TRACTOR SET *GO!*

2022 COMPANY BROCHURE

About us

Tractor Set GO! is a **professional game development** and **visual arts studio**. Along with our own IP products, we produce games, serious games and interactive media apps for external clients.

Combining **Technology** and **Art**, we are continuously looking for creative mechanics, outstanding experiences and player oriented features, while being focused on building solutions for creating and enhancing player-generated revenue.

What we do

Our core business is game development and connected services

Full cycle game development

From prototype to full production, we are able to deliver a polished product from the ground up.

Art outsourcing

We run a complete production pipeline from high-poly sculpting to animated in-game models.

TRACTOR SET GO!

Interactive media apps

We create visual solutions for clients active in the entertainment, IT and various industries, helping them drive positive engagement.

Consultancy

We perform studies and we offer specialized advice for improving products, managing projects and ensuring best development practices and release quality.
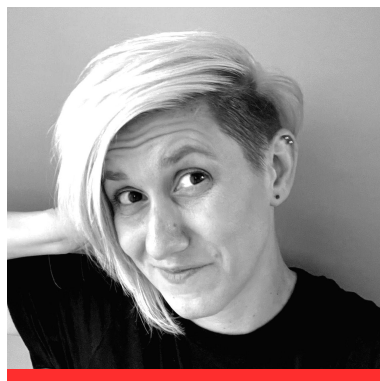
Executive Team

Our team is guided by the core founders who are completely immersed in the whole development process while pulling the strings of the business.

Horea Trîncă
CTO

Former CTO of Tractor Media

Andreea Cristea
COO

Former CEO of Liveset Studios

Cristian Cristea
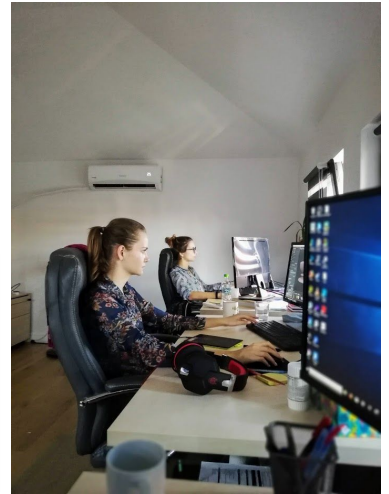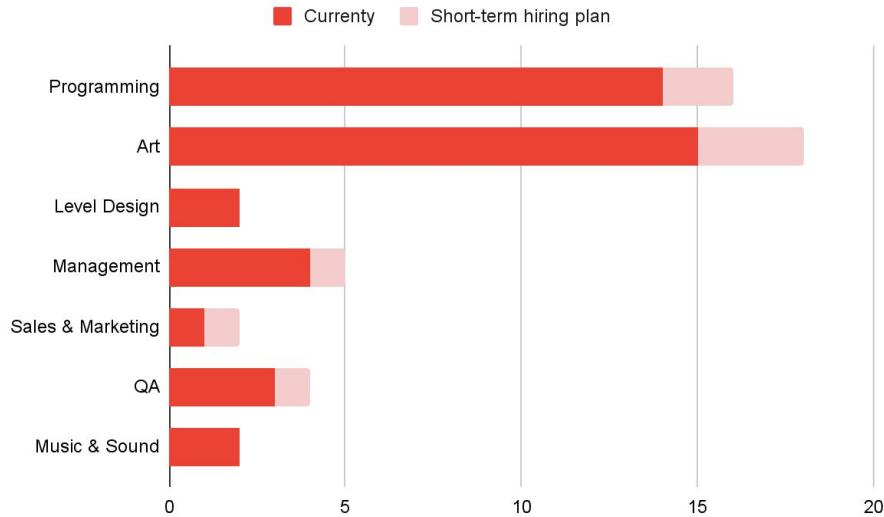CEO

Former CTO of Liveset Studios

Adrian Bugnar
CCO

Former CCO of Tractor Media

Production Team

Consisting of close to 40 (and growing) full time members and close collaborators, our team of specialists covers all areas of game development.

Legend: ■ Currently ■ Short-term hiring plan

Chart — Team members by area:
- Programming: ~14 currently, ~16 total
- Art: ~15 currently, ~18 total
- Level Design: ~2
- Management: ~4 currently, ~5 total
- Sales & Marketing: ~1 currently, ~2 total
- QA: ~3 currently, ~4 total
- Music & Sound: ~2

X-axis: 0, 5, 10, 15, 20

Why work with us?

We deeply enjoy working on commissioned projects as a source of inspiration and an opportunity to build greater products through collaboration.

Experience

We are in the gaming industry and interactive media sector for more than **15 years**.

Structured development

We are continuously investing a lot of effort in creating internal **tools**, **workflows** and **frameworks**.

Balanced team

Our production team is in **balance** between software **engineers** and **artists.**

Expertise

We cover the **full cycle** of game development and connected services.

