

THE WAR *Inside*

This is not a war game. **It's a game about memory.**

The War Inside is a narrative-driven game inspired by real-world stories about the psychological impact of genocide as experienced by a child in Gaza.

There are no weapons. No enemies. No combat. Just memory, breath, and the war that moved inside.

Genre

2D Cinematic
Puzzle Platformer
Narrative Adventure

Target Audience

Players aged 13-65
Indie Game Fans Narrative &
Psychological Game Fans

Target Platforms

Mobile
Console
PC

Development Engine

Unity (URP)

Average Play Time

~45-90 Minutes

Why This Matters

Purpose

The War Inside transcends headlines and shares the intimate, untold story of a child's physical and psychological landscape during the genocide in Gaza.

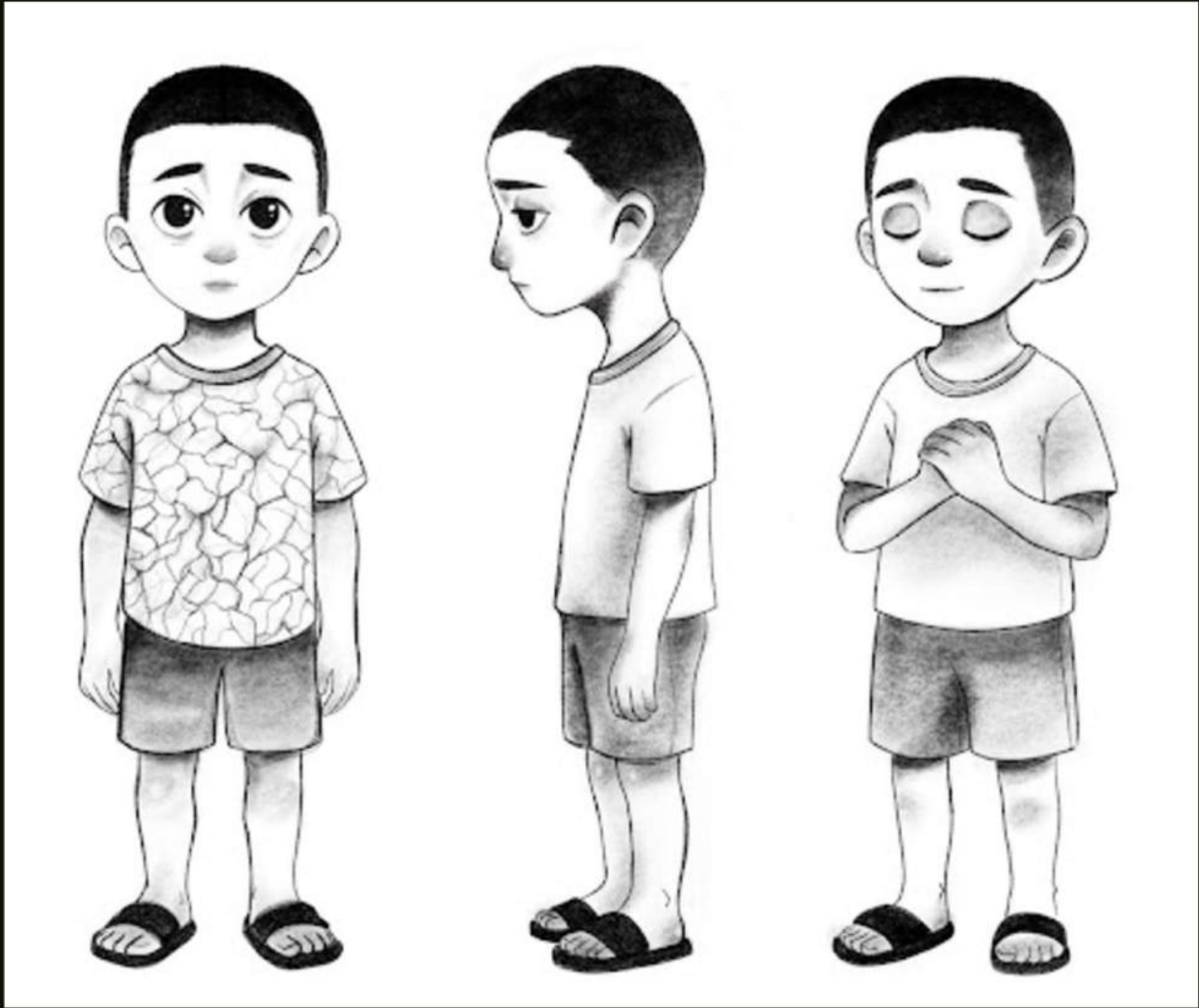
Goal

To provide a counter-narrative to mainstream media and harness the power of video games for social and cultural impact

Origin

Developed in consultation with trauma therapist to support authentic emotional representation and foster greater empathy

Inspired by Real-World Human Stories



Meeting The Moment

Pro-Palestinian content on platforms like TikTok outpaces opposing narratives by 17:1, indicating a massive, highly engaged Gen Z & Gen Alpha audience with an appetite for this perspective.

Between May and September 2025, **Pro-Palestine protests increased by 43% globally** compared to first half of the year.

