

Firelock Business Plan -- 1000 Words including pictures and shit

Executive summary

R-LOC Studio is aiming to develop a hybridised turn-based strategy game that blends squad-based tactics with engaging first-person combat. To realise our ambition, we will need to extensively research our various competitors in the market and constantly analyse our concept to make sure our vision is viable. The primary market we will be entering will be that of the “indie scene”, focusing our efforts on the PC platform, and as such the main market will be Steam. Due to our innovative hybridised gameplay, we have the opportunity to appeal to both the sizeable first person shooter audience, as well as the loyal fans of turn based strategy games. The costs of keeping R-LOC studios going are quite low at only £117 000 per year for locale and £240 000 for salary per year. We are offering the opportunity for our investors to get involved in our project and receive a cut of the profits? Let's not get their hopes up. I don't think we should promise something we might not be happy to deliver

Timeline

Month 0 - 1

The first month of development will be devoted to concepting Firelock - ensuring a unified creative direction across all routes and a clear art direction to compliment the aesthetics of our concept.

1-2 (prototype, further concepting and documentation)

The second month of development will be dedicated to creating a functioning prototype of the game along with some basic documentation, so that the core mechanics can be demonstrated and tested.

2-3 (demo and model creation)

Demo creation with more functionality and a visual art style in game. Model creation and other assets are created for implementation. This is where the game starts to fall into place.

3-4 (asset importation and map building)

Asset implementation and map creation are the focus here, with gameplay tweaking being an important part as well.

4-5 (another month for bug testing and polish)

This final month shall be spent bug testing and polishing the game in order to provide the best experience possible for the users.

5+

Post-Release support. This will include bug fixes and balancing patches to ensure the game's professional standard.

The Team

R-LOC Studios is a team comprised of 11 core members, with four designers, two artists, two programmers, one animator, one writer and one audio specialist, along with the additional help of one networking programmer as well as opportunities for orchestral music production. Originating from the Penryn campus of Falmouth University, now based at St. Austell, R-LOC's team composition benefits the game as the team is skewed towards the technical side of development, but still has a talented core of artists, which will allow the team to finely tune Firelock and ensure it is as close to perfect as possible on a mechanical and an artistic level.

Market

- Audience

The audience for Firelock are those players who play strategy games like Valkyria Chronicles and Frozen Synapse. Both of these games have an owner base of around 700 000 people, so the market is niche, but definitely active. The demographic of our audience would include males and females in an age range of about 12+, who also may not have much of a disposable income. Our demographic would also be interested in merchandise (at affordable prices) and would probably have a lot of spare time.

- How we will reach them

We intend to reach this audience by selling the game at a low cost, and by highlighting the differences between our game and other strategy games; such as focusing on the multiplayer aspect, art direction and hybridised gameplay while marketing it. We could also release merchandise in order to keep the audience interested in our game, especially if merchandise is affordable.

- Marketing strategies

Other than a strong social media presence, our basic marketing plans are to create physical versions of the in-game 'rune' items - done via 3D printing and hand labour done within the team itself - and sending these alongside review copies to press like bloggers, youtubers and games journalists. Sending the runes with the game makes the request more memorable and therefore more likely to be covered in the tough competition of game coverage with large public figures. This will be covered further in our marketing plan document.

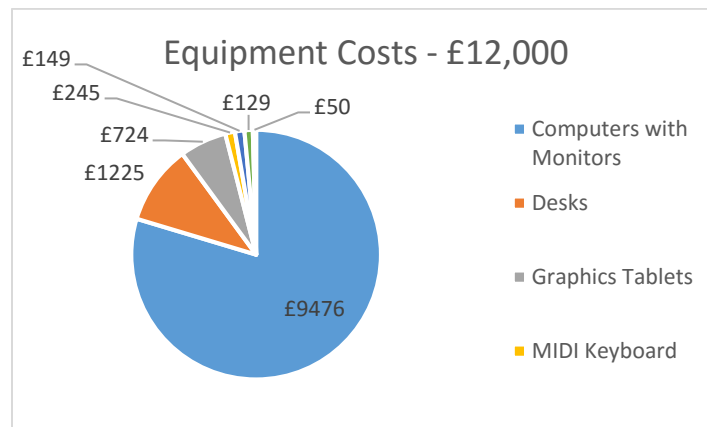
- How we'll compete

Firelock will have assets of a significantly higher standard than what is typical within the indie development scene, as well as the unique fusion of turn based strategy and first person shooting. The closest game to Firelock in terms of gameplay style is Valkyria Chronicles, which - like many games in the same genre - lacks multiplayer: Firelock's inclusion of multiplayer is a hugely unique feature.