Communication

We have strong communication protocols and **all our team members are fluent in english**.

Talent pool

Cluj-Napoca is a well known university center and IT hub with a huge talent pool.

Our approach

We ensure fast iteration cycles and stable deployment while meeting deadlines. Our clients receive reports and access to our development process through transparent project management.

We strive to complement the product vision of our clients, creativity, commitment and passion being our core values.

All images produced by Tractor, Set, GO!

Our experience

With over 15 years in the interactive media business field, way before `indie game` became a buzzword, **our work** has been validated with international acknowledgement, awards and press coverage.

Our expertise

We provide the **full range of services** needed for your game or interactive media application, providing continuous support from the early stages of the concept, to the final product. Our skilled artists and developers will leverage the quality and personality of your project.

Our team consists of dedicated and accomplished 2D/3D artists, programmers, game designers, level designers, testers, sound designers and music composers.

Our location

We work our magic in Europe, in the beautiful city of **Cluj-Napoca**, often referred to as the Silicon Valley of Romania, located in the Heart of Transylvania.

With an impressive talent pool and within a few hours reach from major cities all over the continent, Cluj-Napoca is one of the main pillars of Eastern Europe software industry.
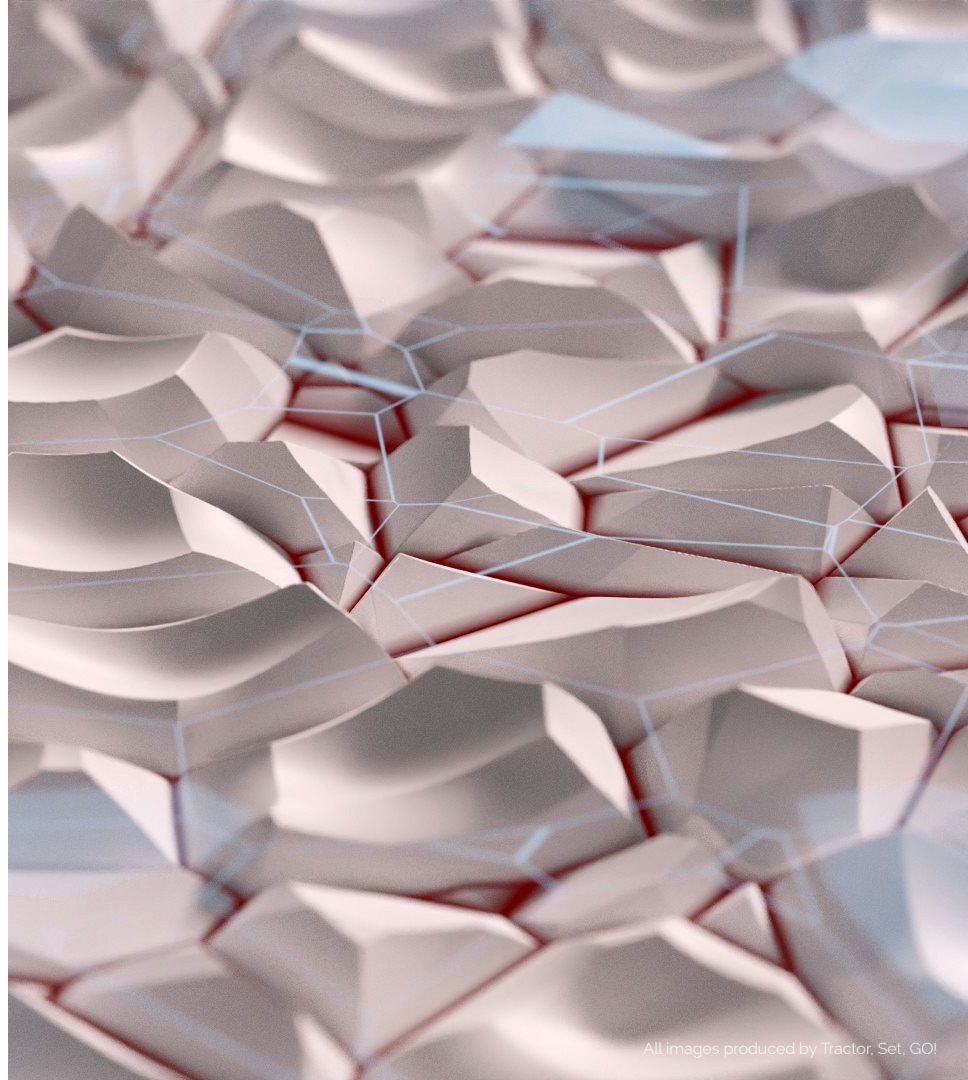
Clients

Our clients come from countries like UK, Sweden, US, Romania, Spain, Latvia, Switzerland, Denmark, Poland, Japan, Singapore, Luxemburg

