BUSINESS PLAN GENERAL GAMES COMPANY



**Contents**

[**Business Plan Summary**](#_heading=h.qyv6nnuycfmi)4

[The Business](#_heading=h.3znysh7) 4

[The Market](#_heading=h.ctrd95qzc8xq) 5

[Target market:](#_heading=h.qorhrxj5zers) 5

[Marketing strategy:](#_heading=h.wllfg9a4funv) 5

[The Future](#_heading=h.1t3h5sf) 5

[Vision statement:](#_heading=h.e18gozdfo7k) 5

[Goals/objectives:](#_heading=h.exp5optwps3f) 5

[The Finances](#_heading=h.4d34og8) 6

[projected first year profit](#_heading=h.z3pjw5i1p7ky) 6

[expected developer wage](#_heading=h.cpqhir4rr7rr) 6

[**The Business**](#_heading=h.mznhsym9oe78)7

[Business details](#_heading=h.3rdcrjn) 7

[Registration details](#_heading=h.26in1rg) 7

[Business premises](#_heading=h.lnxbz9) 7

[Business location](#_heading=h.6a4dx1hqqzox) 7

[Buy/lease](#_heading=h.l5j7e9kygsql) 7

[Organisation chart](#_heading=h.44sinio) 7

[Management & ownership](#_heading=h.z337ya) 8

[Key personnel](#_heading=h.3j2qqm3) 8

[Products/services](#_heading=h.1y810tw) 9

[Market position:](#_heading=h.w0uwma3ujgs8) 10

[Competitive Advantage:](#_heading=h.p53ek4k7498r) 10

[Quality Rapid Prototyping and development of novel IP](#_heading=h.ubff44q2crw7) 10

[Anticipated demand:](#_heading=h.b8wo29bhiief) 10

[Pricing strategy:](#_heading=h.xmnbemyprpac) 11

[Value to customer:](#_heading=h.y6sunoyr1nrt) 11

[Growth potential:](#_heading=h.jmo1w0ymsqzc) 11

[Innovation](#_heading=h.1ci93xb) 11

[Research & development (R&D)/innovation activities](#_heading=h.dsq91tgj0waa) 11

