

COOKIE RUN SUGAR & SOULS



The Garden of Forgotten Sweetness

Created by Team:
Timis
Mia
Harry
Jeremiah
aka: The Slimes

GROUP ROLES:

Timis- Concept Art, Unreal Engine, 3D Modelling

Mia- Concept Art, Unreal Engine

Harry- Concept Art, 3D Modelling

Jeremiah- Concept Art

SERIES OVERVIEW:



Ovenbreak (2009 Korea)

The original arcade-style runner where GingerBrave first wakes up in a burning oven. The story is a simple, high-stakes escape: GingerBrave must run, jump, and slide to avoid being baked into a snack, eventually making it out of the Witch's house into the wider world.



CookieRun: Ovenbreak (2016 World)

While it begins with GingerBrave's initial escape, it introduces a massive cast of unique Cookies and deeper lore through seasonal updates. The "main" story involves the Cookies constantly running to find a legendary "Cookie Paradise" where they can live without fear of witches.



CookieRun: Kingdom (2021)

An RPG shift takes place after the initial escape. GingerBrave and his friends discover the ruins of an ancient Cookie civilization and work to rebuild a new kingdom. The narrative is more complex, involving the "War of the Shattered Soul" and a battle against the Dark Enchantress Cookie to protect the world of Earthbread.



CookieRun: Witch's Castle (2024)

A puzzle game focuses on the interior of the Witch's Castle before the Cookies reach the outside world. It explores the "Witch of Light" and the "First Batch" of ancient Cookies, following GingerBrave as he navigates the castle's secret rooms and magical traps to lead his friends to freedom.



CookieRun: Towers of Adventure (2024)

A top-down action adventure that sees Cookies exploring the mysterious "Pancake Tower". The story focuses on cooperative exploration as the Cookies climb the tower to uncover its secrets and defend it from monsters.



CookieRun: Braverse TCG (2025)

A trading card game. (80 mil cards sold)



CookieRun: OvenSmash (2026)

A new PvP title. (Player Vs Player).



CookieRun: The Darkest Night (2023)

A VR action game.



Upcoming in 2029. CookieRun: NewWorld

An open-world adventure game developed in Unreal Engine for PC, console, and mobile, set after the era of the legendary Five Heroes, targeting a 2029 release to coincide with the franchise's 20th anniversary.

FRANCHISE COMPARISON:

2016



Vs

2024



THE BASICS

- Released on the 27th October 2016
- Custom 2D Mobile Engine
- Bright, vibrant 2D sprites with simple particle effects and limited environmental detail
- Simplified stage design with repeated background tiles and colourful candy-coated aesthetic
- Cheerful background music with basic looping tracks.

- Released on the 26th June 2024
- Unity Engine (3D)
- Full 3D graphics with dynamic lighting, real time shadows, detailed textures and natural environmental rendering
- Top-Down action RPG mechanics with unique Dungeon Layouts, detailed art direction and atmospheric depth
- Dynamic music system with adaptive soundtrack responding to combat and exploration.

- Between 2016 and 2024, Devsisters changed their approach to game development by transitioning from 2D sprite-based runners to fully-realised 3d action RPGs, leveraging Unity Engine's advanced rendering capabilities and taking advantage of dramatically more powerful mobile hardware.
- Mobile GPUs in 2024 supported advanced real-time rendering techniques including physically-based rendering (PBR), real-time shadows and complex particle systems. Devsisters moved from simple 2D sprite animations to full 3D character models with skeletal animation, dynamic lighting that responds to environment changes and real time multiplayer synchronisation. They also implemented higher resolution textures, normal mapping and advanced shader effects for materials like metal, cloth and magical effects.
- The Gameplay evolution was equally significant. OvenBreak's endless runner mechanics (jump/slide controls, auto-running) were replaced with direct character control, hack-and-lash combat, cooperative multiplayer dungeons and RPG progression systems including equipment, elemental affinities along with skill trees.
- Overall the improvement came from a combination of engine transition, better utilisation of multi-core mobile processors, significantly more powerful mobile GPUs, advanced real-time rendering techniques and lastly the important gameplay evolution from endless runner to action RPG.