1   7
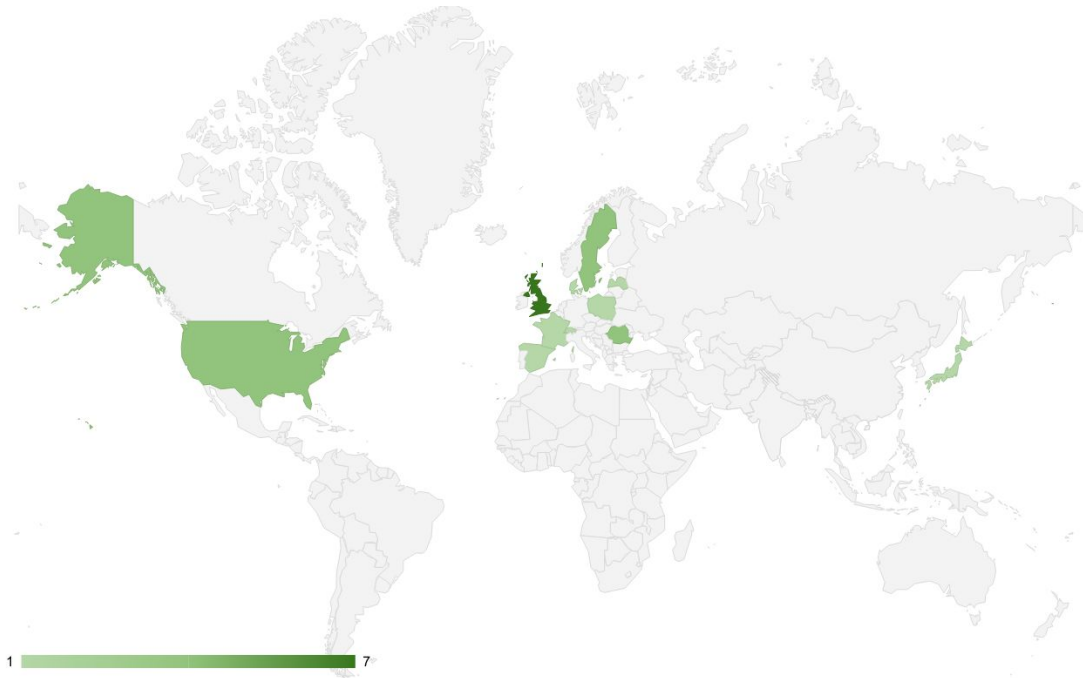
Projects

In the last 5 years we successfully developed and delivered more than 50 projects commissioned by 25 clients from all around the world.

E-Training
Animation
SDK
API IOS 2D AR Tools
Unity3D
Bluetooth VR Games PC AI Firebase
UX/ UI Simulation
IOT Cars Android 3D Mobile App WebGL Strategy
Synthetics IAP Photon Engine Machine Learning
Sports Visualization Environments
Servers
Multiplayer Characters
Action LiveOps AWS
Analytics
E-Learning

Timeline

We have constantly grown both in terms of revenue and profit, allowing us to organically growing our team and business.

Our roots come from two separate media companies, **Tractor Media** in the realm of 3D graphics and animation and **Liveset Studios**, a professional recording studio and software development company.

Tractor Media and Liveset Studios are born

2007

Tractor, Set, GO! is founded as a standalone company, having the same ownership as Tractor Media and Liveset Studios.

Tractor, Set, GO! company is founded

2013

Our team is constantly growing, adding value through recruitment of new talents and passionates. The office is established in a new location, giving us opportunity for even larger and accelerated growth.

Scale up

2018

2011

Tractor, Set, GO! core team is established

The two companies teamed up for creating **Gelluloid**, a real-time strategy game for the mobile markets.

2013-2017

Gelluloid and clients work

Gelluloid is released while focus continues to be on several projects, for both internal and external clients.

2019-2022

Expansion

With more than 30 projects developed during this period and while doubling our team size, we ventured into new areas.

Technology

DEVELOPMENT

Our main development activities are based around Unity3D engine, augmented by a powerful in-house developed framework which brings great structuring, quality and long term maintainability to our provided code and workflow.

ASSET PRODUCTION

Our talented artists are able to surpass standards, delivering high-quality full production circle from hi-poly to final in-game model. We have vast experience in creating highly detailed assets, environments and level art.

3D modelling, Character modelling, Concept art, Animations, VFX, Renderings, Sound and music production, Level design.

PROJECT MANAGEMENT

We invest a great deal of effort in streamlining project management activities by using industry standard tools and processes, adapting to each client's requirements, at the same time, keeping a tight grip on best practices.

Top Down Engine

Game-specific code

TSG.TDE

3rd party plugins

TSG Framework

Unity® software

- **TSG.TDE** is a C# library for Unity® - a collection of scripts, that run in the Unity® software environment.

