

Bloom Within - One Pager

1. Game overview

"Heal your garden. Heal yourself"

This is a **casual merge, caring simulation** set in a calm and cozy ambience, with **merge mechanics and spatial progression** similar to "Merge Mansion" and a **calm, reflective style** like "Unpacking". The goal of players is to **merge seeds, obtain water and "sunlight"**, in order to restore both the flora and the protagonist's memories.

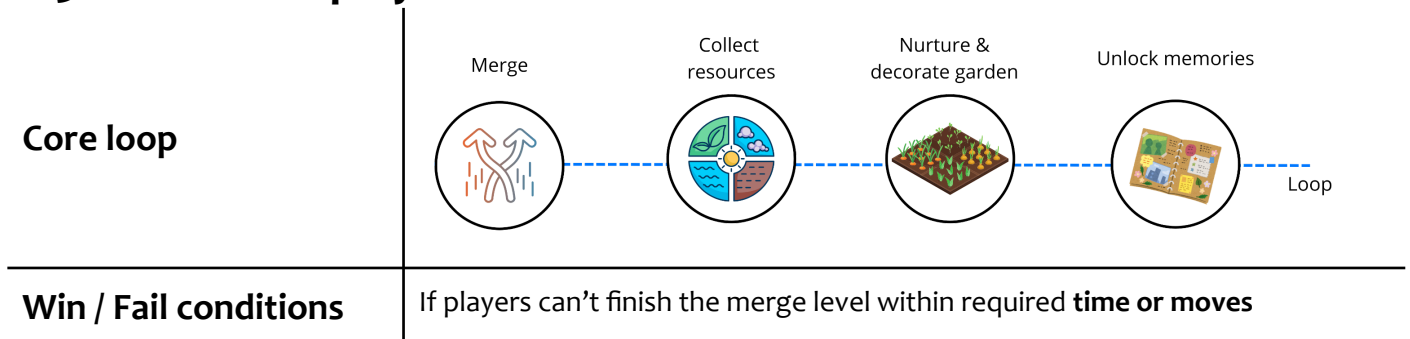
2. Audience & Platform

Target audience: female 30+

Platform: mobile (IOS / Android)

Session length: 5-10 minutes

3. Core Gameplay



4. Player progression

- **Short-term:** Complete merges, unlock new plant species
- **Mid-term:** Restore new garden zones (e.g., Balcony, Courtyard, Greenhouse, Forest terrace).
- **Long-term:** Reveal **story fragments** when a **plant is fully grown**; these "**emotional fragments**" represent the protagonist's healing journey, unlocking emotional storyboard or visual themes.

5. Monetization

- **Cosmetic Purchases:** **Premium** flower designs, garden decorations, seasonal themes.
- **IAPs:** "Sunlight Boosters" or "Instant Bloom" to **speed up plant growth**.
- **Event-based monetization:** **Limited-time gardens** with unique narrative arcs (e.g., "The Winter of Loneliness").

6. References & Competitors

Art Inspiration

[Wylde Flowers](#) [Unpacking](#)

Competitors

[Merge Mansion](#) [Love & Pies](#)

7. USP

- Appeals directly to **female 30+ players** seeking **relaxing and meaningful experiences**.
- Combines familiar casual mechanics with **emotional storytelling**, differentiating it from standard merge titles.