

FINZO

Eat. Grow. Evolve. Rule the Water.

1. Overview

FINZO is a fast-paced aquatic survival and evolution game where the player begins life as a tiny fish at the bottom of the food chain.

The rule of the ocean is simple:

If it is smaller than you, hunt it.

If it is bigger than you, run.

Every creature consumed contributes toward the player's growth. As FINZO becomes larger, creatures that were once dangerous become prey, new sections of the environment become accessible, and entirely new predators begin to appear.

The journey starts among tiny reef creatures and can eventually lead the player toward becoming one of the most dangerous organisms in the ocean.

FINZO takes inspiration from classic size-based feeding arcade games while expanding the concept through exploration, evolution, abilities, dynamic ecosystems, boss encounters, missions, and long-term progression.

2. The Vision

The core goal of FINZO is to create a game that can be understood within seconds but remain entertaining across repeated sessions.

The player should immediately understand:

Small fish = food.

Big fish = danger.

Eat enough = become bigger.

But underneath that simple rule is a deeper progression system.

Every session becomes a journey through the food chain.

Players experience the feeling of being:

Tiny.

Vulnerable.

Hungry.

Growing.

Powerful.

And eventually...

the apex predator.

3. Core Gameplay Loop

The fundamental FINZO gameplay loop is:

Explore → Hunt → Eat → Grow → Evolve → Unlock New Prey → Survive Predators → Dominate the Zone

Players freely swim throughout an aquatic environment populated by creatures of different sizes and behaviors.

Smaller creatures can be eaten.

Similar-sized creatures may require careful positioning or attacks.

Larger creatures must initially be avoided.

As the player's growth meter increases, FINZO physically becomes larger.

This constantly changes the player's relationship with the ecosystem.

A shark that forced the player to hide ten minutes earlier may eventually become the player's next meal.

4. Growth System

Growth is the heart of FINZO.

Every edible creature provides **Growth Points — GP**.

The player's growth meter gradually fills as prey is consumed.

Example

Stage 1 — **Tiny** Plankton

Shrimp
Larvae
Tiny fish

↓

Stage 2 — **Small Predator** Minnows

Clownfish
Crabs
Jellyfish

↓

Stage 3 — **Hunter** Mackerel

Pufferfish
Squid
Medium reef fish

↓

Stage 4 — **Predator** Tuna

Barracuda
Stingray
Large squid

↓

Stage 5 — **Apex** Shark

Swordfish
Giant ray

↓

Stage 6 — **Ocean Titan** Great white shark

Orca
Giant creatures
Legendary predators

The environment therefore constantly changes without requiring the player to leave the map.

Something marked **DANGER** can eventually become marked **PREY**.

5. Evolution

Growing larger is only one part of progression.

At major milestones, FINZO **evolves**.

Players choose between different evolutionary traits.

For example:

Predator Evolution

Higher bite damage.

Faster prey consumption.

Bonus growth from hunting.

Speed Evolution

Higher swimming speed.

Improved acceleration.

Longer dash.

Tank Evolution

More health.

Reduced collision damage.

Resistance against hazards.

Hunter Evolution

Detect nearby prey.

Increased critical bite chance.

Improved attack range.

Survival Evolution

Faster regeneration.

Better escape abilities.

Reduced predator detection.

This allows two players to reach the same size while developing completely different FINZO builds.

6. FINZO Abilities

FINZO introduces active abilities to make gameplay more skill-based.

Dash

A short burst of speed.

Used for:

Chasing prey.

Escaping predators.

Dodging attacks.

Bite Rush

FINZO rapidly lunges toward nearby prey.

Tail Burst

A powerful tail movement creates a shockwave that pushes surrounding creatures away.

Frenzy

Eating multiple creatures quickly builds the **Frenzy Meter**.

Once activated:

Movement speed increases.

Eating speed increases.

Growth gained increases temporarily.

The objective becomes maintaining the feeding chain for as long as possible.

7. Combo System

FINZO rewards aggressive feeding.

Eating creatures consecutively without waiting too long creates a combo.

x2 → x3 → x5 → x10 → FRENZY

Higher combos provide:

More score.

More Growth Points.

Temporary speed increases.

Higher drop chances.

Special visual effects.

Large schools of fish therefore become opportunities for spectacular feeding chains.

8. The Living Ecosystem

Creatures in FINZO do not simply float around waiting for the player.

Every species has basic behavior.

Prey Fish

Travel in schools.

Scatter when predators approach.

Territorial Fish

Protect specific areas.

May attack creatures entering their territory.

Hunters

Search for smaller organisms.

Ambush Predators

Hide among rocks, plants, or caves.