**Video games are the largest
form of entertainment**



MOBILE

\$103B

+2.9% YoY Growth

CONSOLE

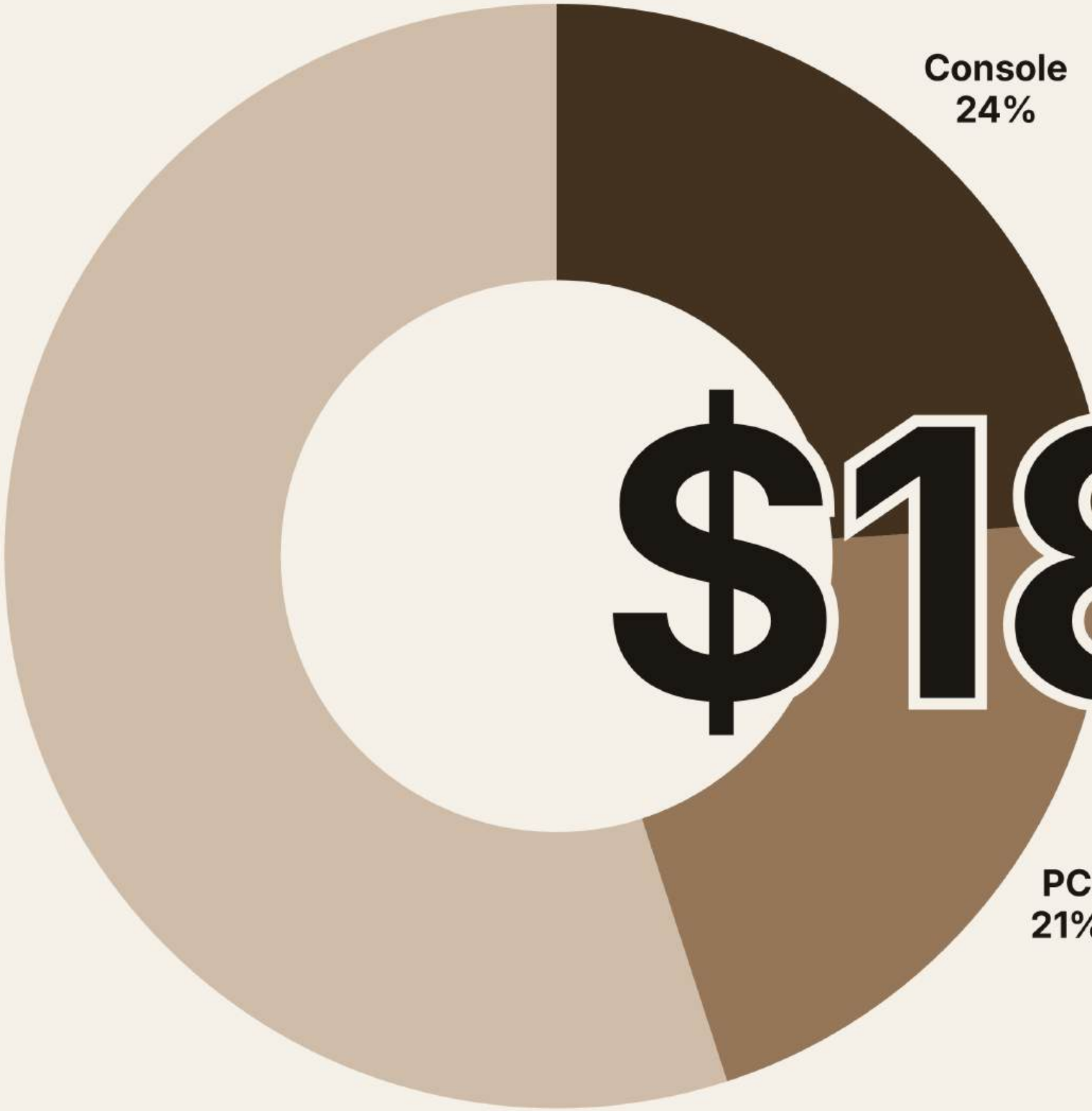
\$46B

+5.5% YoY Growth

PC

\$40B

+2.5% YoY Growth



TOTAL FOR 2025

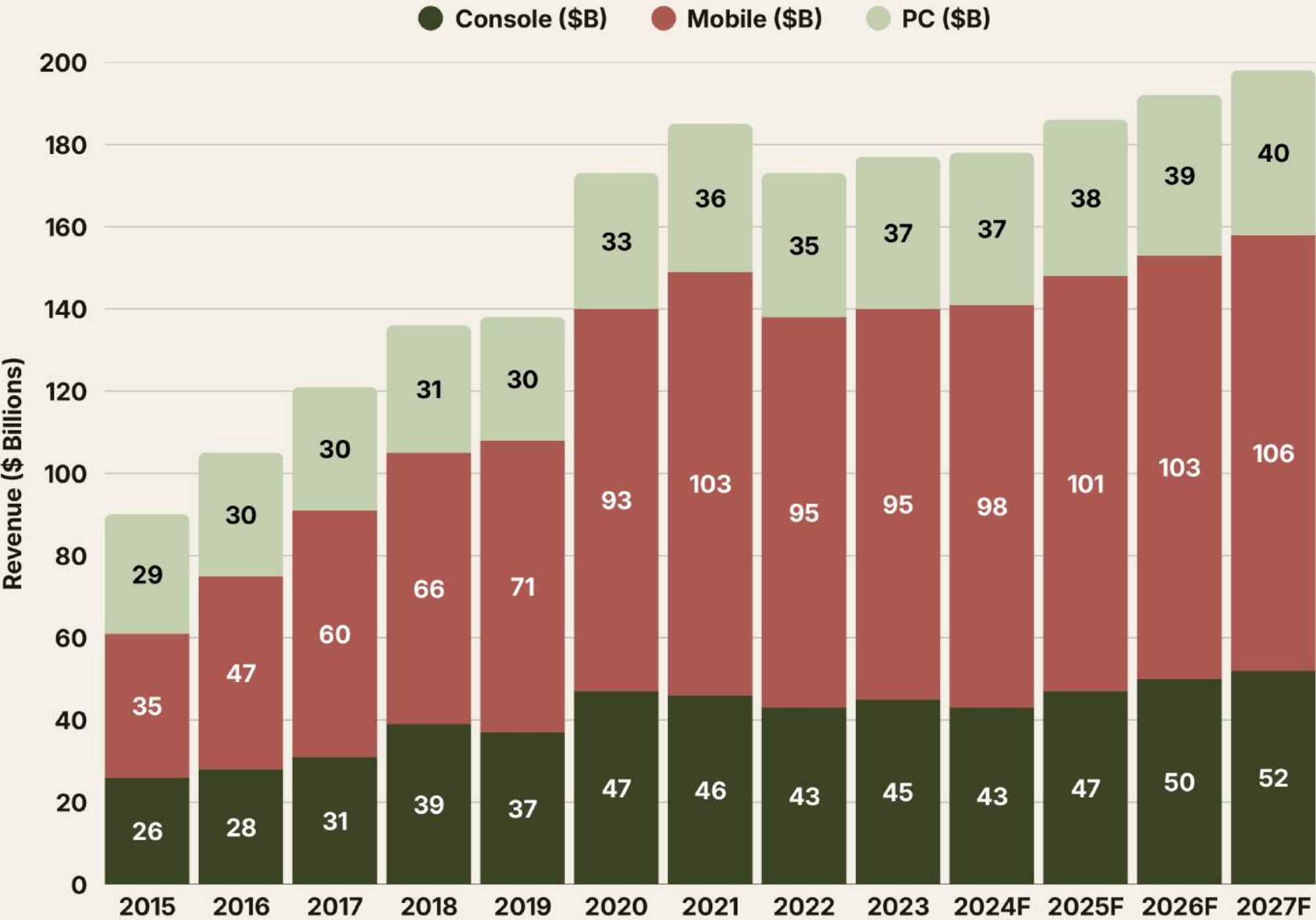
\$189B

+3.4% YoY Growth

Market Opportunity

Video games are the largest form of entertainment in the world with over 3 billion gamers globally & **a market size larger than that of film, tv, and music combined.**