- The **TSG Framework** is a C# library that provides core subsystems that help us write robust code faster. It also provides tools for CI/CD, automated testing and delivery.

- The game is developed and built with Unity® software through the standard development process, using the functionality offered by **TSG.TDE**.

- TSG.TDE has dependencies on 3rd party plugins for Unity® software.

- These plugins have been carefully selected and tested over the years. They work well together and significantly improve upon the core functionality that Unity® software offers.

Key Benefits of our technology

Development Speed

- Offers pre-built common functionalities to write most Top Down (Shooting) Games

- Ready to use as a package in any new Unity® software project

- Backed by in-depth documentation and team training

Quality and no surprises

- Smooth player controls

- Advanced enemy and companion AI

- Battle tested systems for level scripting, save games, camera movements

- Performance optimizations

Extendable Architecture

- A data-driven approach allows TDE to be customized to a wide range of applications

- Robust code architecture designed with easy extension in mind

- Works with both online and offline setups for save-games, user account management, etc.

Sunfall

Internally by *Tractor Set GO!*

Sunfall - Children of Adiona is an upcoming top-down shooter-RPG with horror themes.
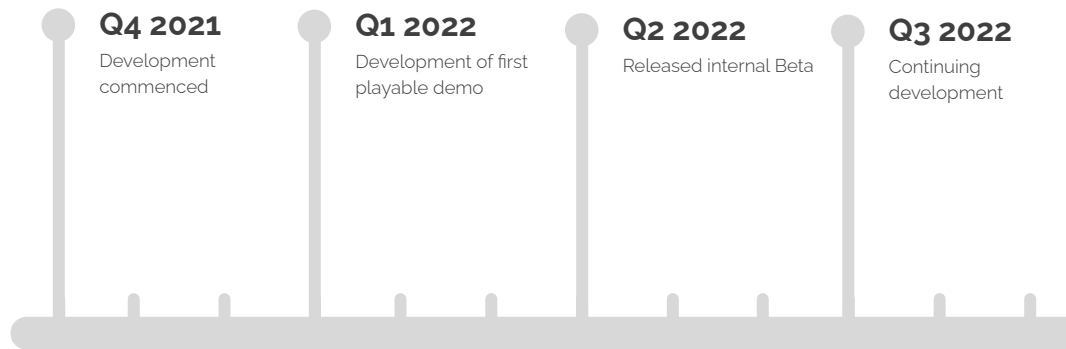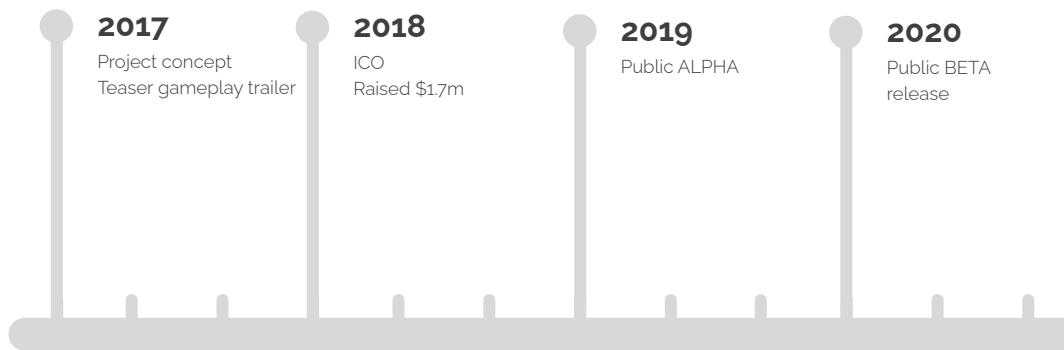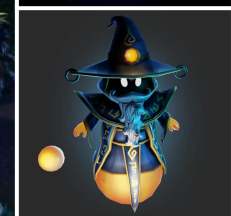

★ **Full in-house development**
Architecture, 3D assets, 2D & UI, animations, coding, server, SFX & music, trailers, QA

★ **Technologies used**
Unity 3D, Z-Brush, Blender, Substance Painter

★ **Team**
On average 5-7 team members

Q4 2020
Project concept GDD & Art direction drafted

Q1 2021
Development commenced with focus on obtaining real-time in-game footage for the teaser trailer

Q2 2021
Released first teaser trailer at Gamescom

Q3 2021
Looking for funding

Time Raiders

Commissioned y by *Utopian Game Labs LTD*

Time Raiders is a fast-paced shoot and loot, play-to-earn, NFT game.

