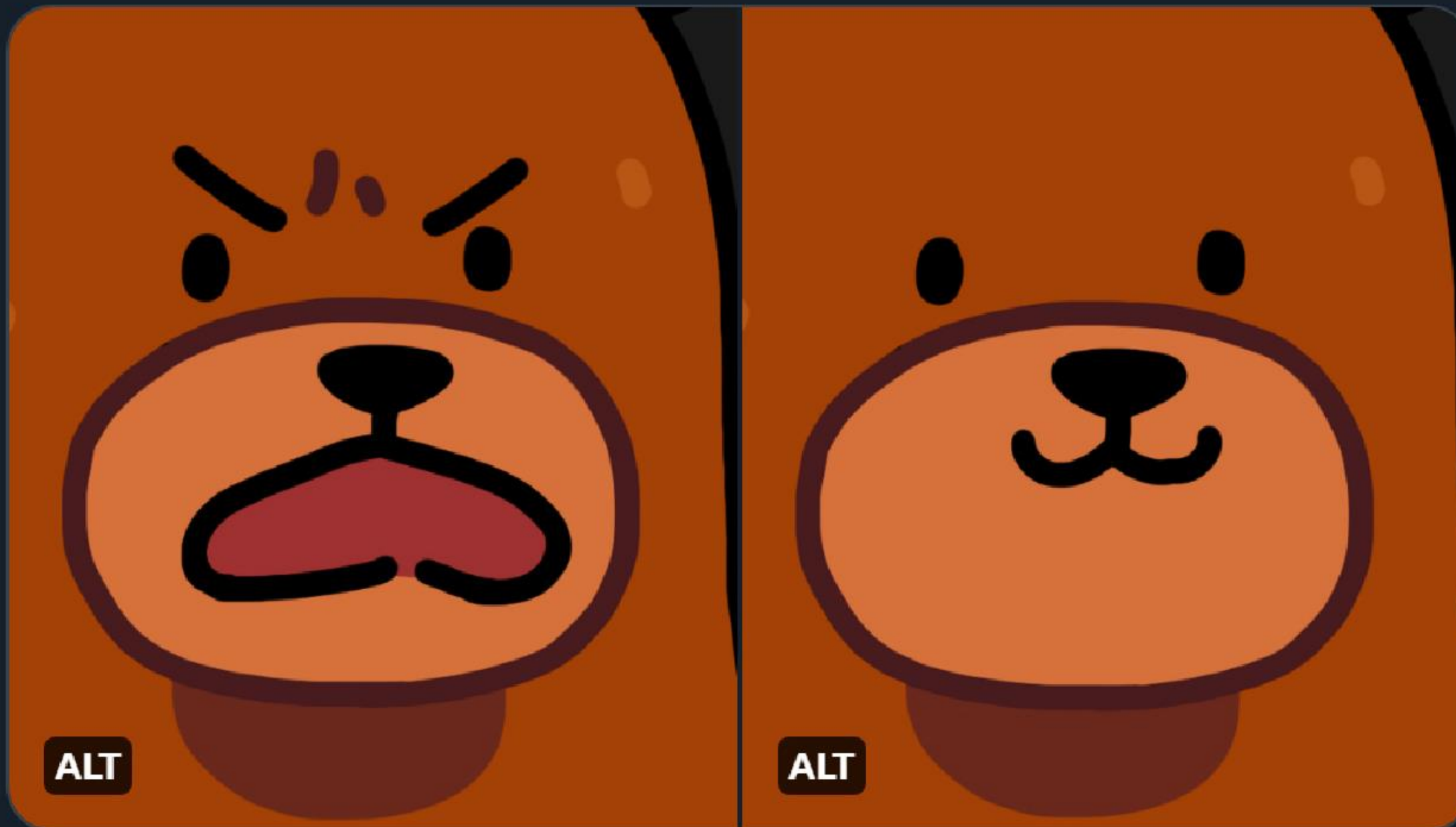


Bear and Breakfast 🐻 @BearBreakfast · Apr 18, 2021

www.bear.game

me hungry

me eat



💬 13

↻ 740

❤️ 3,299





Bear and Breakfast 🐻 @BearBreakfast · Dec 7, 2020
#madewithunity



BOO-nity for Games & Ghouls 🎃

8

36

432





Bear and Breakfast 🐻 @BearBreakfast · Apr 15, 2021



truly, we are blessed



113



4,809



41.5K





Nintendo of America

8.73M subscribers

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www.bear.game

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COMMUNITY

CHANNELS

ABOUT



Bear and Breakfast - Release Date Trailer - Nintendo Switch

Nintendo of America • 509K views • 4 months ago

Bear and Breakfast is coming to Nintendo Switch on July 28, 2022! Wishlist today:
<https://www.nintendo.com/store/products/bear-and-breakfast-switch/> Bear and Breakfast is a laid-back...

500K+



Bear and Breakfast - Release Date Trailer - Nintendo Switch

Nintendo of America • 88K views • 1 month ago

Bear and Breakfast is coming to Nintendo Switch on September 15th, 2022! Wishlist today:
<https://www.nintendo.com/store/products/bear-and-breakfast-switch/> Bear and Breakfast is a laid-back...

88K



Bear and Breakfast - Launch Trailer - Nintendo Switch

Nintendo of America • 52K views • 1 month ago

Bear and Breakfast is available now on Nintendo Switch: <https://www.nintendo.com/store/products/bear-and-breakfast-switch/> Bear and Breakfast is a laid-back management adventure game where...

52K



Bear & Breakfast - Announcement Trailer - Nintendo Switch

Nintendo of America • 971K views • 2 years ago

Join Hank, a well-meaning bear, as he and his friends find an abandoned shack and turn it into a money-making bed and breakfast scheme for unsuspecting tourists. As your business expands so...