Global Games Revenue Per Platform



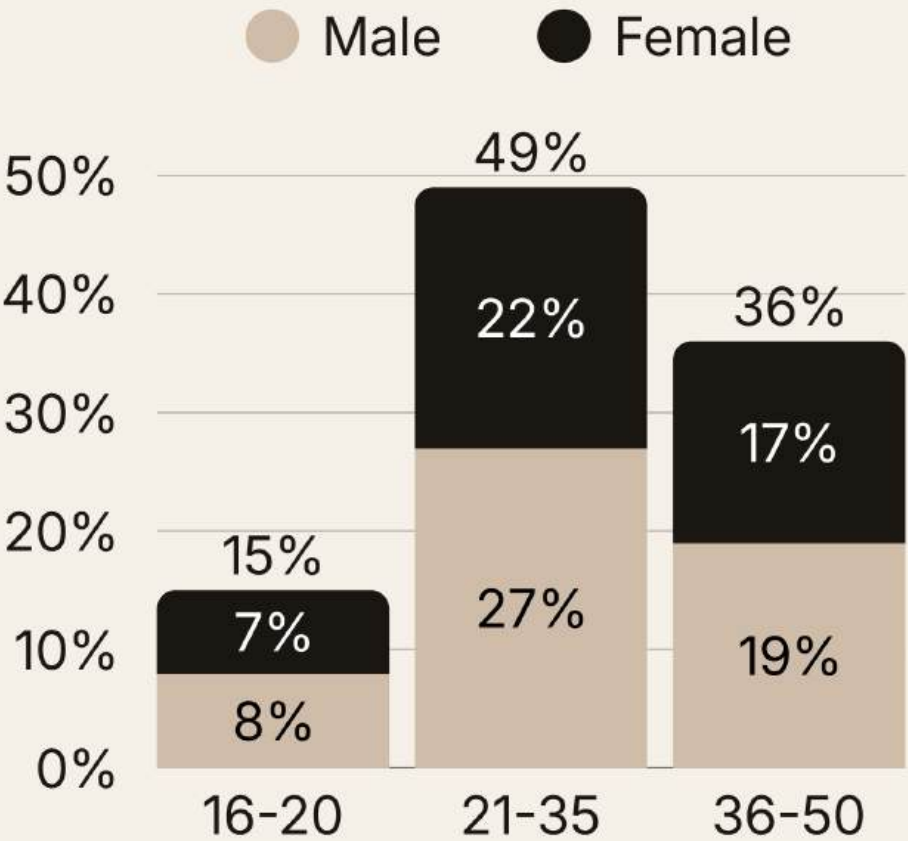
Source: Newzoo | Games Market Reports & Forecasts | February 2025 | newzoo.com/games-market-reports-forecasts

The Gaming Audience is Diverse

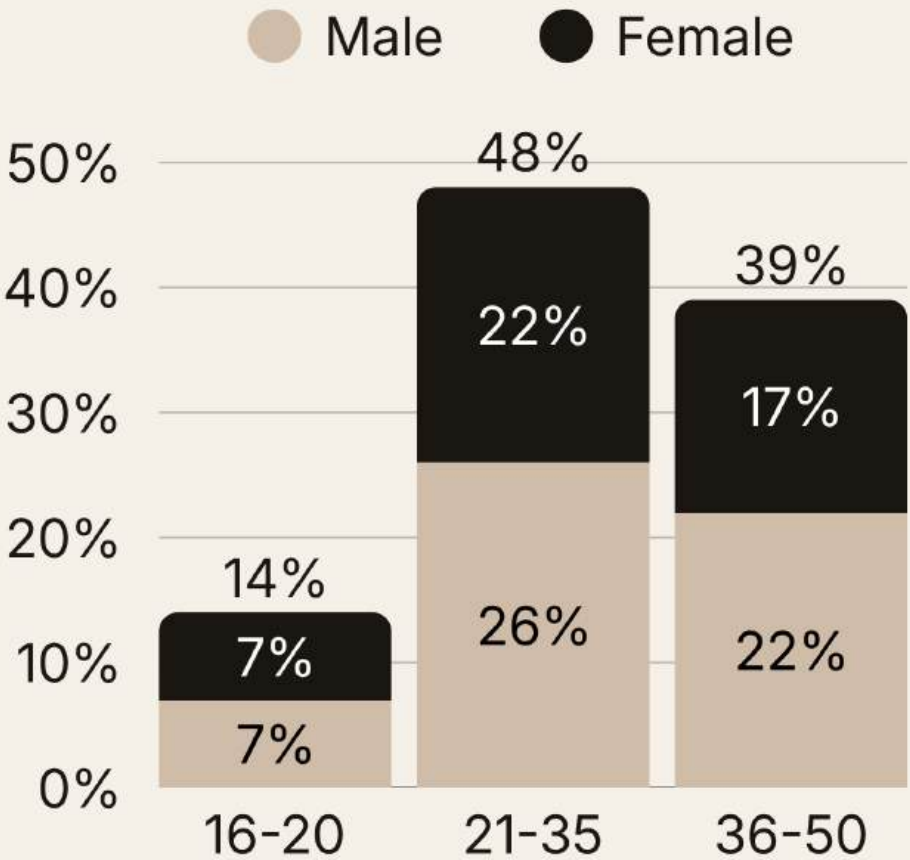
Almost half of players in the U.K. and U.S. think diversity, equity, and inclusion is important

SOURCE: NEWZOO | GAMER SENTIMENT STUDY: DEI | BASE: TOTAL PLAYERS AGED 16-50 – U.K. (N=1,595), U.S. (N=1,615)