[Intellectual property strategy](#_heading=h.tj1d2kjmf8ed) 11

[Property Protection](#_heading=h.6oybz4gbjgx) 11

[Non-Disclosure Agreements](#_heading=h.konsf21pkg02) 11

[Insurance](#_heading=h.3whwml4) 12

[Workers compensation](#_heading=h.75p87rjohfx7) 12

[Public liability insurance](#_heading=h.9fxlab2cso) 12

[Professional indemnity](#_heading=h.65cvqy7ydcxi) 12

[Product liability](#_heading=h.7lnr1qvykedl) 12

[Risk management](#_heading=h.2bn6wsx) 12

[Legal considerations](#_heading=h.avthpnt1f0ul) 13

[Operations](#_heading=h.3as4poj) 13

[Production process](#_heading=h.gyd5u3ymmrzr) 13

[Suppliers](#_heading=h.b1ql558ro22b) 13

[Plant & equipment](#_heading=h.w9sj3o2wwrco) 14

[Technology (Software)](#_heading=h.eyz32ggtidlb) 14

[Trading hours](#_heading=h.r2gpaggts3g5) 14

[Communication channels](#_heading=h.oohd5ri0xsah) 14

[Payment types accepted](#_heading=h.kn03xwsapqel) 15

[Warranties & refunds](#_heading=h.de5fjkg4a5j4) 15

[Quality control](#_heading=h.hf0hkkuedtn8) 15

[Memberships & affiliations](#_heading=h.xm715lsww8t4) 15

[**The Market**](#_heading=h.92ot6wkhjquq)16

[Market research](#_heading=h.23ckvvd) 16

[Market targets](#_heading=h.1hmsyys) 16

[industry analysis](#_heading=h.41mghml) 16

[Your customers](#_heading=h.2grqrue) 17

[Customer demographics](#_heading=h.jn9rvivxn6l1) 17

[Flagship Title](#_heading=h.97i7r6fg81n) 17

[Hyper casual Development Stream](#_heading=h.nyrw364206pz) 17

[Key customers](#_heading=h.5ywdz7i8fuu2) 18

[Customer management](#_heading=h.4czsq1lupe0s) 18

[S.W.O.T. analysis](#_heading=h.4f1mdlm) 19

[Your competitors](#_heading=h.ub1yodc0e1zl) 19

[Voodoo](#_heading=h.th25kcxofv0w) 19

[Mighty Kingdom](#_heading=h.o5v4d7oqp95p) 20

[Pixelberry](#_heading=h.a6lp4efc5tx6) 21

[Ghostbox](#_heading=h.ba5xlu6efg1m) 21

[Foxie venture](#_heading=h.a4rentkl3y5w) 22

[Advertising & sales](#_heading=h.6m8h6gx4m53n) 22

[Advertising & promotional strategy](#_heading=h.8n0ds18qa460) 22

[Sales & marketing objectives](#_heading=h.b9d0ibe3qghe) 23

[Competitive Advantages](#_heading=h.ep39l3xqcopk) 23

[Sales & distribution channels](#_heading=h.1wdit7mzpb19) 24

[**The Future**](#_heading=h.h2xazz1lxdw0)25

[Vision statement](#_heading=h.28h4qwu) 25

[Mission statement](#_heading=h.nmf14n) 25

[Goals/objectives](#_heading=h.37m2jsg) 25

[Action plan](#_heading=h.1mrcu09) 25

[**The Finances**](#_heading=h.wi2xo6evzvq2)26

[Key objectives & financial review](#_heading=h.2lwamvv) 26

[Financial objectives](#_heading=h.46hfgpzcgjqc) 26

[Finance required](#_heading=h.juro4maluq6l) 26

[Assumptions](#_heading=h.111kx3o) 26

[Expected Finances](#_heading=h.k15e4vbkzmmg) 27

[Start-up Costs for 2021](#_heading=h.lgh15lj91o4n) 27

[Expected cash flow](#_heading=h.sqyw64) 27

[**Supporting documentation**](#_heading=h.3q5sasy)28

[Research References](#_heading=h.j4ci0j64c1q0) 28

# Business Plan Summary

## The Business

**Business name:** General Games Company

**Business structure:** Corporation

**Products/services:**

* Flagship Products - *The* *Adreptius* 
  + A mobile existential horror narrative experience, intended for a flexible freemium mobile release and a premium PC release
* Hyper Casual Stream
  + A new release every month following the freemium model, with a focus on unique, novel IP and mechanics.
* Potential contract work
  + Scouting through various government and private sources

## The Market

### Target market:

Each General Games Company product has its own, specific target market which is identified prior to commencement as part of the pre-production documentation.

### Marketing strategy:

The studio will use a combination of organic marketing and paid for advertisement campaigns to inform customers of our products. Organic marketing will take the form of social media posting and developer outreach, while platforms such as Google Admob will be used for advertising campaigns.   
  
This is the process General Games Company will use initially because it is a well-established process. As our products become more successful, we will also conduct cross promotion to build our audience across all of our products and create a small interdependent ecosystem of users.

## The Future

### Vision statement:

To create memorable games that promote a positive impact on the world.

### Goals/objectives:

* Create a viable, funded studio
  + **Hyper casual development stream:** Consistent releases bringing in a steady revenue stream
  + **Episodic platform:** Platform to release consistent premium episodic content set in an original IP
  + **Contract work**: Seek out contract work to cover any differences between our income from our other income streams, and our required costs
  + **Try and secure $80,000 in funding from NEIS**
  + **$400,000 income for paying wages, etc. by the end of next year**
* Give company and team members a well rounded portfolio for potential future endeavours
* Release a larger game with original IP by the end of the third year of operations.

## The Finances

### Projected first year profit:

Our projected profit amount is approximately $115,000 by the end of 2021. This includes having enough excess in our bank to support 3 months of development.

### Expected developer wage:

The expected developer wage will be around $25 per hour in 2021 for a 40-hour week. This includes any revenue share that we get from the company.

We are aiming to get this up to the industry standard rate of approximately $35 per hour by the end of 2022.

# The Business

## Business details

**Products/services:** Video Games, Interactive Software Experiences

## Business premises

### Business location

We operate in the shared office space of Games Plus Adelaide. This space is currently provided by The Academy of Interactive Entertainment as a part of their GDML program.

