



JGG LOG STUDIO

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What awaits in the darkness below...

PLOT

The Ladder is a third-person psychological horror adventure game for PC, launching on Steam. Set in a surreal world shaped by a fractured mind, players descend through bleak, abandoned environments that reflect the protagonist's hidden trauma, investigating what keeps them trapped while surviving symbolic dangers. With a distinctive retro low-poly aesthetic and a dreamlike, hostile atmosphere, the game explores depression through metaphor guiding players toward confrontation, understanding, and ultimately a lasting reflection.



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FEATURES

Gameplay

Players descend through stages of depression, with damage and weight carrying over between levels.

Graphics

A retro low-poly aesthetic channels classic survival horror, prioritizing mood and unease over realism.

Setting

The world is surreal and fragmented, growing more oppressive with every descent.

Narrative

Storytelling is symbolic and indirect, built through everyday scenarios rather than exposition.

Soundtrack

Minimal music and oppressive ambient sound design amplify tension, isolation, and psychological strain.



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GAME LOOP



Enter the level by descending a ladder, symbolizing a deeper step into the protagonist's psychological state.



Face a core puzzle tied to that specific stage of depression, designed around its emotions, themes, and distortions.



Navigate hostile environments filled with symbolic dangers, avoiding harm while uncovering clues and solving the challenge.



Reach the exit ladder to descend further, carrying any damage forward into the next stage.



What awaits in the darkness below...

MARKETING

Our studio's marketing strategy has been primarily focused on the Costa Rican market, with a strong emphasis on collaboration with local studios and community-building initiatives. With additional external funding, we would be able to significantly expand the visibility of our games beyond the local market and reach a broader international audience.



Wishlists

100+

SOCIAL MEDIA STATS



1300+

Followers



40+



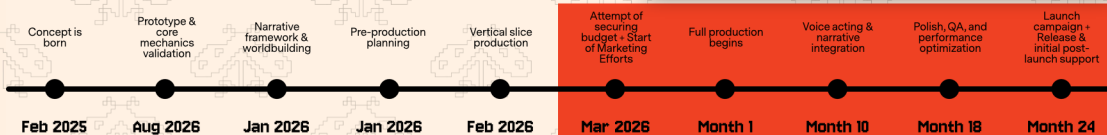
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ROADMAP

The Ladder will be JGG Log Studio's second commercial release. Building on our first self-published title, this project is an opportunity to pursue investment or publishing partnerships, expand our visibility, and gain experience with a full publishing pipeline. With its strong narrative focus and distinctive mechanics, The Ladder has clear potential to resonate with players and perform in the premium indie market.



DEVELOPMENT TIMELINE



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BUDGET

The Ladder's budget is structured to deliver a polished, content-complete horror title with the production quality and market presence required to compete in the premium indie space.



Production	\$90.000
Music and Sound Contract	\$25.000
Administrative	\$10.000
PR & Marketing	\$30.000
Events	\$20.000
Investment needed	\$175.000

Average Monthly Burn Rate	\$1.500
Highest Monthly Burn Rate	\$3.000
Projected budget (24 months)	\$54.000



Game design	\$11,250
3D art	\$18,000
Programming	\$31,500
Narrative	\$11,250
Voice Acting	\$9,000
Localization	\$9,000
Production Total	\$90,000

Community Management	\$6,000
Content Creator Fees	\$3,000
Marketing Agent	\$7,500
Paid Ads	\$6,000
Game Trailer	\$7,500
PR & Marketing Total	\$30,000



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BENCHMARK

The Ladder targets the same narrative-driven horror audience as Murder House, Crow Country, and H.A.D.E.S. Zero, combining retro survival-horror with psychological storytelling.



Crow Country

Platforms:
Windows, PlayStation,
Xbox, Nintendo

Price:
\$19.99

Sales on Steam:
134.2k



Murder House

Platforms:
Windows, PlayStation,
Xbox, Nintendo

Price:
\$11.99

Sales on Steam:
44.6k



H.A.D.E.S. Zero

Platforms:
Windows

Price:
\$11.99

Sales on Steam:
200+



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TEAM

JGG Log Studio is a video game development studio based in Costa Rica. Our mission is to create immersive experiences driven by rich narratives and engaging gameplay mechanics, while maintaining a strong retro identity that balances traditional game design with innovation.

The studio is formed by professionals with solid experience across multiple disciplines, including software development, artistic design, and musical composition, among others. In addition, JGG Log Studio actively fosters strong relationships with other local studios, such as Journey Animation, one of the most recognized animation teams in the region.

Also, JGG Log Studio is deeply involved in the local and regional game development community. The studio actively collaborates with fellow developers, artists, and studios through events, game jams, and industry initiatives, contributing to knowledge sharing and the growth of the ecosystem. We believe that strong communities lead to stronger games, and we see collaboration as a key pillar of both our creative process and long-term vision.



**Jhoel
Gonzalez**

Founder,
Developer



**Santiago
Salas**

2D Artist,
Animator,
Founder of



**Jaime
Fonseca**

Composer,
Sound Designer



**Natalia
Mora**

Community
Manager





What awaits in the darkness below...



DEMO AVAILABLE



THANK YOU FOR YOUR ATTENTION

OUR SOCIAL MEDIA