US Demographics



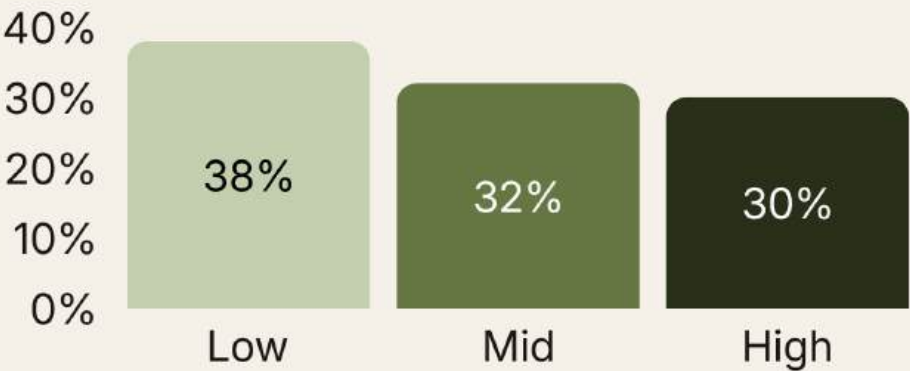
UK Demographics



Household Income



Household Income



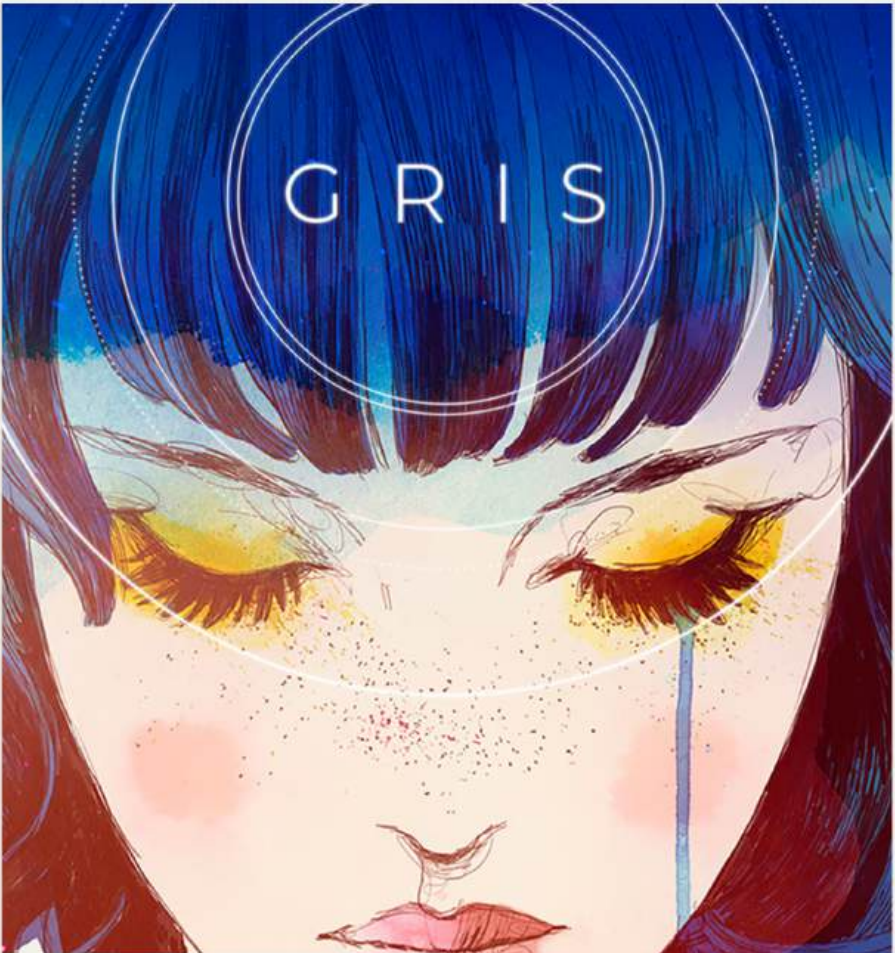
The Rise of Impact Games



This War of Mine

9M+

COPIES SOLD



Gris

1M+

COPIES SOLD



Little Nightmares I & II

4M+

COPIES SOLD



Never Alone

1.5M+

COPIES SOLD

From The Headlines

B B C <https://www.bbc.com > news > articles>

How games such as Animal Crossing help mental health

Oct 18, 2024

According to mental health charity Mind Cymru, cosy gaming can provide a coping mechanism for people dealing with mental health issues, and is ...

From The Headlines

FASTCOMPANY 02-16-2024 | IMPACT COUNCIL

How gaming is making a social impact

Giving and compassion run through the global gaming community—it's smart to tap into that.

Core Gameplay

Puzzle. Stealth.
Explore. Choose

Inside (2016)



1.5M+
COPIES SOLD

Gris (2018)



1M+
COPIES SOLD

Planet of Lana (2023)



1M+
COPIES SOLD

Art Direction

Real: Hand-drawn, textured, muted earth tones, evocations of dust & concrete

Nightmare: High contrast, ink-blot styles, shifting geometry, visually inspired by Gris

PRESENTED BY
MEDIA INDIE EXCHANGE



Concept Art (The Reunion)