### Buy/lease

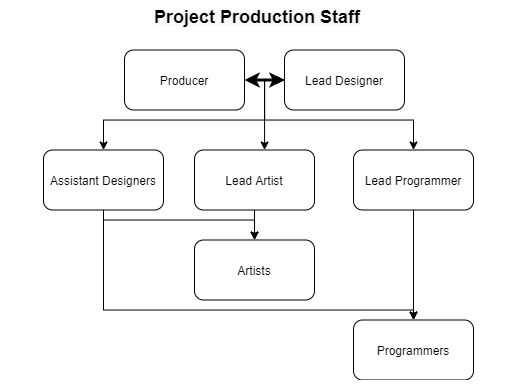
Sponsored Lease

## Organisation chart

**Figure 1: Example Organisation Chart.**

Graphical user interface, application

Description automatically generated



## Management & ownership

**Details of management & ownership:**

Each founder will take on a role as a director of the company, and as an employee of the company. As necessary, business roles will be assigned to founding members until the business is positioned to hire on new staff. At this time, a meeting will be held by the directors to change the job roles as appropriate.

**Experience:**

Each business owner has completed a Diploma and Advanced Diploma in their trade of choice and will have completed a Graduate Diploma in Management (Learning) as of 2021.

One member has experience working in an Indie studio for 12 months. Another member has a degree in media arts and 4 years running an independent game development studio.

## Key personnel

**Current staff**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | **Name** | **Expected staff turnover** | **Skills or strengths** |
| Artist, Marketing Officer | Chris | Indefinite | * Advanced Diploma in Professional Game Development (Art) |
| Artist, Marketing Officer | Bailey | Indefinite | * Advanced Diploma in Professional Game Development (Art) |
| Designer, Chief Financial Officer, Producer | Amanda | Indefinite | * Advanced diploma in Game Design and production |
| Designer, Chief Technology Officer, Executive Producer | Harley | Indefinite | * Experience in computer hardware and software systems relating to business operation. * Advanced Diploma in Professional Game Development (Programming) |
| Designer, Chief Communications Officer , Chief Executive Officer | Edward | Indefinite | * Prior start up business experience * Advanced diploma in Game Design and production * Degree in Media Arts * Resilient and focused |
| Designer, Producer | David | Indefinite | * Advanced diploma in Game Design and production |
| Programmer, Secretary, Chief Marketing officer | Gordon | Indefinite | * Advanced Diploma in Professional Game Development (Programming) |
| Programmer, Chief Operations Officer | Felicity | Indefinite | * Advanced Diploma in Professional Game Development (Programming) |

**Recruitment options**

Find potential employees through local network and online advertising to fill a pool of contractors. We will then work with these contractors to develop products and determine whether they are a good fit for the company, and if so hire them on as a full-time employee.

**Training programs**

In-house programs designed to teach new developers how to use the procedures created to speed up our game development pipelines.  
  
e.g. the process for creating project repositories that speed up implementation of IAP and Advertising in Hyper Casual Games.

**Skill retention strategies**

We store procedures in our communal Google drive at:

MMG-Team Access > Document Storage > Procedures  
  
Chief staff are tasked with the creation and maintenance of procedures and will delegate these responsibilities appropriately.

## Products/services

General Games Company is currently pursuing a number of different avenues of revenue growth. These are split into revenue streams as detailed below:

* Flagship Products - *The Adreptius*
  + A mobile existential horror narrative experience, intended for a flexible freemium mobile release and a premium PC release
* Hyper Casual Stream
  + A new release every month following the freemium model, with a focus on unique, novel IP and mechanics.
* Potential contract work
  + Scouting through various government and private sources

### Market position:

General Games Company approaches each stream differently:

* Flagship Products
  + Our flagship products are intended to be complete, novel products with longer development times that focus on targeting specific, niche audiences. They are high quality products that will be supported for long periods of time with new content.
* Hyper Casual Stream
  + Hyper casual products are developed quickly. They differentiate themselves from competition by focusing on quality, novel IP but this is managed within the need for short, fast development times. The focus for post release support with Hyper casual products is to work out what facets of the product are most engaging and to monetise them aggressively. If no facet clicks with the target market, then General Games Company moves onto the next product.
* Potential contract work
  + The focus for contract work is to be approachable and focused on delivering the customers requests quickly and efficiently. The intent is to find customers that are after specific applications that General Games Company can put together for them.

### Competitive Advantage:

**Quality Rapid Prototyping and development of novel IP.**

General Games Company is focusing on creating new types of IP quickly and efficiently. We are creating procedures that support this process while also enabling a quality product to be developed and delivered at the end. This competitive advantage can support our company beyond its current practices and will consistently be useful for development.

### Anticipated demand:

Demand varies based on product. Hyper casual players jump between games very quickly, usually playing a set game for only a few days. Some users will usually play the same game for much longer periods of times, however. This short turnover for each game means they are constantly in high demand.

