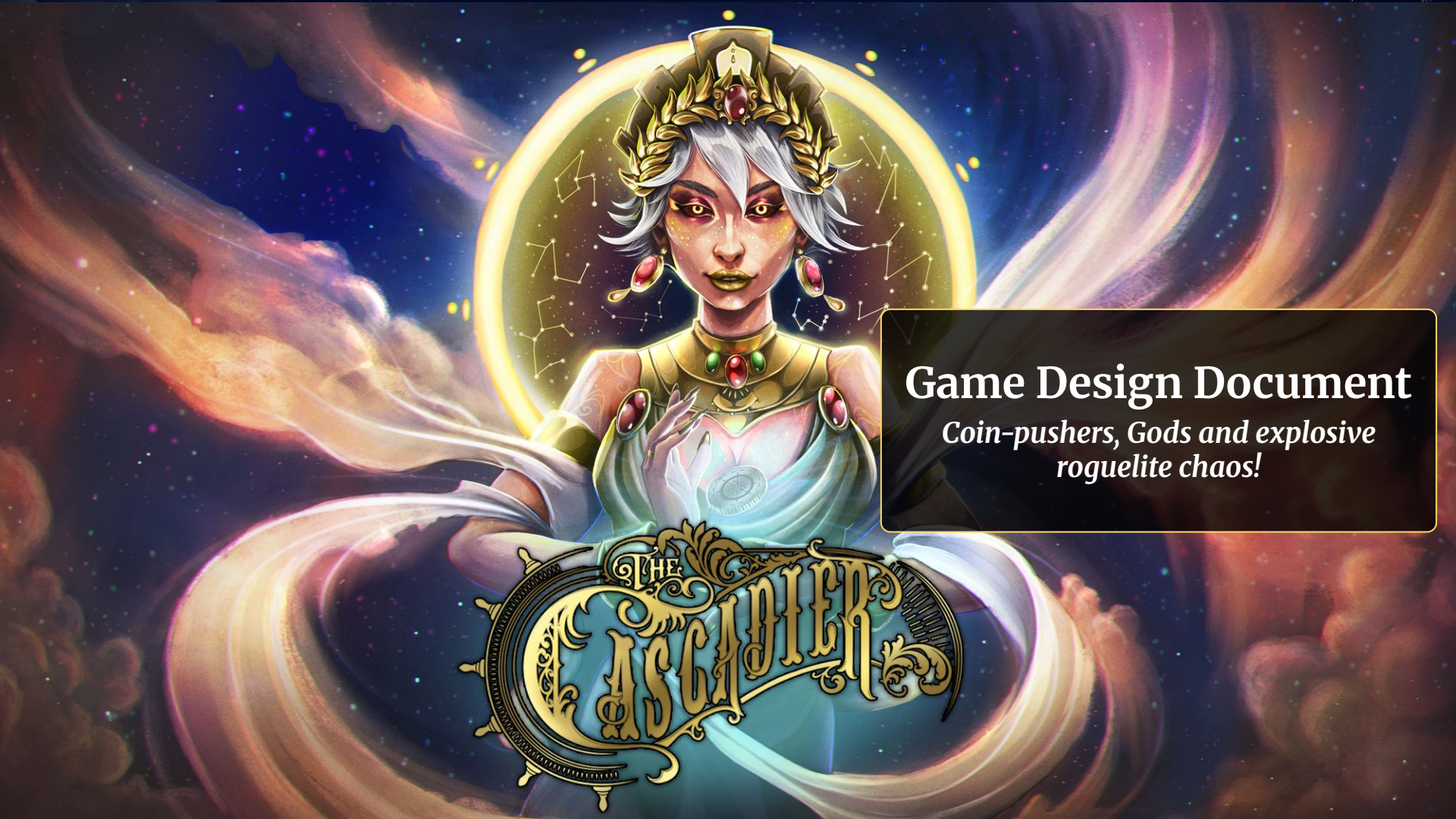




Game Design Document

*Coin-pushers, Gods and explosive
roguelite chaos!*



The Cascadier



The Cascadier is a **roguelite deck-builder** created around a selection of coin cascade (*aka coin pusher*) arcade machines, each one playing like a magical pinball board full of **secrets**, **hidden paths**, and mechanical **surprises**. The player must **earn coins** to **unlock abilities** that **increase in power** through gameplay.

The player will encounter supernatural beings, gods and magical entities who are trying to earn their adoration, led by **Fortuna**, the Goddess of Fortune and her brother **Theodan**.



Early Access Trailer



Just one more turn...



The **game attraction** is constant replays to earn **progressive unlocks**, allowing the player to move further through the core game narrative.

The player will not be able to complete the game in their first run, but will **earn abilities** to allow future runs to be slightly easier.

Core Gameplay Loop



8 Coin Cascade Machines - Each themed on a different **element**. Beat the target score on each to complete the game - lose and it's back to the start



Add **supernatural Powers** to your coins by **collecting** and **upgrading cards** to **completely change** how the game is played and increase your score



Unlock the machines **hidden secrets** by scoring quickly and entering **Euphoria mode** - double scores, reactive music and exciting machine VFX



Discover **trinkets** hidden in each machine (our **meta system**) and apply them to your build, upgrading over time to increase your chances of winning

Why It's Special



A physical twist on deck builders - The Cascadier turns your deck into explosive coin powers inside magical arcade machines. It blends card strategy with pinball-style physics for a satisfying, hands-on gameplay loop.

Pinball roguelite progression - Each machine is an evolving pinball table, filled with hidden ramps, mystery slots, and magical bumpers. Smart builds and skillful shots unlock new paths and rewards.