Core Development Team

PRESENTED BY
MEDIA INDIE EXCHANGE



**Doaa
Ghandour**

CREATIVE
DIRECTOR



**Justin
Woodward**

EXECUTIVE
PRODUCER



**Ryan
Woodward**

LEAD
PROGRAMMER



**Jennifer
Estaris**

DESIGN DIRECTOR



**Karla
Reyes**

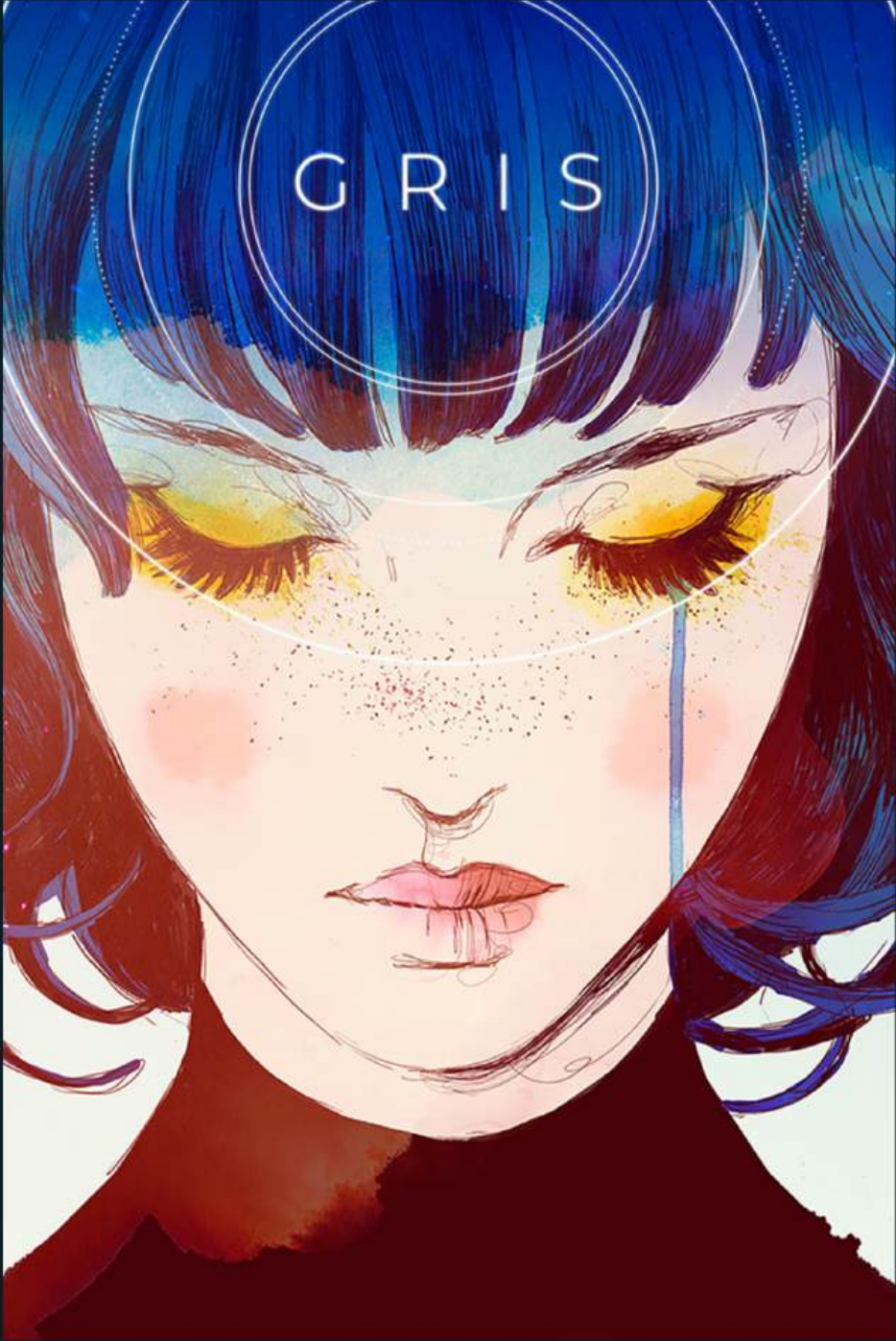
GAME
DIRECTOR



**Ari
Cervello**

LEAD
2D ARTIST

Past Projects



6mo

VERTICAL SLIDE DEVELOPMENT

Q1 '26

DEVELOPMENT STARTS

~\$275k

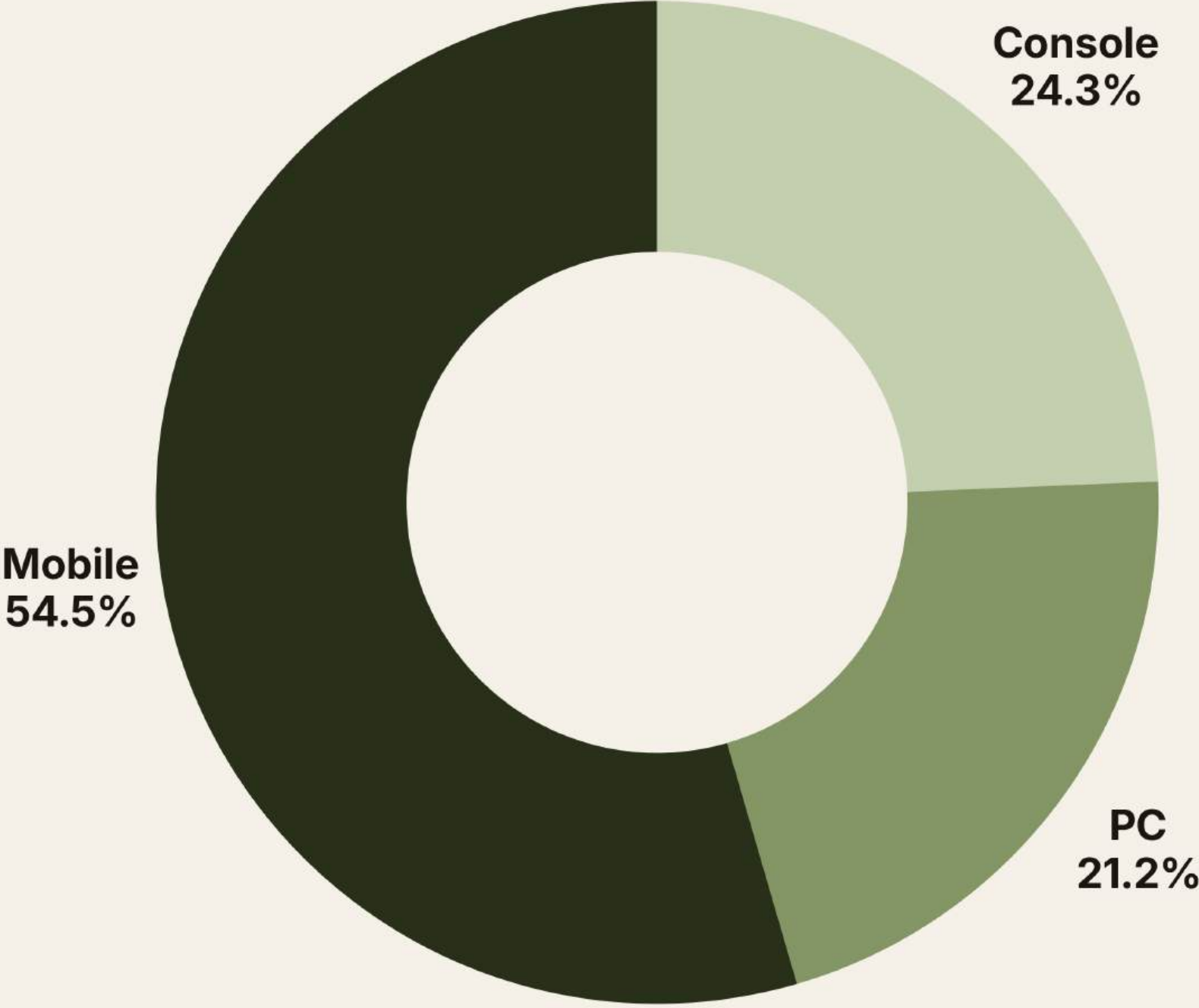
TOTAL ESTIMATED BUDGET (USD)

Programming	\$80,000.00
Design (Gameplay + Narrative)	\$60,000.00
Art	\$60,000.00
Production	\$50,000.00
Monthly Rate (USD)	\$250,000.00

Audio	\$20,000.00
Playtesting	\$5,000.00
Fixed Costs (USD)	\$25,000.00

Appendix

Global revenue by platform and region in 2025



Global gaming revenue is on track to reach nearly \$189 billion this year. Console is driving the strongest growth at \$45.9 billion, boosted by new hardware and major game launches. PC growth remains steady at \$39.9 billion, especially in Asian markets, while mobile continues to dominate overall revenue at \$103 billion, despite slower gains in mature regions.

SOURCE: NEWZOO - MARKET REPORT SEPTEMBER 2025

The Gaming Audience is Diverse

Almost half of players in the U.K. and U.S. think diversity, equity, and inclusion is important

51%

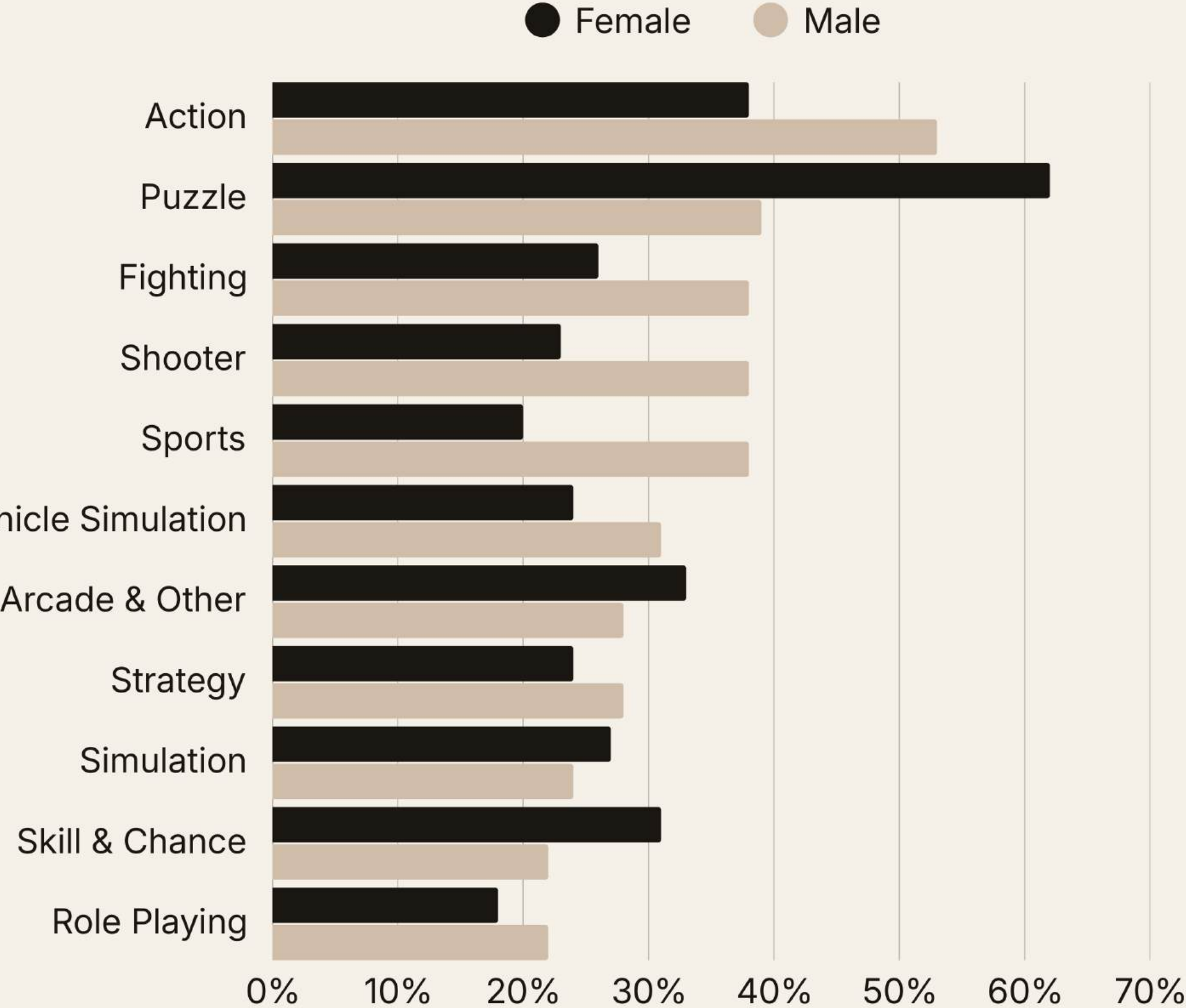
of players in the U.S. find diversity, equity and inclusion important.