Our current Average Revenue Per User(ARPU) sits at 30 cents. Industry standard varies between 25 and 50 cents.

### Pricing strategy:

Pricing is dictated by the product being developed. It will generally be in line with the standards set by our competitor, but will be detailed in the distribution plan developed during pre production.  
  
For the Hyper casual stream, an in app purchase will often vary in pricing between 20 to 50 cents per powerup. The transaction for removing ad’s is often priced between 3 to 5 dollars. However, these trends have varied greatly in the last few years as target audiences have begun valuing these products differently as their engagement increases.

### Value to customer:

Our customers will choose our products over our competitors because we focus on delivering a quality experience that doesn't try to manipulate them into spending money. We will present our products in a fair and equitable manner that makes customers feel respected in the process.

### Growth potential:

As we refine our retention mechanics and generate more capital for advertising we can attract more users for each new product. Our target audience size for the end of 2021 for a single hyper casual product is 100,000 users. This will ensure that all running costs of the business are covered and supply a healthy amount of capital to contribute towards marketing expenses.

## Innovation

### Research & development (R&D)/innovation activities

Both the Flagship project stream and the hyper casual stream involve ongoing Research and development of Pipelines that speed up project development. Each project iterates on the pipelines developed previously. This is an accounted for and incorporated cost for every project.

### Intellectual property strategy

**Property Protection**

All products are initially covered as Intellectual property, which covers them from immediate theft. When a title passes 500 thousand downloads and has a positive review aggregate it can then be trademarked. This will ensure that novel General Games Company IP stays novel and isn't stolen by competitors.

**Non-Disclosure Agreements**

Every member of General Games Company is covered by a company non-disclosure agreement (NDA). Whenever the company then works on projects in conjunction with other companies (such as publishers) it can enter into an agreement with that organisation on behalf of all employees.

## Insurance

### Workers compensation

We will pay the required amount of $220 for our workers compensation requirements. ($200 minimum + GST)

### Public liability insurance

We are currently covered by public liability insurance provided by the manager of our offices. When we move we will purchase this and it will cost us around $50 a month and is accounted for in our budget.

### Professional indemnity

If we end up taking on contract work we will apply for professional indemnity insurance to help make sure we are covered in this regard. From our research this will also cost us around $50 a month and it is accounted for in our budget.

### Product liability

Product Liability is covered by the platforms that we distribute from as part of their quality assurance for their customers. Each platform has standards that must be met before you can distribute from them, and refund procedures for their customers that we must adhere to.

## Risk management

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Mitigation Strategy** |
| Founder is hired by another company | Moderate | Medium | Networking with options to replace |
| Failure to secure a running budget | Moderate | Very High | Explore multiple income streams |
| High volume of games released every day | Highly Likely | Low | Effective marketing strategies |
| Not receiving external support | Unlikely | High | Being proactive towards obtaining support |
| Failure to create successful games | Moderate | Medium | Exploring multiple revenue streams |
| Failure to obtain contract work | Moderate | Medium | Exploring multiple revenue streams Aggressively networking to help finds contracts |
| Failure to court public opinion | Low | Medium | Community outreach Maintaining moral standards |

## Legal considerations

*Privacy, COPPA, International Laws, Distribution platforms*

Our business and products must conform to local legislation. As we are trading worldwide, some of these laws are international. This legislation includes Privacy Laws (COPPA, etc.), and Consumer Law. We also need to consider the impact of policies set up by the software we use, and the distribution platforms we sell our products through. Legislation of this type is best considered on a project by project case.

## Operations

### Production process

The process for developing products varies slightly based on the stream they are part of and the product being developed. However, they all follow a basic structure as detailed below.

* Concept phase

The initial stage of product development involves brainstorming and developing a unique concept that can be built on. This phase includes basic designs of systems, concepting of art styles and basic details about mechanical implementation

* Pre-production

The pre-production phase of development involves completing the initial design, formulating market and distribution strategy, finalising the art style and researching any off the shelf or in house packages needed for development.  
  
It also includes detailing the final schedule for the product and fleshing out the milestones.

* Development

This phase is quite flexible. Development should focus on achieving each of the milestones defined in the schedule and creating the product. This stage may however engender changes to everything that has come before based on testing and iteration.

* Post-release

The post-release stage of development is composed of smaller iterations on the previous stages. It is more focused on fleshing out specific parts of the product or implementing complementary systems that facilitate better experiences for our customers.

