

BUSINESS PLAN

Any Card Game



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1. EXECUTIVE SUMMARY

1.1 Product

AnyCardGame is a way for people who enjoy casual card games to play an ever growing library of their favorite games, with all their favorite rules. It runs on a paid developer content creation model that will pit developers against each other to create the highest quality game. This will create a rich user experience, allowing them to find content that they cannot find on any other site.

1.2 Customers

AnyCardGame has two target customers, Card Game Enthusiasts, and Developers.

People who enjoy card games will be able access a plethora of "old favorites", search through custom games created by developers, and submit for new games to be made. There is incentive for a developer to build a game that is generating a lot of interest, as it is assured there will be an audience for their creation.

Developers will given state of the art tools to build and test custom card games from within the website. Card games will be programmed in a common web language (javascript) that has been called the most prolific language to date. Using a fully featured web based code editor, and a drag and drop "game board" editor, the developer will be able to create anything from a simple "Go Fish" to a more complicated "PaiGow" and beyond. The developer will also be able to create more than the traditional "52 card deck" games, with the tools to add custom backs and fronts to the cards, as well as custom deck sizes, making the possibilities endless. The developers catalyst is ad revenue profit sharing. For every textual ad viewed on the page, the developer will receive 60% of the profits. This will force developers into a struggle with each other to create the highest quality version of favorite games possible, leading to a rich user experience.

1.3 What Drives Us

The immediate goals for AnyCardGame is to generate revenue through text and video advertisements viewed by the players. This will allow enough cash flow to focus on providing AnyCardGame as a service to site owners who want to host a custom card game for the users, but do not want to go to the trouble of building the site, scaling properly, or dealing with outdated technologies (flash). AnyCardGame will be licensed out on a per user basis to allow for anything from company "cool down" time for their employees, to large-scale gambling websites who want to revamp their infrastructure for minimal costs.

2. COMPANY DESCRIPTION

2.1 Mission Statement

To provide a way for people who love card games to easily connect and play the largest variety of card games accessible anywhere in the richest way possible.

2.2 Principal Members

Salvatore Aiello - Owner, Creator, and Lead Developer

2.3 Legal Structure

AnyCardGame is an LLC.

3. MARKET RESEARCH

3.1 Industry

AnyCardGames industry is casual card players, and casual web gamers. This demographic includes casual facebook users, niche communities of card game enthusiasts, and web-based game enthusiasts. The web-based game industry is coming to the forefront of gaming due to the technologies maturing enough to become viable options.

3.2 Customers

AnyCardGame's target customer base could be considered anyone who uses the internet. Casual web users are always on the lookout for the next way to socially interact with peers who share common interests.

(lame)

3.3 Competitors

Our main competitors in the markets are websites like Yahoo Games, and Pogo, as well as niche app markets like Facebook. These websites use outdated technologies and provide a bland user interface to games that exists in the same form on every other card based gaming website. This forces players to play the same small number of generic games over and over again.

3.4 Competitive Advantage

Using state of the art web based technologies (HTML5), AnyCardGame provides a rich interactive user interface that could not be provided via a flash or java based solution. This allows the website to be viewed across any device that has a web browser. AnyCardGame's content is also user driven, allowing its library to expand exponentially.

3.5 Regulations

Gambling websites are prohibited in the US. Therefore part of the target "software as a service" model customers will have to be overseas.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

AnyCardGame will provide a community built library of card games to the web gaming masses. It will do this through both web and mobile platforms, allowing for anyone to use the service from anywhere. Users across mediums will be able to freely interact with each other seamlessly.

4.2 Pricing Structure

Revenue will be generated via text based ads and video based ads.

Text ads are served from a common provider such as google adsense. The advertising code for the text ads will be rotated every two minutes, 60% of the time being the ad code for the developer, 40% with the ad code for AnyCardGame. This will allow us to stream revenue to the developer without complicated tax ramifications. Text based ads amount to on average \$0.58 per thousand impressions (views).

Video ads will be served to the players at a regular interval, generally between games. These ads will be around 30 seconds long, and play around every 15 minutes for all players in the game simultaneously. This ad will take center stage, preserving the current game state behind it. Once the video is finished the game will resume. Video ads amount to between \$0.25 per view to \$4.00 per view. This will be the main revenue stream for AnyCardGame.

4.3 Product/Service Life Cycle

AnyCardGame is currently a working scalable prototype. The game libraries have been fine-tuned over the past four years, assuring that the only limit is the

developers creativity.

4.4 Intellectual Property Rights

AnyCardGame has a custom game library that will be utilized while creating the card games. This technology cannot be patented, as libraries cannot be patented.

4.5 Research & Development

AnyCardGame has been through many iterations and rewrites, making it the lean product it is today. 20+ prototype games have been written to test the functionality and concept, as well as rigorous server testing, assuring it can handle any level of traffic that can occur. Processes have been implemented to auto-scale as demand increases in real time.

5. MARKETING & SALES

5.1 Growth Strategy

AnyCardGame's long term goals as a service provider will increase its revenue stream in many ways. Selling the service will potentially allow us to charge for hosting of the service, as well as a per monthly user rate. Conversely, selling it as a product to be hosted will allow the company to charge a large yearly rate for the latest product, as well as support. This will allow the company to grow beyond a small number of developers, to a service providing powerhouse of the industry.