SALES/SUCCESS HISTORY:

2012: OvenBreak 20 million Downloads

2015: Devsisters ranked #1 in Deloitte's Technology Fast 500, Asia-Pacific.

2017: OvenBreak selected as Game of The Year by Apple in South Korea, Taiwan and Thailand.

2020: CookieRun Font released to the public for free.

2022: CookieRun: Kingdom won People's Choice at PocketGamer Mobile Games Award.

2022: CookieRun 200 million Players.

2024: CookieRun : Tower of Adventures wins the Google Play Best Game 2024 award and the Best Google Play Games on PCaward.

2025: CookieRun 300 million Players.

TARGET AUDIENCE:

- Highest popularity in Korea, followed by USA, China, Thailand and Russia.
- American fans account for 65% of international sales outside Korea.
- The previous entries target players who enjoy casual mobile gaming, the age demographic being 40% that are 25 years or younger.
- Devsisters' approach: Something for everyone, IP strategy similar to the Pokémon franchise, across age groups, formats and platforms.
- Due to this variety in approach to their games, it's realistic to assume a release in the roguelike genre to expand the IP.

MARKET RESEARCH/SURVEY:

To better understand what kind of things we need to aim for, we made a questionnaire for our peers to answer. These were the results:

When playing the games what is the defining feature that brings you back?

>Characters, Story, and Lore, Community, Replay ability

If the next game were to be 3-D instead of the well-known 2-D, would you still play and why?

>78% Said yes with a few similar points saying, "It'd be nice to see the characters and game differently" and "3-D tends to have a better feel"

What improvements would you like to see made into future games and why?

More combat with a mission reward system, Engaging gameplay, more areas to explore, more engaging gameplay

What things would you like to see removed from future games and why?

Limit of bear jelly usage due to reducing pacing, limited exploration, backlog of events

How would you feel if the intensity and overall difficulty of the game were increased?

Make the gameplay more challenging in a good way, makes the game more fun due to earlier games being "too easy", feel overall more enticed to play as now I have a challenge to give myself

SEQUEL CONCEPT:

- CookieRun: Sugar & Souls represents Devsisters' bold evolution of the CookieRun IP, into a premium roguelike/souls-like genre
- Strategic move capitalizing on recent industry trends, such as the popularity of existing roguelike titles like Hades II, Balatro or Mewgenics, and souls-like games such as Bloodborne, Elden Ring or Lies of P.
- Includes cross-platform F2P (free2Play) options, and importantly, hybrid-customisable depth by letting players choose how they want to play & progress.



Hades II



Bloodborne



Mewgenics

NARRATIVE STRUCTURE:

The game takes place in a post-apocalyptic scenario where harsh neglected conditions means that any Cookie left is forced to fend for themselves. The Oven Abyss, where Sugar & Souls live in a fighting limbo, have created a rift in the collective consciousness of all cookies causing major disarray and making them forget their reason for survival in the first place. The world left behind is a place made up of forgotten memories, with fragments of something familiar yet distant and just out of reach.

The story will revolve around the main character and his companions, as they explore and try to figure out how the broken world, they now live in came to be, and if there is any way to save it. Narrative and gameplay focused.

