**Legend of Rose Deployment Plan**

**Getting to Market:**

The platform we intend to distribute our game on is Steam. For new developers there is a program called Steam Direct that will allow us to publish the game on the App store provided we follow their process. In order to begin this process, we will first need to make our team a legal entity. An LLC is an ideal fit for this since there are multiple members of the team and each individual member’s personal assets will be protected from any incidents and debt that may occur. During this process we can also make a business bank account that will be used for any profit from the sale of the game.

Once the LLC is setup we will begin the process of building a store page on Steam and getting our build of the game ready for release. This process will include finalizing all development including correcting all bugs in the game and testing each build on the desired platforms for stability.

After all bug fixes and final testing has concluded, we will pay the app deposit required by Steam and fill out all of the required forms. For new developers there is a 30 day waiting period required by Steam and a 1-5 day period where Steam will test to make sure the game and store page are running correctly. During this wait time we will also create a coming soon page listed on Steam to help increase awareness of our game before launch.

Assuming all of the previous steps were completed we will then be ready to launch the game on Steam.

After launch there will very likely be more bugs that the users end up finding. We will monitor the message boards for bug complaints and begin patching as soon as possible while also replying back to customers and remaining as transparent as possible.

**Projected Costs:**

* *LLC Filing Fee: $165.00*
* *Steam Direct Publishing Fee: $100.00*
* *Steam Fee: 5% of all game sales*
* *Domain Name (yearly): $10.00-$50.00*
* *Website Hosting (monthly): $20.00-$30.00*
* *Rental office: $1500.00*

***Flexible Costs:***

* *Developer Costs: $10,000 per month per developer. This cost includes the salary of each developer, Insurances, Utilities, and Equipment, convention and conference costs.*

**Raising Money:**

In order to buffer the team from the inevitable large cost of development, we plan to start a kickstarter campaign for the game. In order to increase the chances of this succeeding we will need to have a polished prototype of the game up and running. We will also need to create video and print advertisements to be displayed on the page and through other ad outlets on the internet. In order to generate more awareness of the game we will also create a youtube channel that posts regularly and develop press packages to send to influential games media outlets who will hopefully publish articles about the game. This stage in the deployment process is absolutely crucial as it will directly affect the budget we have to spend on all of the costs that we will occur during production. Additional ways to generate money will include a business loan, Patreon Page, and GoFundMe account.