971K



PERKS OF MIXING GENRES





PERKS OF MIXING GENRES



BETTER ALIGN YOUR PRODUCTION POTENTIAL

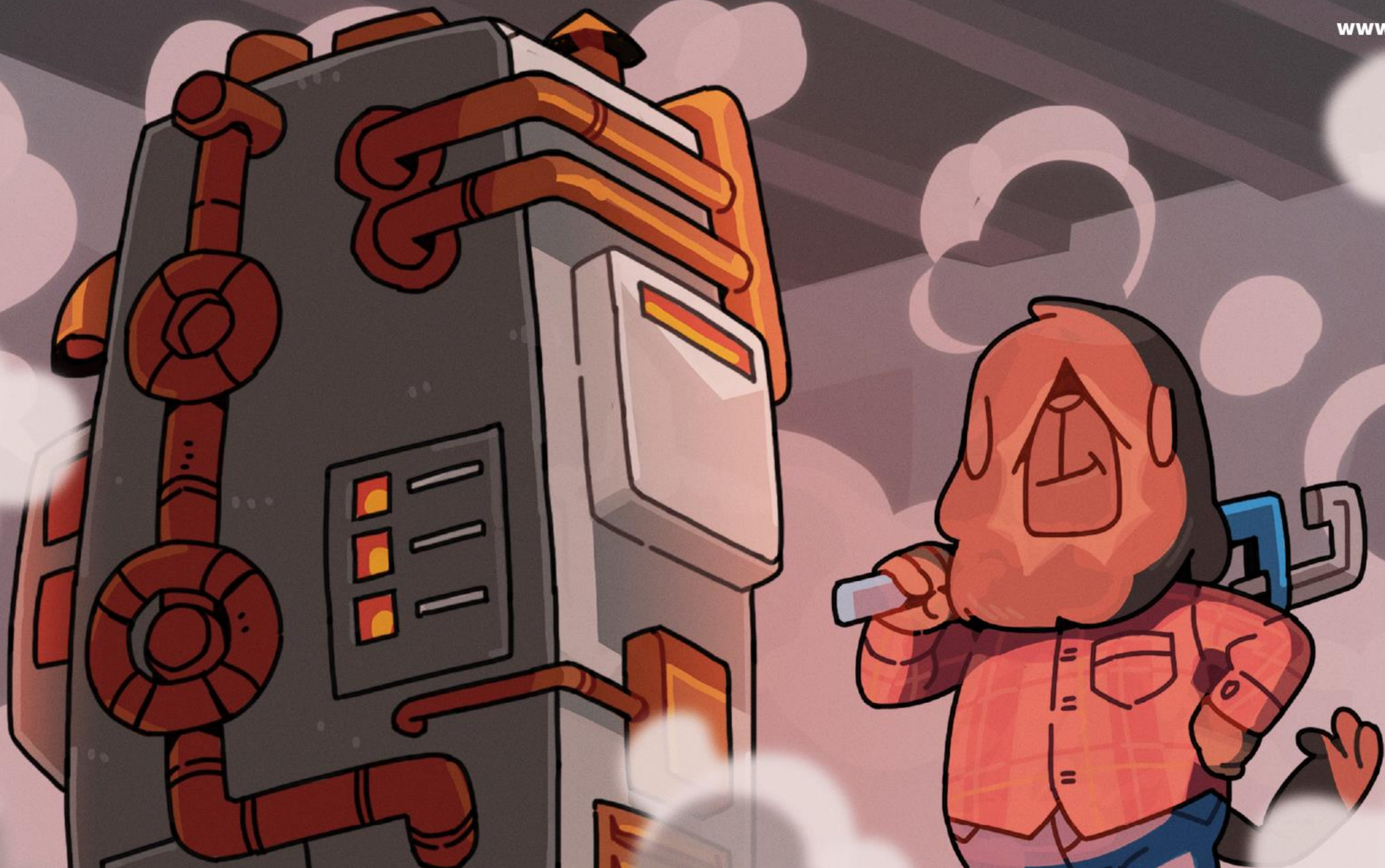


TOOL TO VALIDATE / ENRICH YOUR VISION



FIND YOUR PLACE IN THIS BIG, SCARY WORLD







CHAPTER 6 OF 6

WHAT DIDN'T







ABOUT THIS GAME

Join the official Bear and Breakfast **Discord Server** to chat with bear-minded individuals!



ABOUT BEARS

Bear and Breakfast is a laid-back management adventure game where you play as a well-meaning bear trying to run a B+B in the woods. Hank and his friends find an abandoned shack and, equipped with their teenage ingenuity, turn it into a money-making bed and breakfast scheme for unsuspecting tourists.

As your business expands so do the mysteries of the forest, and Hank soon finds himself uncovering a plot deeper than the wilderness itself.



Partial Controller Support



Steam Cloud

Languages:

	Interface	Full Audio
English	✓	
French	✓	
German	✓	
Spanish - Spain	✓	
Simplified Chinese	✓	