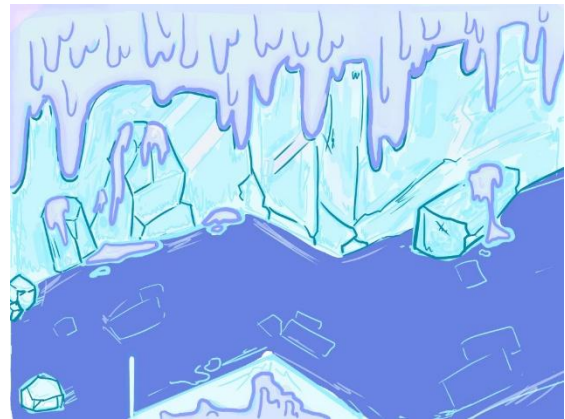
- 4 Dungeons: Crumbling Confectionary, Frosted Wastes, Nightmare Bakery, Garden of Forgotten Sweetness.
- Room Types: Combat Arenas, Treasure Rooms, Merchant Shops, Secret Rooms.

ENVIRONMENT:

- **The Crumbling Confectionary** - Abandoned Factory
- **Frosted Wastes** - Glacier Maze
- **Nightmare Bakery** - Haunted Bakery
- **The Garden of Forgotten Sweetness**- Neglected Greenhouse. This is what we chose to expand for our game as it's what we had the most ideas for at the time.



