

# Lean World Bible: Assassin Creed: Khortytsia

## Section 1: The Core Identity (Page 1-2)

- **The Elevator Pitch:**

Set in the lawless "Wild Fields" of 17th-century Ukraine, **Assassin's Creed: Khortytsia** follows a runaway serf who rises within a Cossack brotherhood on the frontier between empires.

As Polish, Russian, and Ottoman powers compete for territorial control, the Cossacks navigate a fragile balance between autonomy and survival, forging alliances while resisting domination.

Featuring a new Chaika river-ambush system and upgradable Mobile Fortress mechanics, the game explores a largely untapped historical setting: the emergence of early Cossack self-governance. It blends large-scale raids with political intrigue, placing player choice at the center of Eastern Europe's shifting power struggle.

- **The "X meets Y" Statement:** The unbound freedom of a naval sandbox meets the moral complexity of a gritty frontier RPG.

This shorthand captures the game's core fantasy: the franchise's signature stealth and traversal reimagined through large-scale raids and player-driven political choice, set within a historical frontier defined by autonomy rather than empire

- **The 3 Pillars:**

- 1. Pillar 1. Frontier Raiding & Mobility:**

A fast, opportunistic gameplay loop built around mobility, surprise, and control of terrain.

- a. Chaika River Ambush System: Players plan and execute rapid river raids, enabling dynamic entry points into fortified and coastal locations.
- b. The Dual-Mobile Hub: Manage two distinct upgradable strongholds: the Chaika (for River operations) and the Wagon Camp (for Steppe operations).
- c. Hit-and-Run Design: Gameplay focuses on "Asymmetric Warfare": strike quickly, disrupt supply lines, and vanish into the Wild Fields before reinforcements arrive.

## **2. Pillar 2. Political Survival & Choice:**

Power is negotiated, not conquered. Survival requires manipulating the "Grey Zone" between superpowers.

- a. Multi-Empire Tension: Polish, Russian, and Ottoman interests compete for influence. Players can function as mercenaries, diplomats, or saboteurs for each.
- b. No Perfect Alignment: Choices affect territory, resources, and relationships without presenting a clearly "correct" path.
- c. Regional Consequences: Player decisions reshape trade routes, military pressure, and local autonomy across the frontier.

## **3. Pillar 3. Brotherhood, Leadership & Identity:**

The Assassin fantasy evolves from lone operative to leader within a living community.

- a. Cossack Brotherhood System: Reputation, trust, and leadership influence how the brotherhood grows and responds to the player.
- b. Collective Progression: Success is measured not only by personal power, but by the strength and resilience of the community.
- c. Identity Through Action: The player's leadership style defines the brotherhood's values, tactics, and political stance.

## Visuals



*Visuals created using AI tools for concept demonstration purposes*

### ATLAS OF LOCATIONS (UI MOCKUP)

- **The Hub (Khortytsia Fortress):** The player's upgradable headquarters and narrative center.
- **The Cities (Kyiv, Krakow, Constantinople):** Dense urban sandboxes designed for vertical parkour and assassination contracts.
- **The Zaporozhian Sich Region (Open World) :** The massive river-and-steppe territory surrounding the fortress. This "Ocean of Grass" features mounted combat and dynamic Chaika naval raids.





*Concept Visualization: The Upgradable 'Chaika' Gunboat.*



*Concept Visualisation: Game logo in Cossack style*

## Project Competencies & Business Logic

### Strategic Rationale (Why this project exists)

*This section demonstrates your ability to identify market gaps and structure a product to fill them.*

**1. The Market Problem** The Action-RPG genre currently faces a "Setting Saturation" issue. Major competitors have exhausted the most popular historical themes:

- **Vikings:** (*AC Valhalla*, *God of War*) — Oversaturated.
- **Samurai:** (*Ghost of Tsushima*, *Sekiro*, *AC Shadows*) — Highly competitive.
- **Western Medieval:** (*Elden Ring*, *Dragon's Dogma 2*) — Dominated by Fantasy.

**2. The "Blue Ocean" Solution** *Assassin's Creed: Khortytsia* targets the Eastern European Historical segment—a verified high-demand market, proven by the 50M+ sales of *The Witcher 3*, that currently lacks a AAA historical action-adventure title.