STEAM DECK COMPATIBILITY



Playable

Learn More



Rating for: PEGI

Includes 43 Steam Achievements



volvo

27 products in account

3 reviews



Not Recommended

7.5 hrs on record (7.5 hrs at review time)

POSTED: 29 NOVEMBER

i cant "bear" this :-D

Was this review helpful?



Yes



No



Funny



Award

1 person found this review helpful

1 person found this review funny





PRODUCTION PROBLEMS





ROADMAP

GUMMY CAT STUDIO // www.gummycat.com



YOU ARE
HERE

MMYYYY	MMYYYY	MMYYYY	MMYYYY	MMYYYY	MMYYYY
CONCEPT	PRE-PROD	PRODUCTION	PRE-LAUNCH	LAUNCH	SUPPORT
VISION RESEARCH PILLARS SCOPE	SYSTEMS VISUAL DESIGN LOOP PIPELINE PROTOTYPE FUNDING	NARRATIVE DEVELOPMENT V-SLICE	OPTIMIZATION POLISH LOCALIZATION PORTING	PC 1 CONSOLE*	LONG TAIL FREE CONTENT PREMIUM DLC LOCALIZATION+ PORTING+
		+ANNOUNCEMENT	+EVENTS +TRAILER	+INFLUENCER +PRESS +FIRST PARTY SUPPORT	
		MARKETING			

BEAR & BREAKFAST // Intro Deck

*Launch strategy revolves around a simultaneous release on PC and at least 1 first party platform