The Crumbling Confectionary – Timis



Frosted Wastes - Harry



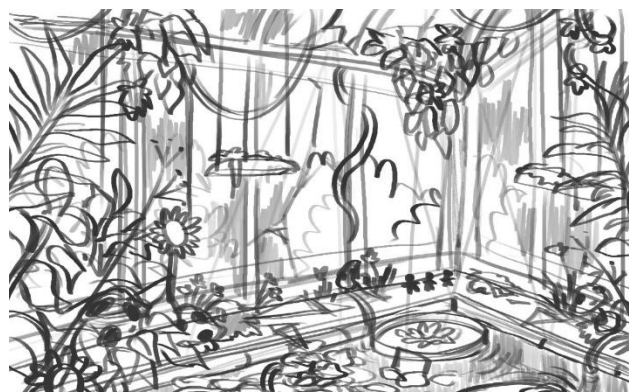
Nightmare Bakery – Jeremiah



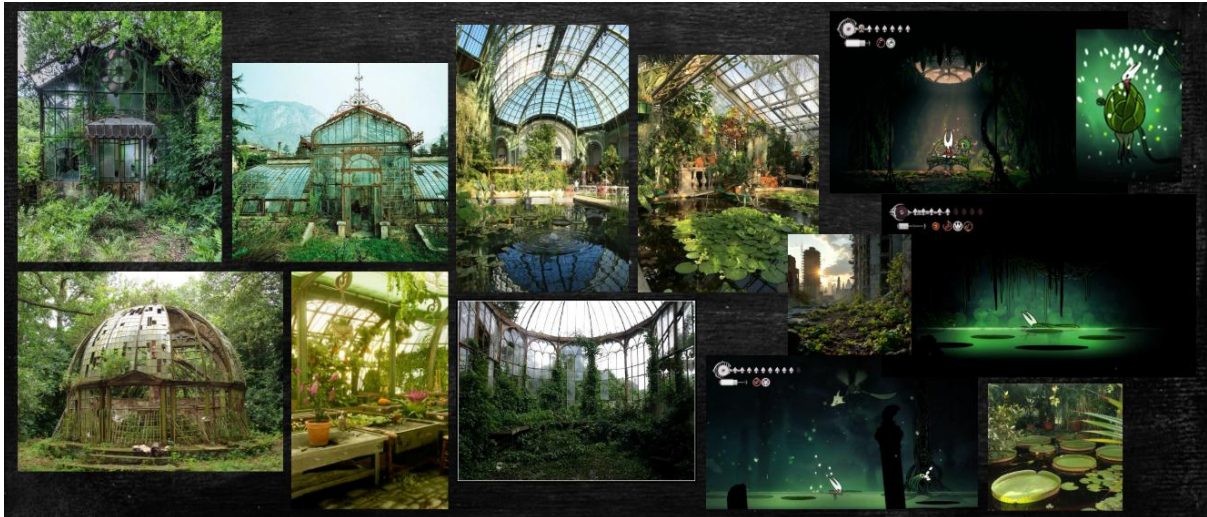
The Garden of Forgotten Sweetness – Mia



Sketch for *The Crumbling Confectionary*



Sketch for *The Garden of Forgotten Sweetness*

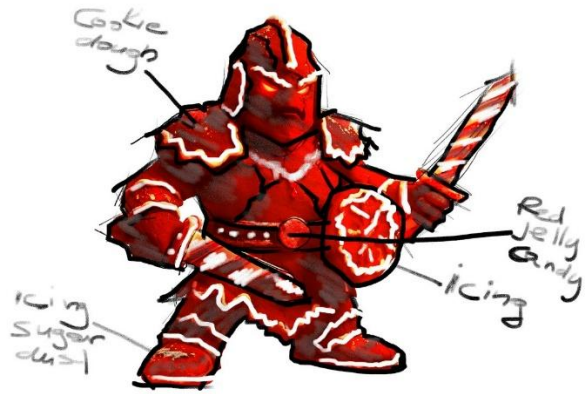


Moodboard for *Garden of Forgotten Sweetness*



- The game starts in The Garden of Forgotten Sweetness, a relatively serene landscape in comparison to the desolate world outside. This area will serve to introduce the player to the world both narratively and gameplay-wise, with more simplistic enemies to make sure the player isn't overwhelmed.
- The abandoned greenhouse acts as a relative point to where the main characters can return to for safety.
- They do not know who built the structure, but intend to find during their adventures.

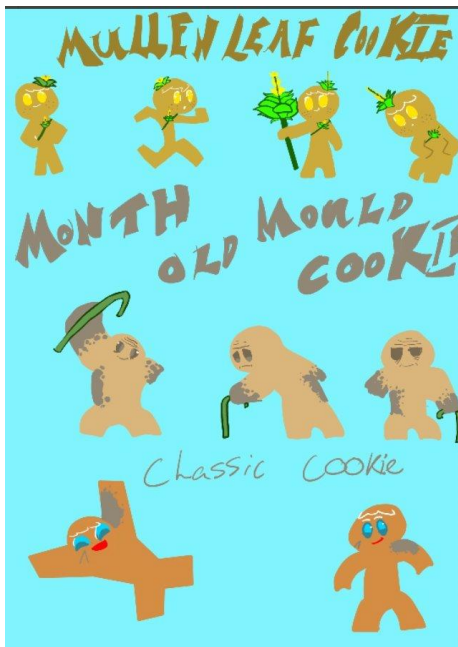
CHARACTER CONCEPTS:



By Timis



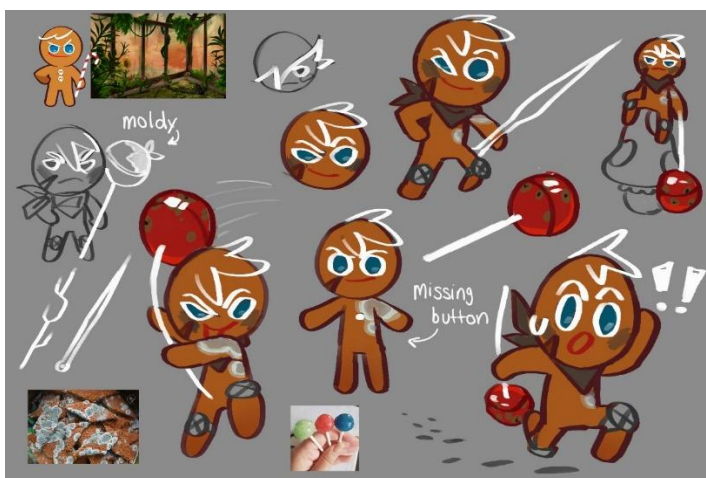
By Harry



By Harry

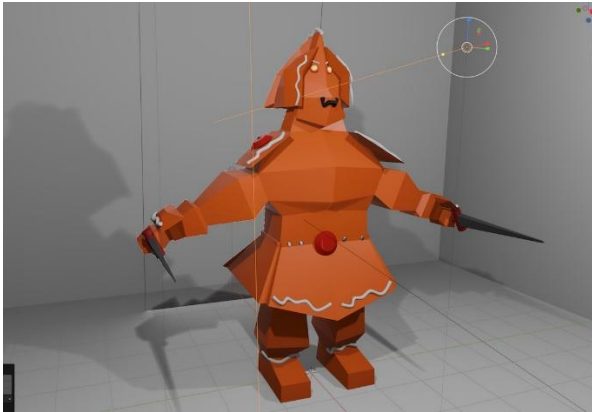


By Harry

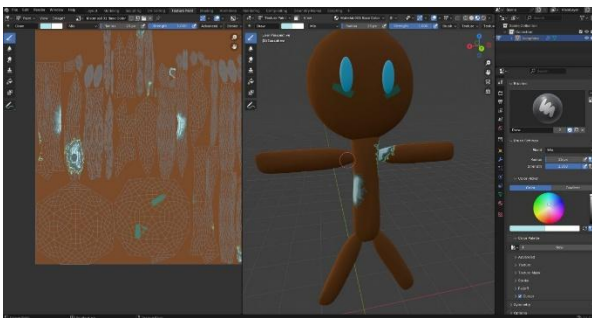


By Mia

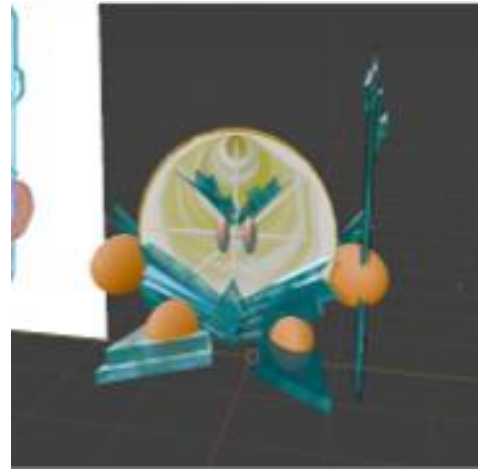
CHARACTER EVOLUTIONS:



3D Model by Timis



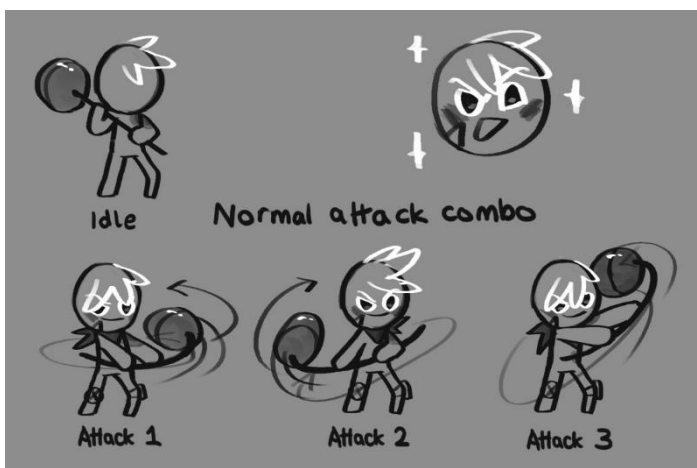
3D Model by Harry



3D Model by Harry

CORE GAME MECHANICS:

- Walk
- Run
- Jump
- Heal
- Light Attack
- Heavy Attack
- Dodge Roll
- Parry
- Cookie Skill; Unique per character



CORE GAME LOOP:

Basic gameplay



Boss gameplay



BOSS GAMEPLAY:

- Each Floor Boss adds to the story.
- Each Boss has a discoverable backstory
- Each Boss has a Soul Shield.
- Defeating Bosses unlocks journal entries