42%

of players in the U.K. find diversity, equity and inclusion important.

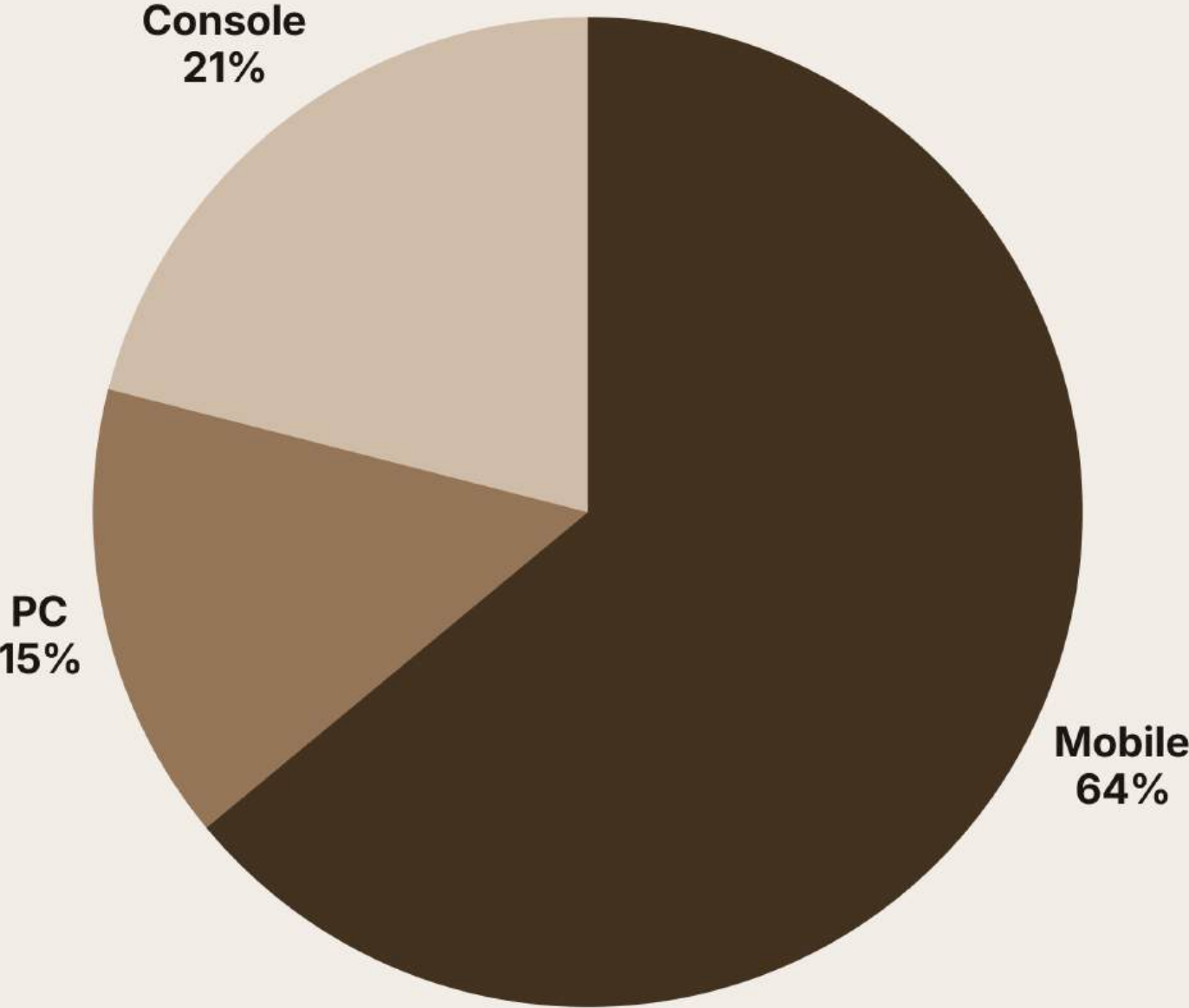
SOURCE: NEWZOO | GAMER SENTIMENT STUDY: DEI | BASE: TOTAL PLAYERS AGED 16-50 – U.K. (N=1,595), U.S. (N=1,615)

Women gamers show a stronger preference for puzzle games, with 61% compared to 39% of men, and for skill and chance games, with 31% compared to 22% of men. Meanwhile, men gamers favor action games, with 53% compared to 38% of women. Additionally, fighting, shooter, and sports games each have 38%, which is more than 15% higher than the percentage of women for each genre.

