



Company Name: Team Inc.

Business Plan

Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of Yash Srivastav, Milind Luthra, Subhdeep Saha.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to Team Inc.

Upon request, this document is to be immediately returned to Yash, Milind or Subhdeep.

Signature

Name (printed)

Date

This is a business plan. It does not imply offering of securities.

1. Executive Summary

Purpose of the plan

To summarize our product idea about the game “MAFIA”.

Product or service and its advantages

The game “MAFIA” is our product. Its main purpose is to augment the real life game with the same name. The advantage lies in its uniqueness and the pricing model.

Market opportunity

A growth in the number of students and better internet connectivity/wifi-availability is the key to our success.

Management team

Yash Srivastav

Milind Luthra

Subhdeep Saha

Financial projections

We will freely distribute under an MIT licence. We will depend only on a pay-what-you-want or a donation model.

Funding requirements

We will eventually need funding to test the VR version of the product. This funding will come from our pay-what-you-want model. The popularity of our product will decide the revenue that comes in, and that’s what will determine if we get to work on the VR product.

2. Company Description

Promoters and Shareholders

People involved in the business: Yash Srivastav, Milind Luthra, Subhdeep Saha.
The management structure is purely horizontal, since all three of us share various responsibilities, and decisions are taken usually by consensus.

Responsibility Division:

- Yash Srivastav: App Code
- Milind Luthra: Server Code
- Subhdeep Saha: Everything frontend

Products and services

Our product is an application designed to augment “MAFIA”, a game enjoyed by a lot of people over the world. The main purpose of this game is to reduce the problems with the player “God” who conducts the game.

Benefits and Features

The main benefit of this is that it's very easy to integrate into the current MAFIA game without breaking any game mechanism like the open discussion that make the game what it is. This simply enhances the experience by removing the need for a “God”, thus making the game much more convenient.

Unique selling points

The USP of this product is that it's unique. Augmenting real life games with mobile “Aids” is a fairly new endeavour.

Advantages to customers

The server and client are based on a fairly new technology called WebSockets, which make duplex communication very easy and the game experience very smooth.
Also, this game is extendable, so one can add a lot of different characters to the game as they desire.

Disadvantages or weak points

- Requires that everyone have a phone or laptop (not unrealistic!)
- Purists will shy away from this

Future developments

The long term aim is VR. Using technology like google cardboard, we aim to make a game where people sitting in different locations can play as if they're in the same room, and of course, there will be no "God" player.

SWOT Analysis

1. Strengths

- a. WebSockets used for duplex communication
- b. Game is extendable in terms of character addition
- c. Writing a new client for a new phone/device will not require us to modify the server!
- d. Cheap(free!)

2. Weaknesses

- a. Server/client needs to be set up differently.
- b. Can't be played in certain locations like trains etc where there is no WiFi or signal.

3. Opportunities

- a. An unsaturated market in terms of games which augment a real life game
- b. Target market(students) are large players of MAFIA and usually have WiFi/signal with them.
- c. The aggressive pricing of the product(free) will help us get a large number of users.

4. Weaknesses

- a. Financial viability of the product is still an issue, as we have not decided on how we will get a consistent revenue.
- b. Idea is easy to rip-off and apply to other similar games

3. Market Analysis

Target Market

The target market is students!

The size of the student market in India is growing everyday. Further, so is internet usage. We will use these facts to leverage our application's potential. This is also the perfect time for us to start our next product(the VR one), since VR is becoming more and more accessible in India.

Target Company revenue

We developed this application under the MIT licence, making this project open source. Further, we are large supporters of Free, Open Source Software, so we will give this out for absolutely no charge.

We expect there will be no consistent revenue, as the revenue model will be based totally on voluntary donations.

Further, we may also introduce a pricing model commonly used by a lot of indie games - "Pay what you want."

Profile of Competitors

Our main USP is the uniqueness of the idea: **augmenting** a real life game. There are a lot of "real life to mobile" games, a lot of "co-op" games, but hardly are there any real life, co-op games which augment the original game.