3D Model by Timis














GAMEPLAY MODES/DIFFICULTIES:

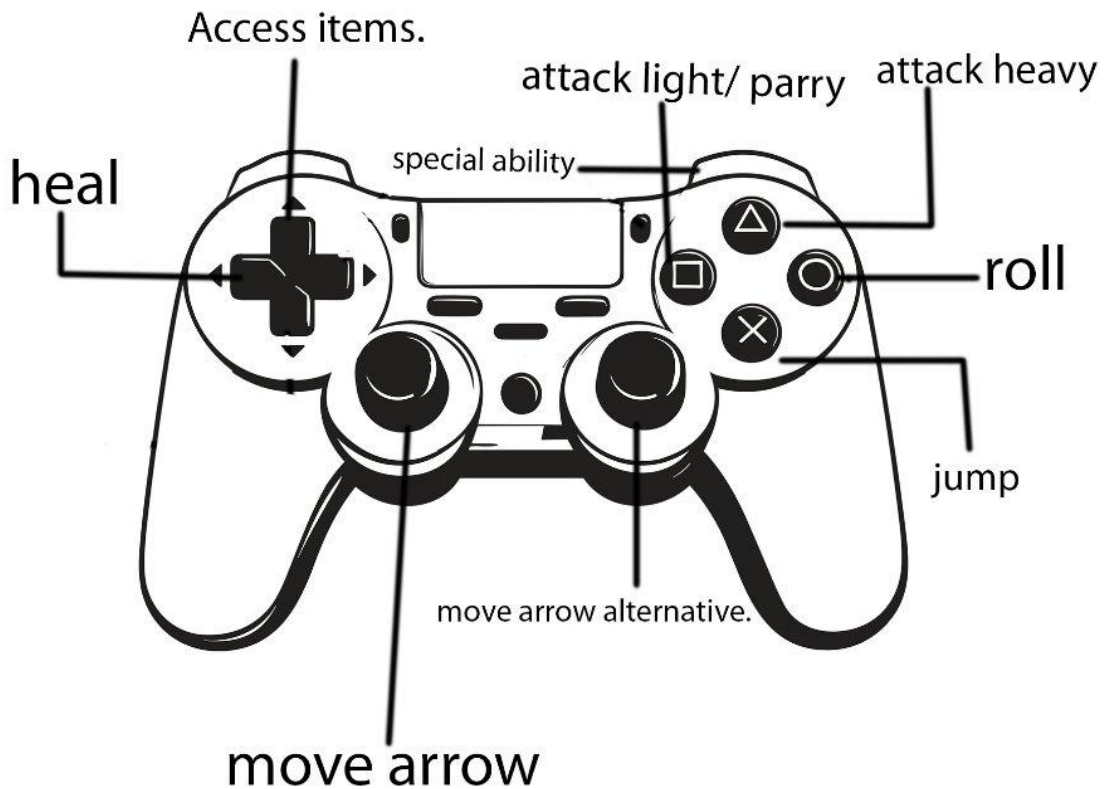
Selectable:

- **Glass:**
Debuff: Player Health Points -50%.
Reward: +25% Currency
- **Permadeath:**
Debuff: Account-wide run. 100% Loss unless Victory.
Reward: +200 % Legendary Drop Rate
- **Hardcore:**
Debuff: Enemies deal 200% damage
Reward: +50% XP
- **Speedrun Timer:**
Debuff: Must complete floor in 8 min/Death
Reward: +100% All Rewards

GAMEPLAY CONTROLS:

Basic Controls

Keyboard	Mouse	Controller
 Navigate Game Interface	 Advances Dialogue Activates Interface	 Navigate Game Interface
 Activates Interface	 Access Game Menu	 Access Game Menu
 Advances Dialogue	 Hides Interface	 Advances Dialogue Activates Interface
 Access Game Menu		 Hides Interface
 Hides Interface		
 Toggles Assistive Self-Voicing		