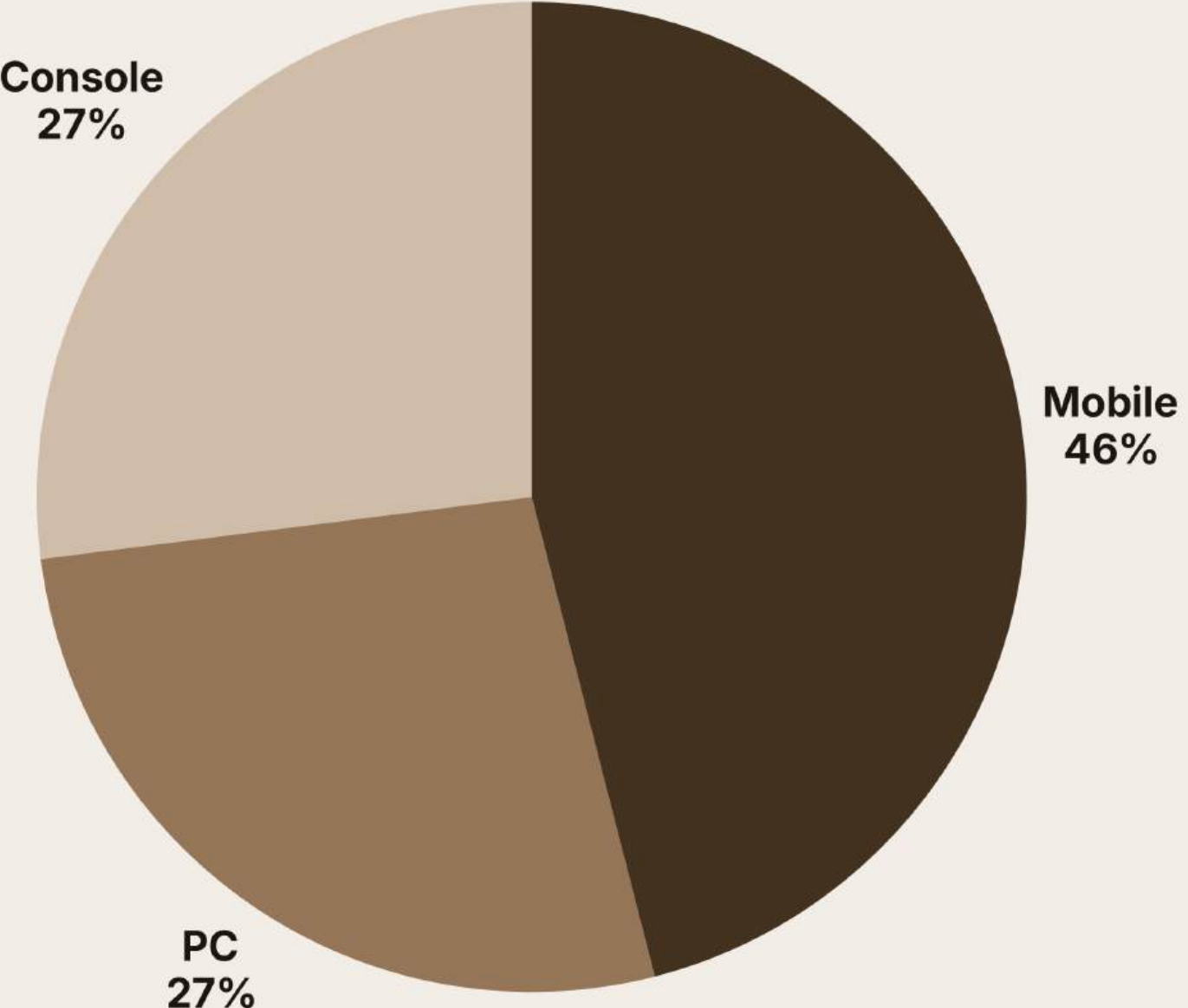


Source: Entertainment Software Association (ESA)

Women's Platform Preferences



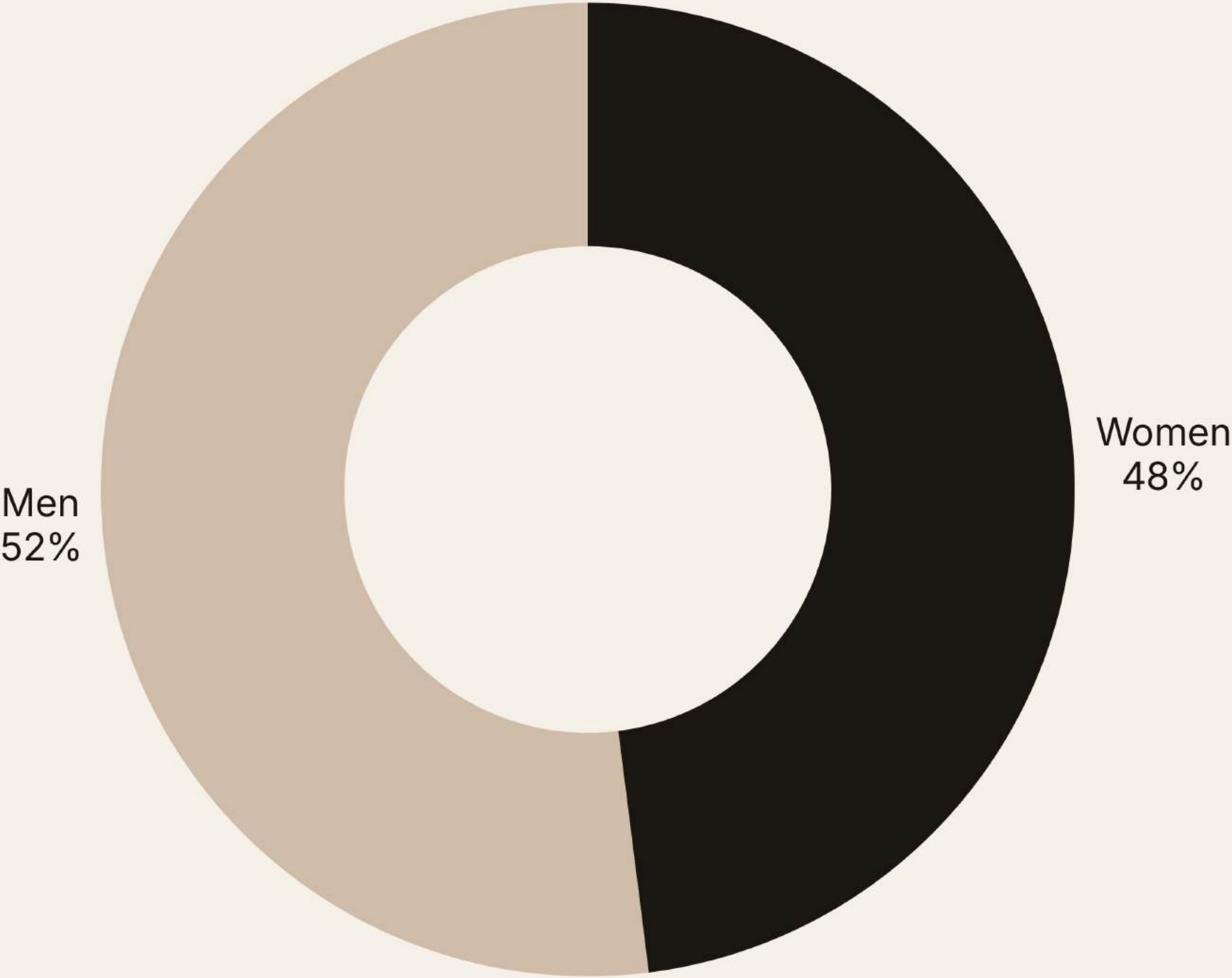
Men's Platform Preferences



Nearly equal gender split

41

Average age
(of players 16+)



