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Studio

BLOODHOUND STUDIO

EYES



BLUE

Contact:

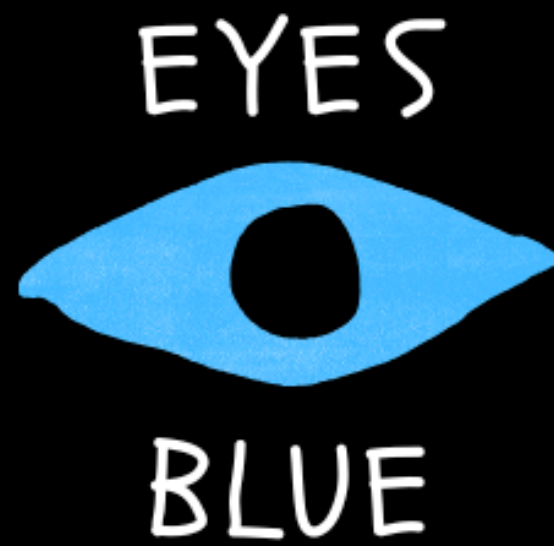
Gmail: bloodhoundstudiocr@gmail.com

Ig: @bloodhoundstudiocr

JOSE CARLOS SEVILLA MORA

2026

Eyes Blue



Psychological Horror Game
First-Person | Narrative | PC

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About

Eyes Blue is an independently developed narrative horror game focused on creating an intense experience.

The player awakens in a strange, silent, and seemingly empty environment. As they progress, the space begins to react to their presence with creatures that stalk them.

The story isn't told directly.

It's revealed through the environment, the atmosphere, and subtle visual and auditory details, as well as through documents and memories.



Core and features

- Explore enclosed, claustrophobic environments designed to create constant tension
- Solve environmental puzzles to progress
- Face constant psychological tension and unsettling creatures
- Manage limited resources to survive
- Narrative told through environments, documents, and fragmented memories
- Retro-inspired graphics
- Ambient sound takes center stage, silence used as a tool for tension, subtle sounds that generate paranoia

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THEMES

Eyes Blue explores trauma, emotional pressure, and the psychological weight of isolation.

The game places the player inside a distorted inner world born from a past trauma, touching on themes of vulnerability, repression, and the difficulty of confronting one's own mind.



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Marketing

Eyes Blue's marketing strategy is primarily focused on reaching the indie horror and survival horror audience, with an emphasis on organic discovery and community-driven visibility.

The project currently leverages platforms such as itch.io to build early interest, gather feedback, and validate the experience with players interested in psychological and survival horror games.

With additional external support or partnerships, Eyes Blue could significantly expand its visibility beyond its current reach and access a broader international audience through curated showcases, creator outreach, and platform-focused promotion.

SOCIAL MEDIA STATS

- Instagram: 1500+
- YouTube: 1000+
- Steam Wishlists: 100+

DEVELOPMENT ROADMAP – EYES BLUE

Development Timeline
(7–9 months)
(January – September)

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- Jan–Feb:

Core systems, atmosphere foundations,
vertical slice

- Mar–Apr:

Level production, puzzles, enemy behavior,
narrative implementation

- May:

Playable demo, internal testing, first public
showcase

- Jun:

Polish, optimization, feedback iteration

- Jul–Aug:

Content lock, QA, platform preparation

- Sep:

PC Release

INVESTMENT & PARTNERSHIP FOCUS

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POTENTIAL INVESTMENT AND PARTNERSHIP APPROACHES

- Eyes Blue is entirely achievable within its current scope and planned PC release.
- External investment or publishing collaborations would primarily be used to:
 - Portable the game for other PC stores (Epic Games Store, among others).
 - Console compatibility (PlayStation, Xbox, Nintendo Switch).
 - Develop a mobile-optimized version where appropriate.
 - Cover platform-specific quality assurance, certification, and optimization.
 - Support marketing and visibility on new platforms.
- This approach ensures the core experience remains unchanged while maximizing the project's reach and commercial potential.



BENCHMARKS & MARKET CONTEXT

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- HADES ZERO — previously released indie horror title
- ~2,400+ wishlists
- ~230 units sold
- Low refund rate (~7%)



- Crow Country — 100,000+ copies sold across platforms; strong community reception



- Post Trauma — ~337,000 wishlists and ~16k estimated units sold

Team

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Jose Carlos Sevilla Mora
Founder, CEO & Developer

The End

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Thank You

Contact:

Gmail: bloodhoundstudiocr@gmail.com

Ig: [@bloodhoundstudiocr](https://www.instagram.com/bloodhoundstudiocr)

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