Secrets around every corner - Discover fresh coin types, contraptions, and environmental twists hidden inside each cabinet. Every run reveals something new, building long-term discovery and mastery.

A rich narrative universe begins - This is the first chapter in The Enchanted Arcade, a world of living machines and warring gods designed to grow into a long-running franchise.

Meta upgrades and endless play - Upgrade trinkets between runs to power up your builds. Unlock endless modes where score-chasing becomes wild and game-breaking as your skills and upgrades evolve.



Opportunity



The worldwide success of **Balatro** (+\$60M revenue) has shown the potential in the **rogue-lite genre**. A simple roguelike element added to the game of poker became a **Global phenomenon** in 2024.



Candy Crush was followed by the launch of **Candy Crush Solitaire** which has received over **700k downloads*** just over a month into launch, highlighting this new genre as a big opportunity.



'**The Cascadier**' combines popular Roguelite mechanics with classic "**Coin Pusher**" arcade machine gameplay. With its fun gameplay, stunning visuals and score, combined with a compelling narrative, it will look to grow and lead this emerging genre.

* Source: www.gamerefinery.com. Full report [HERE](#)

Market



\$1.5bn by 2031 (6% CAGR)

Roguelite games are a hugely popular genre, tying together the thrill of 'one life per run' mechanics (if you fail you have to start a new run) with satisfying upgrade loops and progressive power unlocks that keep players coming back for "**Just one more run...**"

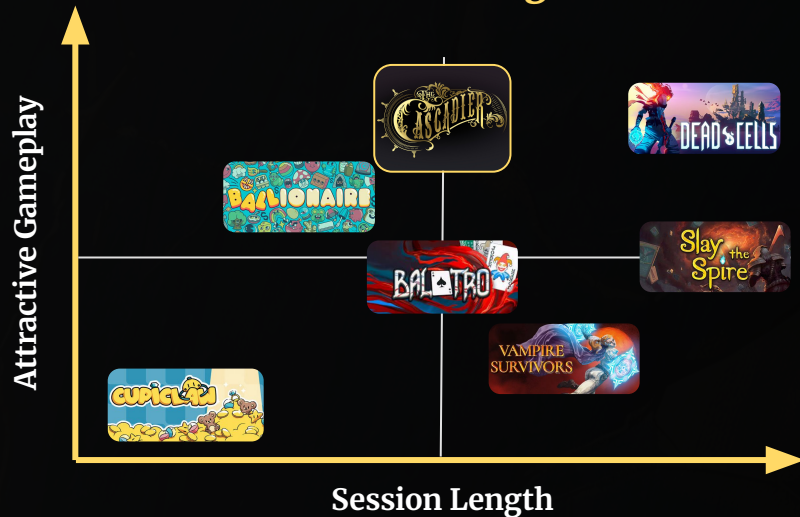
The wider category genre "Roguelike" games are experiencing strong growth, currently valued at **\$1 billion** and expected to grow to **\$1.5 billion** by 2031*.

**Source: www.verifiedmarketresearch.com study. Full report [HERE](#)

Competitor Analysis



Positioning



Top Competitors



Balatro*
(2024) Price: \$14.99
Downloads: 5M+
Revenue: \$60M
Balatro Mobile
(Sept 2024) Price \$9.99
Mobile downloads: 450k
Mobile Revenue: \$1.4M



Ballionaire
(2024) Price: £12.34
Steam downloads: 1.21k
Steam Revenue: £1.1M



Dead Cells
(2017) Price: \$24.99
Downloads: 10M+
Revenue (est) \$132M



Cupiclaw
(Not released)
Steam Wishlists: 7.5k



Vampire Survivors
(2021) Price: \$4.99
Downloads: 8.2M
Revenue (est) \$60M



Slay The Spire
(2021) Price: \$24.99
Downloads: 5.7M
Revenue (est) \$59M

* Most successful in the **Roguelite** genre is **Balatro**. Launched on Steam in 2024 it has been a Global success and paving the way for a new class of "Roguelites" that is quickly becoming popular with more games entering the space (see titles like **Ballionaire** and **Cupiclaw**).

Target Audience



Trusted Sources



Playstyle

"Plays games daily"
"Weekly MMO session"
"During commute to work"
"TV dual screening with his partner"
"Plays without sound on"

Scott - 34 Year old Male "Indie Gamer"



Looking For

"Something I've not seen before"
"New experiences"
"New, fun mechanics"
"Interesting Art style"

Installed Games



Roadmap



Current State

Public demo launched on Steam in 2025.

Now live in Early Access.

Core gameplay, progression, and visual identity are in place.

Roadmap to 1.0

Gather and act on community feedback.

Improve balance, progression, and quality of life.

Complete remaining machines, features, and polish.

Final optimisation and release prep through autumn 2026.

Full Launch (1.0): December 2026

What Comes Next

Post-launch updates and support.

Potential DLC / 2.0 content.

First step in building the wider Enchanted Arcade universe.



Experienced, lean management team



Clarke Baldwin

COO & Game Director

16 years Games Industry veteran with 30+ AAA game releases. Lead teams at Scopely, Blizzard, King & Zynga across Marketing, CRM & Support, on some of the biggest titles in gaming such as Candy Crush & Farm Heroes Saga

[Linkedin Profile](#)



Michael Stainfield

CEO

Gaming & Esports Lead, Formula 1, Senior Partnerships Manager at Zynga/ Take 2, former Entrepreneur & Founder: of Jenny Wren Chocolates, former Commercial Director, Board member at Beech's Group

[Linkedin Profile](#)

Top talent from the biggest names

13 team members who have worked on major accredited titles from the largest publishers



Thank You

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