⭐ **Full development services**
Architecture, 3D assets, 2D & UI, animations, coding, server, SFX & music, trailers, QA
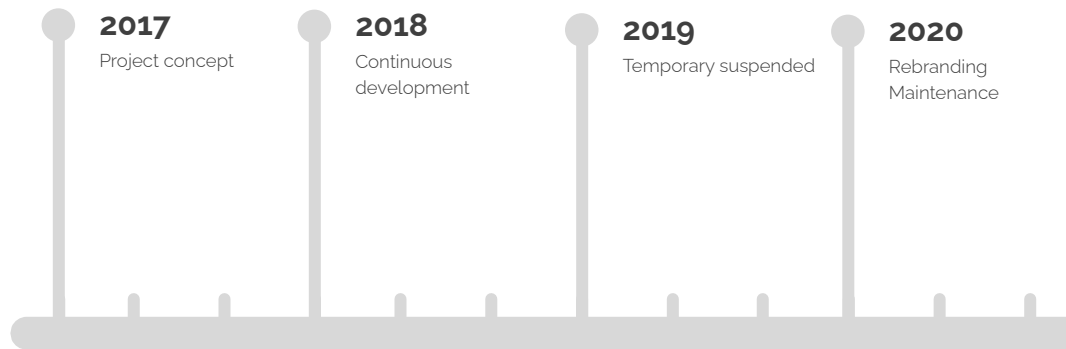
⭐ **Technologies used**
Unity 3D, Z-Brush, Blender, Substance Painter, Houdini

⭐ **Team**
On average 15 team members

Q4 2021
Development commenced

Q1 2022
Development of first playable demo

Q2 2022
Released internal Beta

Q3 2022
Continuing development

Hash Rush

Hash Rush is an upcoming sci-fi PC title that brings cryptocurrency mining to the world of real-time strategy gaming.

★ **Full development services**
Architecture, 3D assets, 2D & UI, animations, coding, server, admin, SFX & music, trailers, QA, LiveOps

★ **Technologies used**
Unity 3D, ASP.NET MVC, Z-Brush, Blender, Maya3D, Substance Painter

★ **Team**
On average 6 team members, up to 12 on development peaks

2017
Project concept
Teaser gameplay trailer

2018
ICO
Raised $1.7m

2019
Public ALPHA

2020
Public BETA
release

Daggers in the Dark

Commissioned by *Utopian Game Labs*

A 3D top down action shooter with tactical elements, placed in time at the beginning of WW2 with a historical twist.

⭐ **Full development services**
Architecture, 3D assets, 2D & UI, animations, coding, SFX & music, trailers, QA

⭐ **Technologies used**
Unity 3D, Z-Brush, Maya3D, Substance Painter

⭐ **Team**
On average 4 team members, up to 6 occasionally

⭐ **Facts**
Accurate reproduction of real London's buildings

2017
Project concept

2018
Continuous development

2019
Temporary suspended

2020
Rebranding Maintenance

Gelluloid

Gelluloid is a strategy game where you control a new, intelligent type of gel, which learns new abilities from the enemies it encounters.

★ **Full in-house development**
Architecture, 3D assets, 2D & UI, animations, coding, server, SFX & music, trailers, QA, LiveOps, website

★ **Technologies used**
Cocos2d-X, Photoshop, Fusion, 3DS Max

★ **Team**
On average 4 team members development

★ **Facts**
200k+ players and Android and iOS in the first year

Greenlit on Steam, back when it was cool to be greenlit

2011
Project concept

2013
First Android release

2014
First iOS release

2015
Greenlit on Steam
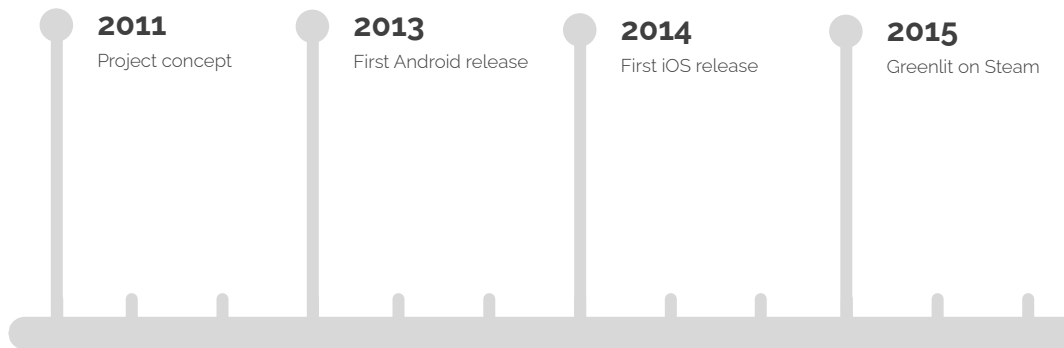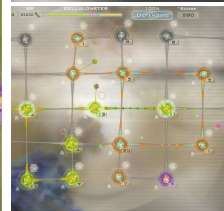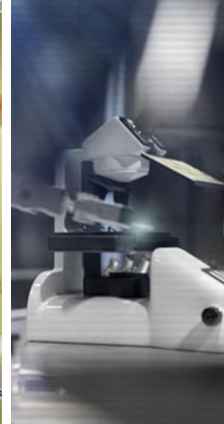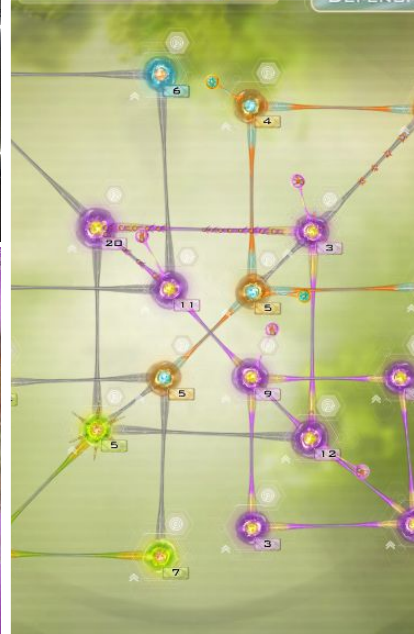
Ballcraze