- Is it accomplishable?

This type of game is perfect for R-LOC, as the team composition heavily emphasises design and Firelock is a very design-heavy game. The designers will be able to playtest and iterate on the game with the intensity needed to make this game as polished as possible. Similarly, the multiplayer has 3 talented programmers working on it, giving us no doubt that it will be a successful, and invaluable, feature of the game.

Financial Breakdown



BREAKEVEN ANALYSIS

R-LOC Games Studio

AMOUNTS SHOWN IN GBP

SALES

SALES PRICE PER UNIT	£ 7.99
SALES VOLUME PER PERIOD (UNITS)	100,000
TOTAL SALES	£ 799,000.00

VARIABLE COSTS

COMMISSION PER UNIT	£ 2.39
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VARIABLE COSTS PER UNIT	£ 2.39
TOTAL VARIABLE COSTS	£ 239,000.00

UNIT CONTRIBUTION MARGIN	£ 5.60
GROSS MARGIN	£ 560,000.00

FIXED COSTS PER PERIOD

PROJECTED SALARY	£240,000.00
OFFICE RENT	£ 14,400.00
EQUIPMENT	£ 12,000.00
LICENSES	£ 14,464.00
OTHER FIXED COSTS	£ 1,425.00
TOTAL FIXED COSTS PER PERIOD	£ 282,289.00

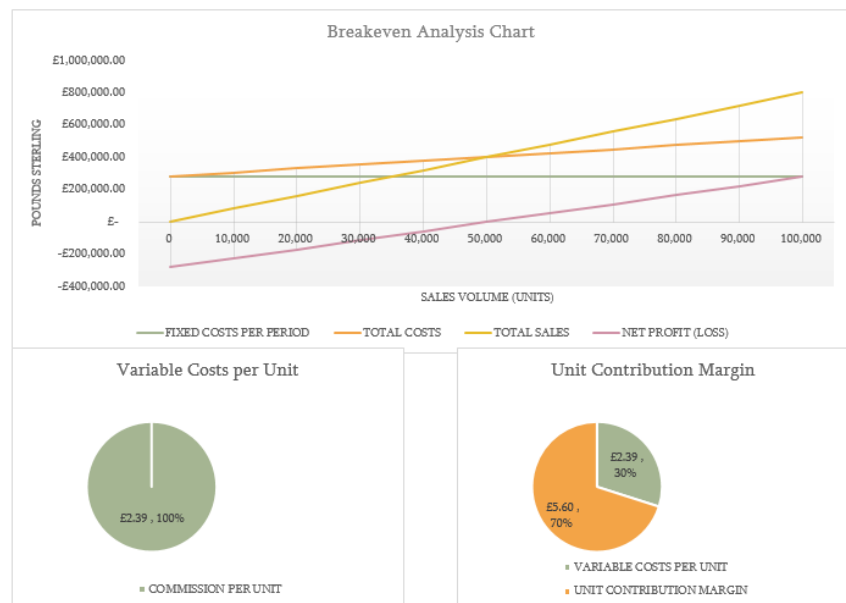
NET PROFIT (LOSS)	£ 277,711.00
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RESULTS