PITCH
DECK



PITCHED ESTIMATE

12-14 MONTHS

ACTUAL DEVTIME

~30 MONTHS



158%
OVER BUDGET

OVER PITCHED ESTIMATE

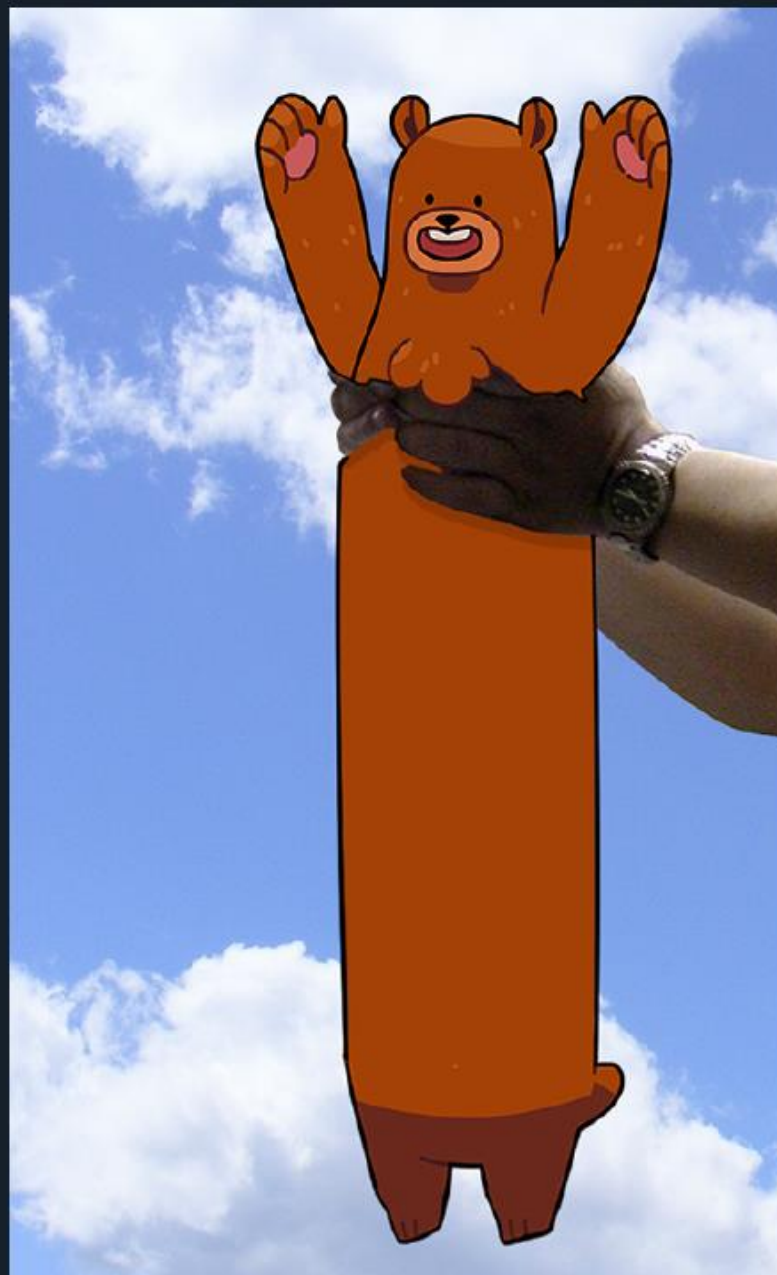






Bear and Breakfast 🐻 @BearBreakfast · Dec 7, 2020

...