Internally by *Tractor, Set, GO!*

Ballcraze is a crazy-fast arcade game for mobile with a simple idea.

We put a touch of late 70's arcade games in our graphics, music and sound effects, but updated to today's aesthetics.

★ **Full in-house development**
Architecture, 3D assets, 2D & UI, animations, coding, server, SFX & music, trailers, QA, LiveOps, website

★ **Technologies used**
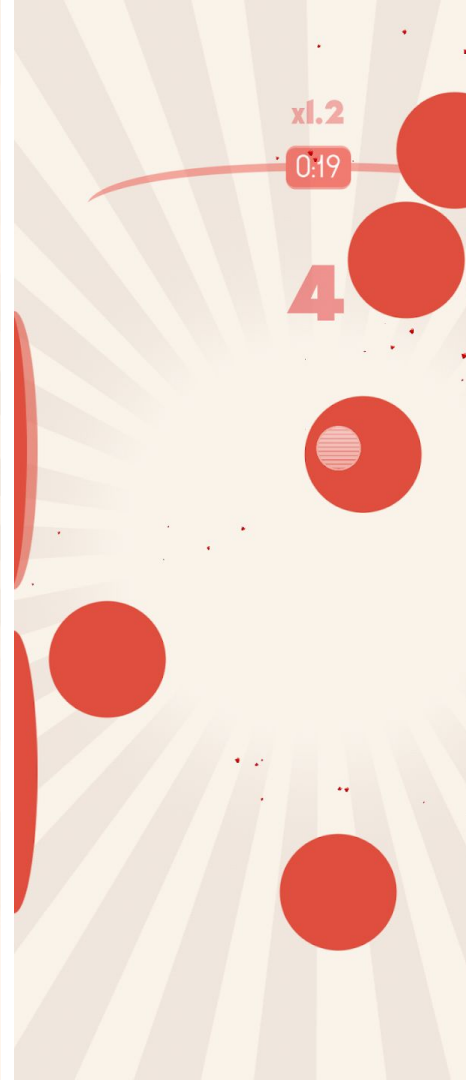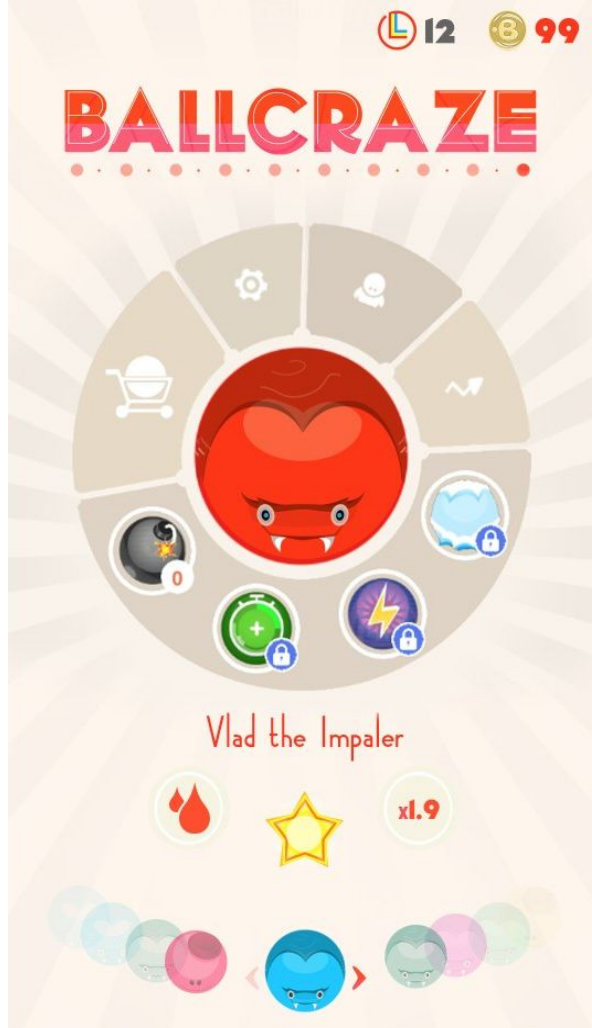Unity3D, Photoshop, ASP.NET MVC powered server

★ **Team**
On average 3 team members involved

★ **Facts**
Original game concept in a retro minimalistic style

Serious games

Our expertise in game development allows us to go further into building interactive media applications.