BREAKEVEN POINT (UNITS):	50408.75
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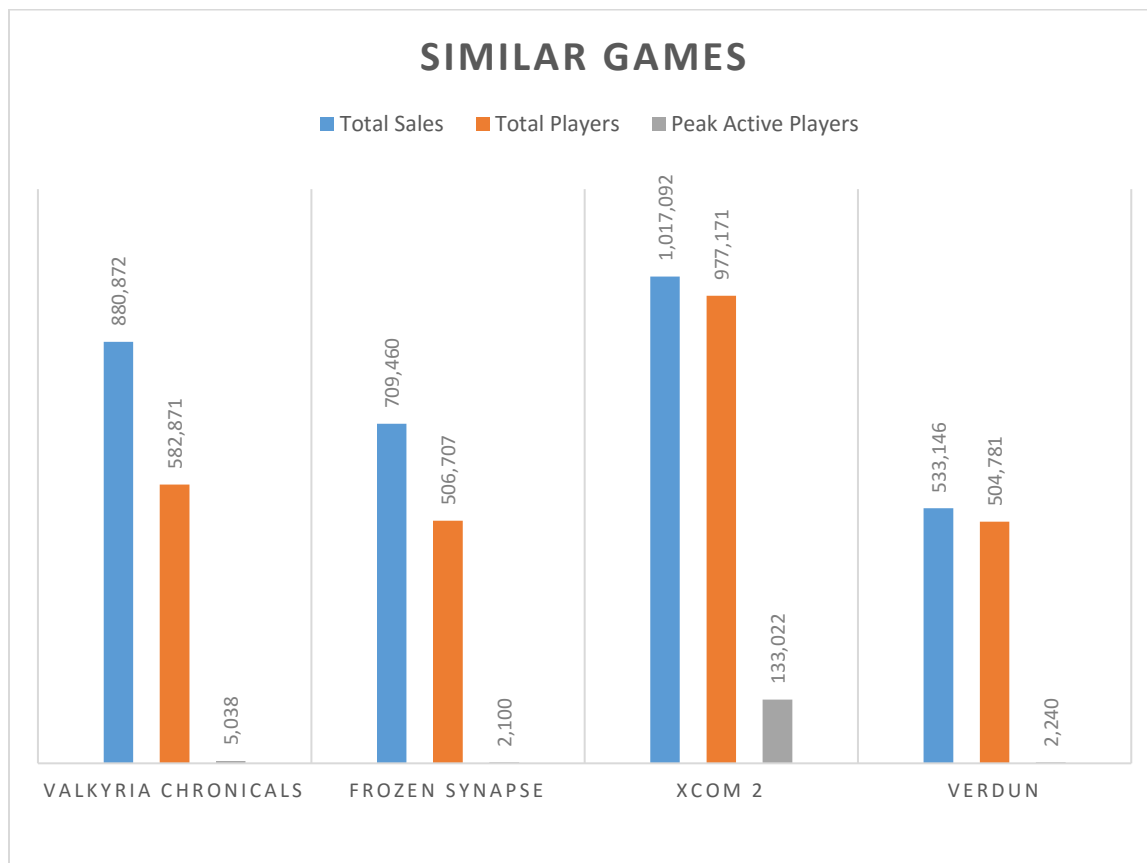
SALES VOLUME ANALYSIS:

SALES VOLUME PER PERIOD (UNITS)	0	10,000	20,000	30,000	40,000	50,000	60,000	70,000	80,000	90,000	100,000
SALES PRICE PER UNIT	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99	£ 7.99
FIXED COSTS PER PERIOD	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00	£282,289.00
VARIABLE COSTS	£ -	£ 23,900.00	£ 47,800.00	£ 71,700.00	£ 95,600.00	£ 119,500.00	£ 143,400.00	£ 167,300.00	£ 191,200.00	£ 215,100.00	£ 239,000.00
TOTAL COSTS	£282,289.00	£306,189.00	£330,089.00	£353,989.00	£377,889.00	£401,789.00	£425,689.00	£449,589.00	£473,489.00	£497,389.00	£521,289.00
TOTAL SALES	£ -	£ 79,900.00	£ 159,800.00	£ 239,700.00	£ 319,600.00	£ 399,500.00	£ 479,400.00	£ 559,300.00	£ 639,200.00	£ 719,100.00	£ 799,000.00
NET PROFIT (LOSS)	£-282,289.00	£-226,289.00	£-170,289.00	£-114,289.00	£ -58,289.00	£ -2,289.00	£ 53,711.00	£ 109,711.00	£ 165,711.00	£ 221,711.00	£ 277,711.00



Comparative studies

- **Renowned Explorers: International Society** - A successful turn based strategy produced by a similarly sized studio to ours. As Steam will be our primary distributor, Steamspy estimates that this game made roughly £2,356,637 in sales.
- **Frozen Synapse** - A very popular indie turn based strategy made by a team of 4 core developers. According to Steamspy, Frozen Synapse has made approximately £6,725,052 in sales.
- **Valkyria Chronicles** - Despite the difference in man power between our studio and theirs, Valkyria Chronicles is our biggest comparison gameplay wise, ergo, the sales figures allow us to understand how many people would buy a game similar to ours. Valkyria Chronicles on steam alone has made around £13,200,913 according to Steamspy.



Thus, the concept of a turn based strategy created by a small team is clearly commercially viable, meaning the market is not a risk to enter.

Summary

Essentially, Firelock is poised to make a sizeable impact in our market. Our hybridised gameplay sets us apart from the competition, as does our focus on high quality asset work and environmental storytelling. We offer more than the competition does, such as a well-balanced team in terms of technical and artistic aspects, while still focusing on innovation and iterative design to refine the game on a core level.



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