8 36 432

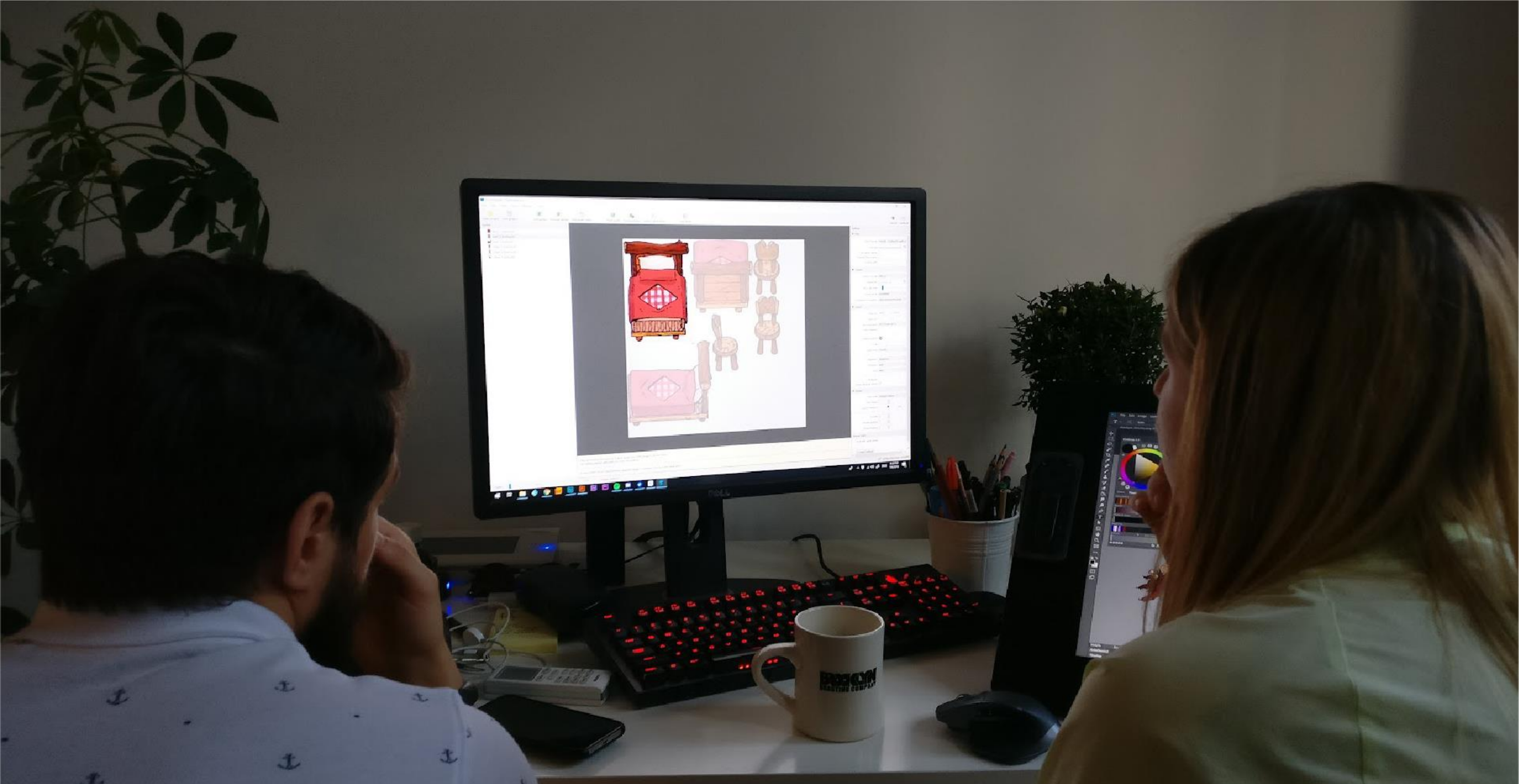


Bear and Breakfast 🐻 @BearBreakfast · Dec 7, 2020

...



8 36 432









RECAP



WHY BLEND GAME GENRES?





WHY BLEND GENRES?



**MIXING GENRES CAN BE A COOL TOOL
OR A DEFINING FEATURE OF YOUR GAME**



**SHOULD BE USED TO ASSIST AN
ALREADY STRONG VISION, NOT REPLACE IT**



**CAN GIVE A DIVERSITY OF GAMEPLAY
THAT FEELS NOVEL AND EXCITING**



**CAN BE USEFUL FOR TEAMS WITH
A LIMITED SIZE, TIME & BUDGET**





THANK YOU!

RARES@GUMMYCAT.COM