We create diverse visual solutions for a range of clients and industry, helping them drive positive engagement.

★ Simulators

★ Technical animations

★ Architectural visualizations

★ Companion apps

★ Synthetics

Original Mars Perseverance Rover 3D Model courtesy of NASA/JPL-Caltech

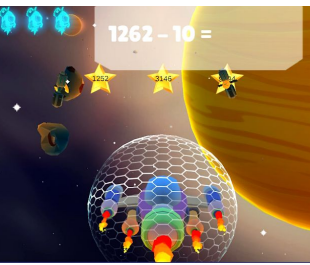All images produced by Tractor, Set, GO!
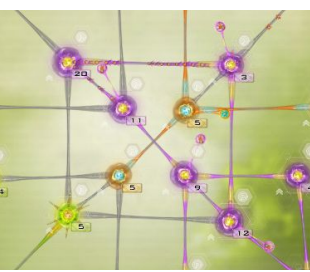
Mobile

Over 30 mobile titles in the last years

Casual, Educational, AR, Action, Adventure, Simulation, Sports, Companion Apps, Runners, Strategy, Driving

Top secret ;)

You should not have access to this particular slide, but since you do...

We have been working on numerous projects with more than 25 clients from all over the world, **their privacy** being one of our priorities.

Confidentiality extends on all areas of collaboration with our clients and partners:

★ Games

★ Interactive visualizations

★ Serious games

★ Consultancy

★ Art outsourcing

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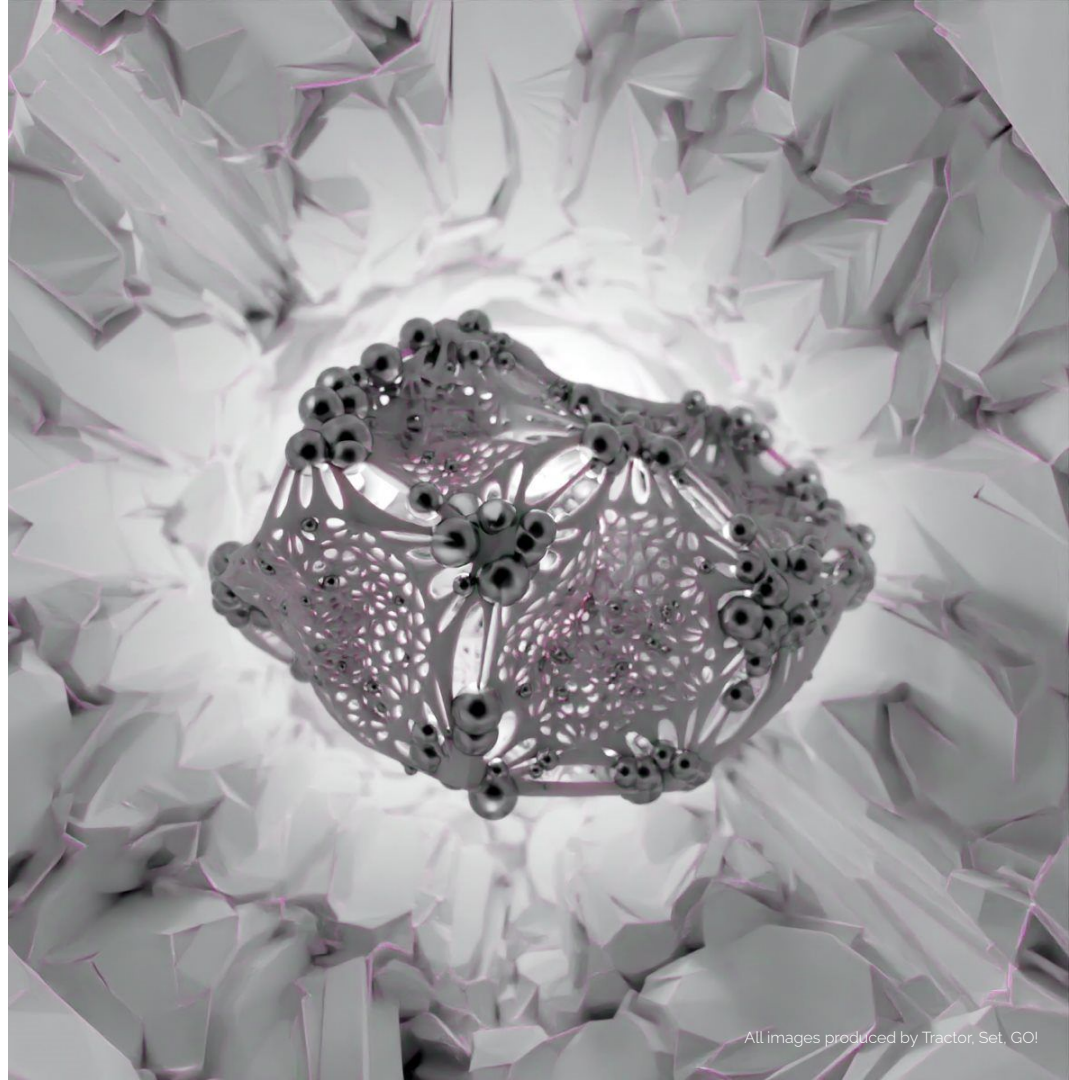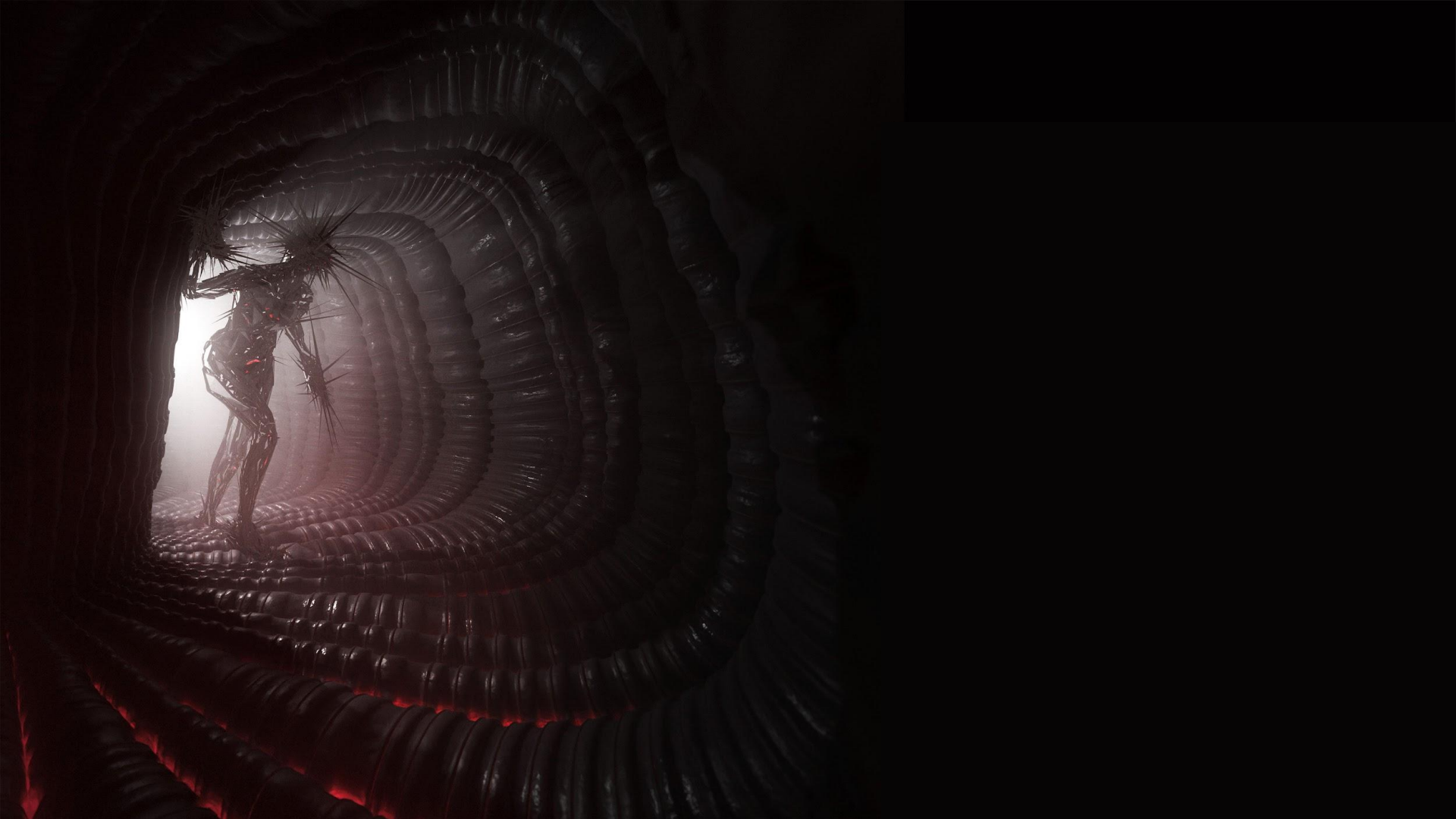
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