**Differentiation (Technical Feasibility):** This concept minimizes R&D risk by hybridizing two existing, market-proven systems within the Ubisoft Anvil engine:

- **The Navigation:** Utilizes the shallow-water river traversal and "Beaching" mechanics from *Assassin's Creed Valhalla*'s "River Raids" mode.
- **The Combat:** Layers the projectile-based naval combat logic of *Assassin's Creed IV: Black Flag* onto the river chassis.
- **The Result:** A "Pirate Fantasy on the Steppe" that requires no new physics engine development, only asset re-contextualization.

### 3. Target Audience Segmentation

- **Primary Core (The "Hybrid" Fan):** A convergence of two massive demographics: Players who crave the Naval Combat Agency of *Black Flag/Odyssey* combined with the **Settlement Progression** loops of *Valhalla*.
- **The "Blue Ocean" Opportunity:** This group currently has no product to play. *Valhalla* lacked naval combat; *Black Flag* lacked settlement depth. *Project Khortytsia* unifies these loops for the first time.
- **Secondary Core (The "Immersion" Seeker):** Fans of Grounded History (*Kingdom Come: Deliverance*) who have become fatigued by the "High Fantasy/Mythological" elements of recent RPGs and are seeking a return to political realism.

**4. Core Value Proposition (CVP)** "The only open-world action RPG that combines the verticality of *Assassin's Creed* with the strategic freedom of a mobile naval base."

## Operational Mapping (How this translates to the Job)

*This section explicitly maps the game's design features to the specific daily tasks of the internship roles.*

### 1. CRM & Lifecycle Management

- **In-Game Feature:** *The Council of the Sich (Asynchronous Community Meta-Game).*
- **The Mechanic:** A weekly global voting system where the player base spends earned "Influence" to decide the next week's World State modifiers (e.g., *"Community votes for 'Blockade', hence +20% Naval Loot next week"*).
- **Professional Translation:** "This feature functions as a recurring 'Appointment Mechanic' designed to stabilize Weekly Active Users (WAU). By creating a predictable 'Result Day' (e.g. every Tuesday), it drives habit-forming login loops that extend the product lifecycle. It achieves the engagement goals of a 'Live Service' model through low-cost, asynchronous server updates rather than expensive content production."

### 2. Brand & Web Marketing

- **In-Game Feature:** *The 3 Design Pillars (as defined in Concept).*
  - Frontier Raiding & Mobility (The Gameplay Hook)
  - Political Survival & Choice (The Narrative Hook)
  - Brotherhood, Leadership & Identity (The Fantasy Hook)
- **Professional Translation:**

These pillars serve as the Messaging Hierarchy for the product's Go-To-Market campaign. They allow the marketing team to segment the audience and target different psychographics with specific media assets:

  - The 'Raiding' Pillar informs the Gameplay Reveal Trailer (Targeting: Action fans & 'Valhalla' players).
  - The 'Politics' Pillar informs the Story Trailer (Targeting: RPG players & 'Witcher' fans).
  - The 'Brotherhood' Pillar informs the CGI Cinematic (Targeting: Core AC Brand Loyalists).

### 3. Creator Operations & Community

- **In-Game Feature:** *The "Chaika" River Ambush & "Siege Events".*
- **Professional Translation:** Designed for "Clip-First" Viral Marketing. The gameplay creates high-intensity, emergent moments tailored for short-form video formats (TikTok/Shorts). The "Siege Event" mechanic allows for Interactive Streaming (e.g., Twitch Drops where viewers influence the battle), turning creators into active stakeholders rather than passive broadcasters.

#### 4. Trade Marketing & Territory Strategy

- **In-Game Feature:** *The Geopolitical Setting (The Polish-Lithuanian Commonwealth, Zaporozhian Slch, The Ottoman Empire).*

- **Professional Translation:**

This dictates a Regional Dominance Strategy targeting High-Growth Markets.

While the Global Campaign targets general RPG fans, the Trade Marketing Strategy prioritizes CEE (Central & Eastern Europe) and Turkey as key growth territories. This involves negotiating distinct retail partnerships in CCE regions where the IP has 'cultural ownership'—to maximize physical sell-through and secure local media dominance, mirroring the regional breakout success of *Kingdom Come: Deliverance*. By leveraging the historical prominence of Constantinople and the Ottoman faction, the product secures 'cultural relevance' in the Turkish market. This allows for specific retail partnerships and localized media pushes in Istanbul, replicating the regional breakout success of *Assassin's Creed Mirage* in the MENA region.