Scavengers

Move toward defeated creatures.

Apex Predators

Patrol large sections of the map.

This creates an ecosystem where creatures interact with each other even without player involvement.

The world feels alive.

9. Predator Awareness

Large predators create constant tension.

When a dangerous creature approaches, FINZO receives visual warnings.

Green Outline

Safe to eat.

Yellow Outline

Similar strength.

Red Outline

Dangerous predator.

Skull Icon

Extremely dangerous.

The game encourages players to quickly read the ecosystem rather than constantly checking statistics.

10. Ocean Zones

FINZO takes place across multiple interconnected aquatic environments.

Zone 01 — Coral Bay

The starting region.

Colorful.

Bright.

Filled with small fish and relatively weak predators.

Main threats:

Lionfish

Moray eel

Barracuda

Zone 02 — Sunken Harbor

An abandoned underwater harbor filled with wrecks, containers, pipes, and sunken boats.

More aggressive predators begin appearing.

Environmental hazards include:

Fishing hooks.

Propellers.

Explosive barrels.

Traps.

Zone 03 — Open Ocean

Large open areas with schools of tuna, dolphins, sharks, and migrating creatures.

There are fewer hiding locations.

Players must rely more heavily on movement.

Zone 04 — Midnight Depths

Sunlight disappears.

Bioluminescent creatures illuminate the environment.

Predators can appear from darkness.

New creatures include:

Anglerfish.

Giant squid.

Viperfish.

Rare deep-sea species.

Zone 05 — Frozen Current

An arctic ocean filled with icebergs and freezing currents.

Players encounter:

Seals.

Large fish.

Predatory sharks.

Orcas.

Zone 06 — The Abyss

The endgame ecosystem.

The environment becomes darker, stranger, and more dangerous.

Only highly evolved FINZO forms can survive here.

This zone contains gigantic creatures and legendary predators.

11. Boss Predators

Every major biome contains an **Apex Boss**.

Bosses cannot simply be swallowed immediately.

Players must avoid attacks, damage weak points, and survive different phases.

Examples:

The Ancient Barracuda

Boss of Coral Bay.

Ironjaw

A massive shark inhabiting the Sunken Harbor.

Leviathan Squid

A giant squid hidden in the Midnight Depths.

White Fang

A gigantic orca controlling the Frozen Current.

The Abyssal One

A mysterious creature living at the deepest point of FINZO's world.

Defeating bosses unlocks new areas and evolution traits.

12. Environmental Hazards

The ocean itself can be dangerous.

FINZO encounters:

Jellyfish electricity.

Poisonous coral.

Strong currents.

Underwater mines.

Fishing hooks.

Boat propellers.

Oil pollution.

Volcanic vents.

Falling rocks.

Freezing water.

Deep-sea pressure zones.

This prevents gameplay from becoming exclusively about chasing fish.

13. Power-Ups

Temporary items occasionally appear throughout the environment.

Golden Bite

Every creature provides increased growth.

Bubble Shield

Protects FINZO from one major attack.

Turbo Fin

Temporarily increases swimming speed.

Magnet

Pulls nearby collectible items toward FINZO.

Feeding Frenzy

Temporarily allows FINZO to rapidly consume eligible prey.

Giant Bite

Increases attack range for several seconds.

Rare power-ups encourage players to explore instead of remaining inside one feeding area.

14. Missions

Each biome contains optional objectives.

Examples:

Eat 30 sardines.

Reach a x10 feeding combo.

Escape a shark attack.

Consume five different species.

Find a hidden cave.

Defeat an elite predator.

Survive for ten minutes.

Reach the next evolution without taking damage.

Mission completion provides rewards and progression.

15. Rare Creatures

Some species have extremely low spawn rates.

Rare fish may appear during certain conditions or inside hidden areas.

Examples:

Golden Koi.

Crystal Jellyfish.

Ghost Shark.

Albino Orca.

Ancient Coelacanth.

Neon Anglerfish.

Eating or discovering rare creatures unlocks them inside the player's **Ocean Collection**.

16. Ocean Collection

FINZO includes a collection system similar to a digital marine encyclopedia.

Every discovered creature receives an entry containing:

Species name.

Rarity.

Habitat.

Size.

Danger rating.

Times eaten.

Largest discovered specimen.

Players are encouraged to discover the entire ecosystem rather than simply rush toward maximum size.

17. Game Modes

Journey Mode

The primary FINZO experience.

Start tiny and progress through the entire food chain.

Endless Ocean

Survive for as long as possible while the ecosystem continuously becomes more dangerous.

Global difficulty increases over time.

Time Attack

Grow as large as possible before the timer expires.

Combos become extremely important.