(lame?)

5.2 Communication

The customer will be in constant communication with the content providers and site managers at all times via a custom forum tailored to high speed no-nonsense interaction, that is integrated into the main user interface. This will allow the developers to be on the pulse of player preferences and can adapt their current or new games based on these trends. Similarly, the development team will be able have deep interaction with the players, assuring the user experience and satisfaction is as high as it can be at all times.

5.3 Prospects

AnyCardGame will be advertised across the internet, using ad streams such as Google AdWords and Bing, as well as custom niche advertising networks such as reddit.com. It will be marketed to developers while in beta, gaining base interest and content generation, and to the broader internet gaming market upon release.

6. FINANCIAL PROJECTIONS

6.1 PROFIT & LOSS

	Year 1	Year 2	Year 3
Sales	\$900,000		
Costs/Goods Sold	\$0		
GROSS PROFIT	\$900,000	\$0	\$0

OPERATING EXPENSES

Salary (Office & Overhead)	\$300,000		
Payroll (taxes, etc.)	\$90,000		
Outside Services	\$0		
Supplies (office & operation)	\$1,000		
Repairs & Maintenance	\$2,000		
Advertising	\$15,000		
Car, delivery & travel	\$0		
Accounting & legal	\$5,000		
Rent	\$20,000		
Telephone	\$0		
Utilities	\$3,500		
Insurance	\$2,000		
Taxes (real estate, etc.)	\$0		
Interest	\$0		
Depreciation	\$0		
Other expenses	\$0		
TOTAL EXPENSES	\$438,500	\$0	\$0

NET PROFIT (before taxes)

Income Taxes			
NET PROFIT (after tax)	\$461,500	\$0	\$0

Owner Draw/Dividends			
ADJUSTED TO RETAINED	\$461,500	\$0	\$0

6.2 CASH FLOW (01/01/2012 to 12/31/2012)

	Pre Startup EST	Year 1	Year 2	Year 3	Total Item EST
Cash on hand		\$0	\$0	\$0	\$0
CASH RECEIPTS					
Cash Sales					\$0
Collections from CR Accounts					\$0
Loan/Cash Injection					\$0
TOTAL CASH RECEIPTS	\$0	\$0	\$0	\$0	\$0
TOTAL CASH AVAILABLE (before cash out)	\$0	\$0	\$0	\$0	\$0
CASH PAID OUT					
Purchases					\$0
Gross Wages					\$0
Outside Services					\$0
Supplies					\$0
Repairs & Maintenance					\$0
Advertising					\$0
Car, delivery & travel					\$0
Accounting & legal					\$0
Rent					\$0
Telephone					\$0
Utilities					\$0
Insurance					\$0
Taxes (real estate, etc.)					\$0
Interest					\$0
Other expenses					\$0
SUBTOTAL	\$0	\$0	\$0	\$0	\$0
Loan principal payment					\$0
Capital purchase					\$0
Other startup costs					\$0
Reserve and/or Escrow					\$0
Others withdrawal					\$0
TOTAL CASH PAID OUT	\$0	\$0	\$0	\$0	\$0
CASH POSITION	\$0	\$0	\$0	\$0	\$0

6.3 BALANCE SHEET

Assets

Start Date:

End Date:

CURRENT ASSETS		
Cash in bank		
Accounts Receivable		
Inventory		
Prepaid Expenses		
Deposits		
Other current Assets		
TOTAL CURRENT ASSETS	\$0	\$0

FIXED ASSETS		
Machinery & Equipment		
Furniture & Fixtures		
Leaseholder improvements		
Land & Buildings		
Other fixed assets		
TOTAL FIXED ASSETS (net of depreciation)	\$0	\$0

OTHER ASSETS		
Intangibles		
Other		
TOTAL OTHER ASSETS	\$0	\$0
TOTAL ASSETS	\$0	\$0

Liabilities & Equity

CURRENT LIABILITIES		
Accounts Payable		
Interest Payable		
Taxes Payable		
Notes, short term (due in 12 months)		
Current part, long-term debt		
TOTAL CURRENT LIABILITIES	\$0	\$0

LONG TERM DEBT		
Bank loans payable		
Notes payable to stockholders		
LESS: short-term portion		
Other long-term debt		
TOTAL LONG-TERM DEBT	\$0	\$0

TOTAL LIABILITIES	\$0	\$0
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OWNERS EQUITY		
Common Stock		
Retained Earnings		
TOTAL OWNERS EQUITY	\$0	\$0
TOTAL LIABILITIES & EQUITY	\$0	\$0

6.4 BREAK EVEN ANALYSIS

DIRECT COSTS	Fixed Costs (\$)	Variable Costs (%)
Cost of Goods Sold		
Inventory		
Raw Materials		
Direct Labor		

INDIRECT COSTS

Salaries		
Supplies		
Repairs & Maintenance		
Advertising		
Car, delivery & travel		
Rent		
Telephone		
Utilities		
Insurance		
Taxes		
Interest		
Depreciation		
Other Costs		
TOTAL DIRECT COSTS	\$0	0%
TOTAL INDIRECT COSTS	\$0	0%

BREAKEVEN SALES LEVEL: \$0