SOUND DESIGN:

Sound Effects (SFX):

- **Footsteps** — soft squelchy patter on sugar floors, crunching on biscuit terrain, wet slap on caramel surfaces (changes per biome)
- **Landing after a jump or fall** — heavy sugary thud with a brief crunch
- **Taking damage** — a sharp crackle like a cookie snapping, followed by a brief ringing tone
- **Death** — slow crumbling sound, like a biscuit breaking apart, fading into silence
- **Collecting loot** — bright upward chime, satisfying and distinct
- **Opening chests** — creaking oven door sound followed by a warm musical sting
- **Interacting with shrines** — deep resonant hum with a magical shimmer

Environment Ambiance:

- **Crumbling Confectionery:**
 - Industrial grinding
 - Dripping caramel
 - Distant mechanical clanks
 - Low unsettling hum
- **Frosted Wastes:**
 - Howling wind
 - Creaking ice
 - Crystalline tones
- **Nightmare Bakery:**
 - Distorted lullabies
 - Warping/glitching audio
 - Sounds that feel slightly wrong or out of place
- **Garden of Forgotten Sweetness:**
 - Rustling leaves
 - Dripping water
 - Insect-like chittering from plant enemies

Dynamic/Interactive Audio:

- **Light attacks** — quick whip-crack with a sugary sweetness
- **Heavy attacks** — deep thud with real weight behind it
- **Parry** — distinct tight chime or crystalline ping
- **Dodge roll** — quick whoosh with a brief silence to emphasize invincibility frames
- **Sugar Rush ultimate** — rising swell building to a big orchestral hit
- **Boss phase changes** — clear musical sting to signal the shift
- **Burnt Sovereign** — subtle audio shifts as it adapts to player's patterns

Voice Over:

- **TBC** — Audition Process or Synthetic

SOUND DESIGN:

Principles to follow:

- **Interactivity:** Sound must react immediately to player input, creating a tight feedback loop.
- **Immersion:** Creating a consistent, believable soundscape that matches the visual style.
- **Information:** Sound should communicate game state changes, such as low health, success, or failure.
- **Layering:** Combining multiple sounds to create rich, complex audio environments

SYSTEM REQUIREMENTS:

- Minimum Requirements for 2026 Mobile Play (OvenSmash/Kingdom):
- Operating System: Android 8.0 or higher / iOS 15.0 or later.
- Storage: At least 4GB of free space (additional space recommended for updates).
- RAM: 4GB or higher.
- PC Requirements (via Emulator/PC Release):
- OS: Windows 7/8/10/11.
- Processor: Intel or AMD Processor.
- RAM: 4GB or higher.
- Storage: 5GB - 10GB free space.
- Graphics: Up-to-date drivers from Microsoft
- or the chipset vendor

AWS (Amazon Web Servers) GameLift server for Multiplayer Match-making

Amazon DynamoDB (NoSQL) for flexible Player Data management (cross-platform sync)

S3 + CloudFront for ultra-fast asset delivery

AI interference on AWS SageMaker for narrative generation through efficient ML (Machine Learning) models.

LAUNCH CYCLE – ITERATIVE GAME DESIGN:

Pre-Launch:

- Demos
- Betas
- Streamer Outreach
- 'Find the Bug' Campaign
- Countdown Event

At Launch:

- Daily Rotation Challenge
- Boss Rush
- Guild System
- Lore Wiki
- Freebies Merch Giveaways/prizes

Post-Launch:

- Seasonal content drops
- Seasonal passes
- Narrative story beats
- Feedback loop (beta testers' rewards)

UNIQUE SELLING POINT:

- Hybrid Monetisation Readiness: Designed for In App Purchases + Cosmetics +Battle Pass + Ethical Live-Ops (long term player retention).
- Cross-Platform F2P AAA trend. (Genshin: \$4B mobile model revenue)
- Roguelike Boom: Hades sold 5M+ copies, proven genre across platforms
- CookieRun IP expansion: a 300M community