Predator Rush

Large predators continuously enter the environment.

Survival becomes the primary objective.

Boss Hunt

Replay unlocked boss battles and compete for the fastest completion time.

18. Controls

FINZO is designed around extremely simple controls.

Desktop

WASD / Arrow Keys

Swim.

Mouse

Direction / camera movement.

Space

Dash.

Left Click

Bite / attack.

E

Special ability.

Mobile

Virtual joystick for movement.

Bite button.

Dash button.

Ability button.

The game should remain fully understandable without a lengthy tutorial.

19. Player Progression

FINZO contains two progression systems.

Run Progression

Temporary progression during the current play session.

Size.

Growth.

Abilities.

Evolution.

Biome access.

Permanent Progression

Progress retained between sessions.

Species discovered.

Evolution types.

Skins.

Challenges.

Achievements.

Boss records.

Ocean Collection.

Rare FINZO forms.

This gives players a reason to continue playing even after reaching apex predator status.

20. FINZO Forms

Different FINZO appearances can be unlocked.

Examples:

Classic FINZO.

Koi FINZO.

Tiger FINZO.

Neon FINZO.

Ghost FINZO.

Cyber FINZO.

Abyss FINZO.

Golden FINZO.

Ancient FINZO.

Some forms are cosmetic while rare forms may introduce small gameplay variations.

21. Dynamic Events

Random world events make each playthrough different.

Feeding Migration

Thousands of small fish move through the map.

Shark Invasion

Multiple sharks enter the region.

Blood Moon

Rare predators appear.

Treasure Current

Rare collectibles spawn throughout the map.

Leviathan Warning

A massive creature temporarily enters the ecosystem.

Dynamic events can dramatically change the risk and opportunity inside a zone.

22. Risk vs Reward

The most rewarding prey should often exist near dangerous predators.

Players constantly make decisions:

Do I stay near safe small fish?

Or risk entering shark territory for larger prey?

Do I continue my x20 combo?

Or escape before the predator reaches me?

FINZO should reward confidence without eliminating the danger of greed.

23. Death

When FINZO is defeated, the current run ends.

Players receive a result screen showing:

Final size.

Creatures eaten.

Largest prey.

Highest combo.

Bosses defeated.

Distance travelled.

Rare species discovered.

Total score.

Permanent progression remains available for future runs.

24. Art Direction

FINZO uses a colorful stylized aquatic world rather than strict realism.

The visual direction combines:

Stylized 3D fish.

Bright underwater environments.

Soft cartoon proportions.

Readable silhouettes.

Colorful coral.

Dynamic lighting.

Large schools of fish.

Exaggerated predator scale.

The ocean becomes progressively darker and more mysterious as players travel deeper.

Early areas should feel playful.

Late-game areas should feel enormous and intimidating.

25. Camera

FINZO can use a slightly elevated third-person / side-following perspective.

The camera dynamically zooms outward as FINZO grows.

Tiny FINZO:

The environment feels enormous.

Large FINZO:

The camera pulls backward to reveal larger sections of the ocean.

Apex FINZO:

Ships, sharks, and environmental structures appear much smaller.

This visual scaling reinforces the player's progression without requiring numbers.

26. Audio Direction

Audio plays an important role in communicating danger.

Small prey creates soft aquatic sounds.

Combos produce increasingly energetic audio cues.

Large predators produce low-frequency warning sounds.

Boss encounters introduce unique music.

Frenzy Mode temporarily intensifies the soundtrack.

The player should often **hear danger before seeing it**.

27. Replayability

FINZO is designed around short, replayable sessions.

No two runs need to be identical because of:

Random creature populations.

Different evolution builds.

Rare species.

Dynamic events.

Mission variation.

Boss encounters.

Hidden areas.

Different FINZO forms.

High-score competition.

The basic gameplay remains simple while the ecosystem produces different situations each time.

28. Future Expansion

The FINZO universe can eventually expand beyond the original ocean.

Potential updates include:

River Kingdom

Freshwater ecosystem.

Amazon Floodlands

Piranhas, crocodiles, giant catfish, and tropical species.

Prehistoric Sea

Mosasaurus and ancient marine creatures.

Mutant Ocean

Experimental creatures and mutations.

Alien Ocean

Completely fictional extraterrestrial ecosystems.

Each expansion can introduce entirely new food chains.

29. Core Identity

FINZO is not simply about eating fish.

It is about experiencing the food chain from both sides.

At the beginning:

Everything wants to eat you.

Later:

Everything is afraid of you.

That transformation is the central fantasy of FINZO.

30. Tagline

FINZO

Eat. Grow. Evolve.

Start small.

Stay hungry.

Own the ocean.