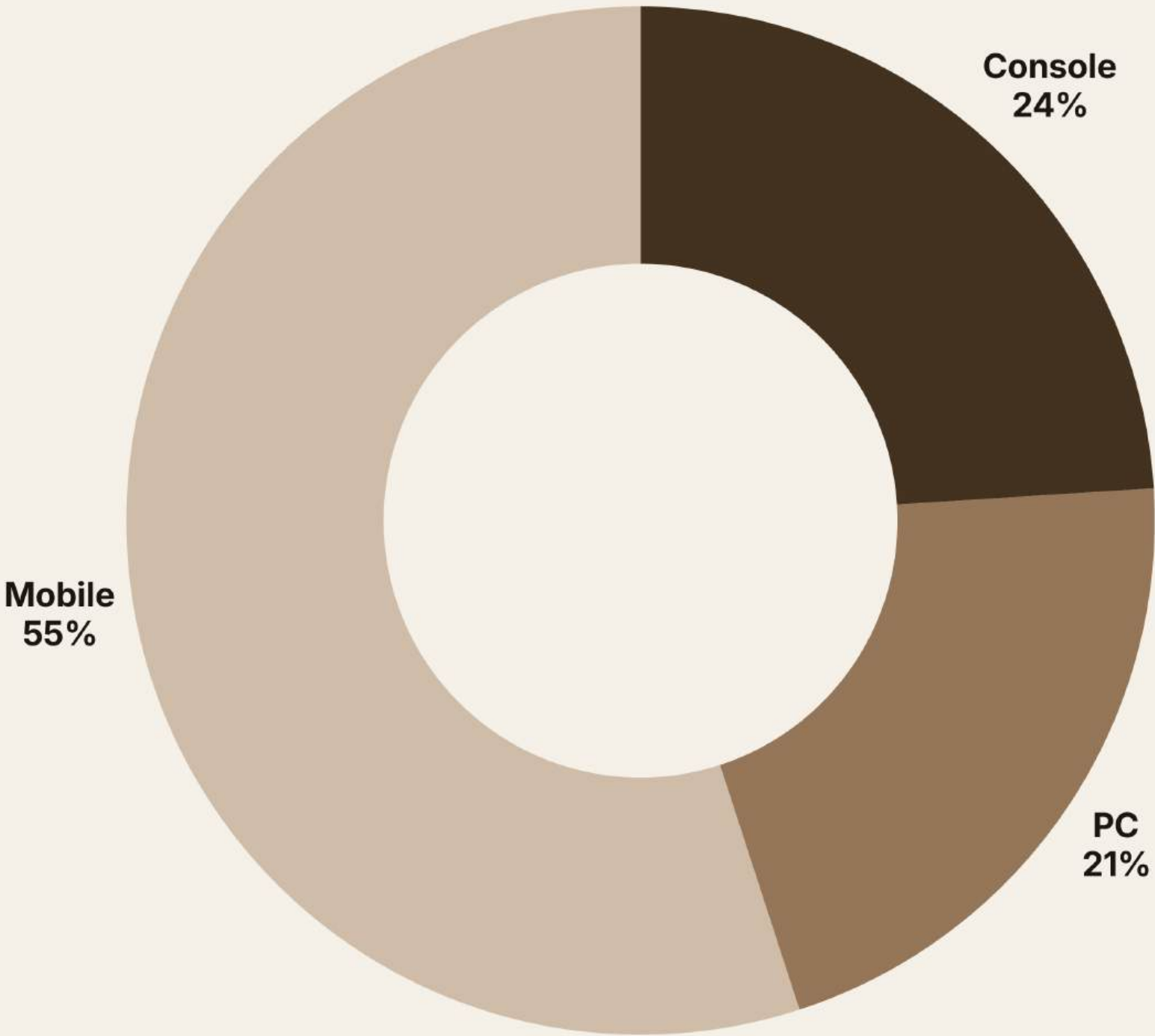
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Market Data

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Global Market Share by Platform in 2025



Newzoo - Market Report September 2025

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\$46B

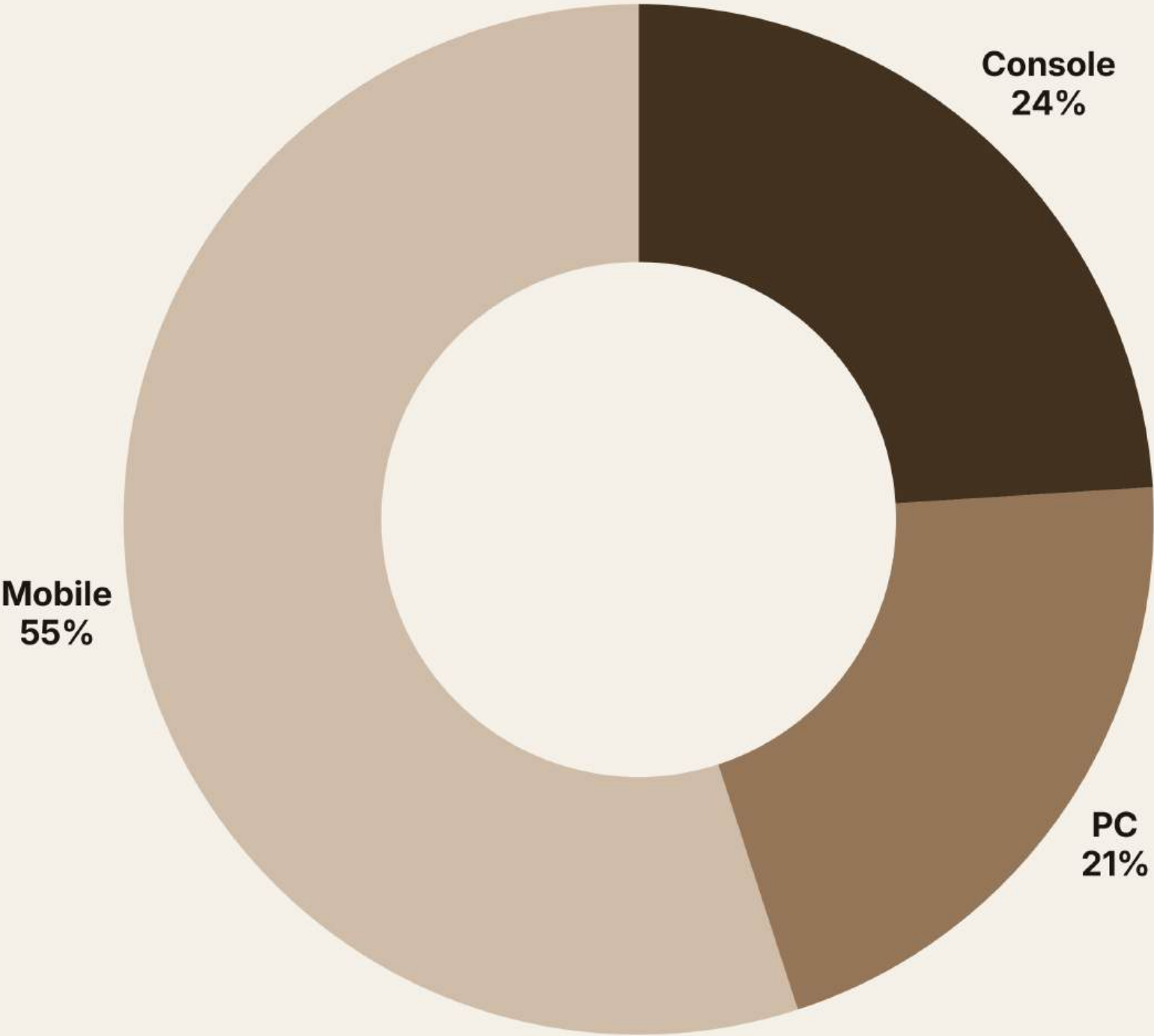
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Global Market Share by Platform in 2025



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THE WAR INSIDE

A GAME ABOUT MEMORY

THANK YOU

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THE WAR *Inside*