COMPETITION:

Gacha/RPG:

- HoYoverse
- Pokémon TCG
- Persona 5: The Phantom X

IP Franchise:

- Pokémon
- Sanrio/Hello Kitty

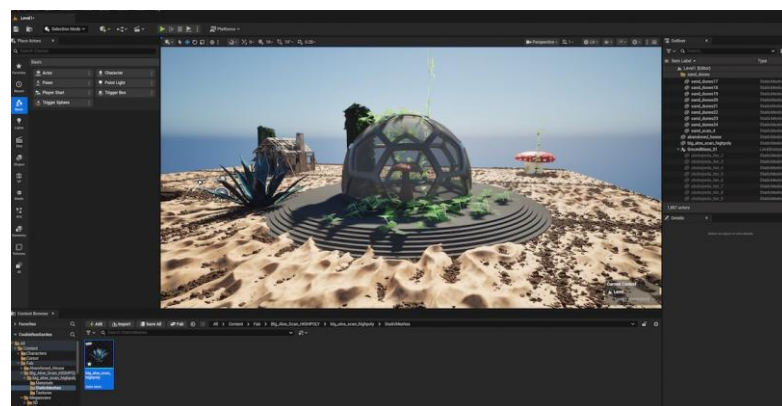
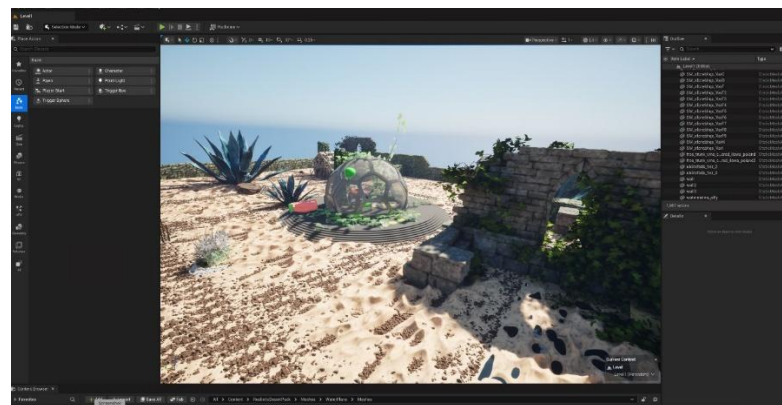
Mobile Brawler:

- Brawl Stars
- Mobile Legends: Bang bang

THE EVOLUTION OF LEVEL DESIGN:

Made in Unreal Engine

Timis' half:



Mia's half:



CONCLUSION:

- We Fill a Gap in the Market
- F2P – Challenging – Skills Based – No Predatory Monetization
- IP existing audience is a massive head start and Roguelike format is a fresh change

SOURCES:

- Cookie Run Wiki (Fandom) - <https://cookierun.fandom.com>
- Cookie Run: Tower of Adventures Wiki - <https://cookieruntoa.fandom.com>
- Devsisters Official Website - <https://www.devsisters.com>
- Wikipedia: Cookie Run - https://en.wikipedia.org/wiki/Cookie_Run
- Pocket Tactics - Tower of Adventures Coverage
- Gaming on Phone - Mobile Gaming News
- App Store and Google Play Store listings
- Community feedback from Reddit r/Cookierun and official Discord
- Technical specifications from game files and developer documentation
- Metacritic: <https://www.metacritic.com>
- IGN: <https://www.ign.com>
- GameSpot: <https://www.gamespot.com>
- Polygon: <https://www.polygon.com>
- GamesIndustry.biz: <https://www.gamesindustry.biz>
- Steam Charts: <https://steamcharts.com>
- HowLongToBeat: <https://howlongtobeat.com>
- Google Scholar: <https://scholar.google.com>
- Games Studies Journal: <http://gamestudies.org>