### Suppliers

Unity - Game Engine

Microsoft - Operating System, Coding IDE

Blender - Art Creation Tools

Adobe - Art Creation Tools

Wix - Website hosting

We will be trying to maintain a good relationship with these suppliers by using their software appropriately and legally. We will also provide those suppliers with feedback when necessary. This includes when we run into bugs and issues with their software as well as being polite with any customer service or company representative when talking with them directly.

### Plant & equipment

|  |  |  |  |
| --- | --- | --- | --- |
| **Equipment** | **Purchase date** | **Purchase price** | **Running cost** |
| 8x Personal Computer | 2021 | $2000 each | Small electrical cost |
| Office Furniture | 2021 | $800 | $0 |
| Network Equipment | 2021 | $150 | Negligible |

### Technology (Software)

Wix: Used to showcase our current and upcoming games, as well as familiarise potential/current customers with the group

Hootsuite - Used for moderating and creating social media posts across multiple platforms

Accounting software -

Unity - Free up until the company produces $100,000 profit

Art software:

Photoshop - Used for creating 2D art assets, $14 subscription, paid monthly

Blender - Used to create 3D art assets, can be used for free

### Trading hours

Not relevant. General Games Company provides its products through 24-hour electronic distribution platforms.

### Communication channels

Customers will be able to contact us via email, social media, our distribution channels or through our online website. For businesses looking to employ the company for contract work, other more immediate forms of communication will be used after initial contact, such as telephone, VoIP programs (Skype, Zoom, etc.) or the specific developer email in charge of contact.

### Payment types accepted

Acceptance of payment methods varies based on distribution platform. Generally online payment methods such as credit card or PayPal are accepted. Some of these platforms also have gift cards for their online store fronts.

### Warranties & refunds

Refund policies are determined by the distribution platform the customer has purchased the product from and will be processed through their channels. They are also detailed more specifically in the products Distribution Plan.

### Quality control

Products developed by General Games Company go through a process of iterative testing during development utilising Smoke tests and regression tests. The frequency of these tests is dictated by the design of the product and its development schedule.  
  
Additionally, Quality control continues through post release support so that unexpected problems can be fixed on an ongoing basis.

### Memberships & affiliations

General Games Company maintains an association with the ICN Gateway, which is a connection service putting providers in contact with customers.  
  
Additionally, General Games Company is developing a number of affiliations with local organisations such as the Adelaide Game Developers group(that host events such as unwind) and Stone & Chalk.

# The Market

## Market research

Through online research we have determined that:

Mobile users are less prone to paying for games than PC or console players with 96.4% of apps on Google Play being free, and 91.9% on the Apple App Store. **[1]** These applications generally rely on in-app purchases and in-game advertisements to generate income, which the market is more lenient and familiar with. The average purchase amount on iOS is $12.77 compared to $6.19 on Android. **[2]** These apps are also more profitable on these platforms than premium products with all of the top 100 grossing games on both the Apple App Store **[3]** and Google Play Store **[4]** in the US being free to play with In-App Purchases. Releasing onto iOS seems particularly valuable due to the increased average purchase costs.

This shows that for our hypercasual stream we should be releasing them with the freemium model and then allowing customers to choose whether they would like to buy any available in-app purchases.

This also supports our monetisation model for our flagship title. We will gain customers by having the first few chapters free with no ads to bring people into the game and then will sell the following chapters for approximately the amount that in-app purchases may cost in other games.

## Market targets

Due to our hypercasual stream using the freemium model we will need to rely on customers watching ads and buying the available in-app purchases. We have calculated that for these games to break even we must obtain approximately 1,540,000 users collectively from all of our hypercasual games over 12 months to fund 8 developers.

## Industry analysis

In 2019, Global mobile game revenue grew to 68.5 billion dollars. This trend is stated to continue into 2020, likely landing at 76.7 billion dollars. At the end of 2019, almost half of the planet's population were playing some form of mobile game. Finally, 50% of mobile app users are playing games, making this category as popular as music apps, and only second to social media apps such as Facebook **[5]**.

## Customers

### Customer demographics

Customer demographic will change between projects as they have different target audiences. Each General Games Company product has its own, specific target market which is identified prior to commencement as part of the pre-production documentation. The demographics for our current lead products are as follows:

**Flagship Title**

The current flagship title for General Games Company is *The Adreptius*, an existential horror game for mobile and PC release. Its target audience is:

* + People looking to engage in an interactive story
  + Our target market is young adults between the ages of 25 and 35
  + They spend a significant portion of their time on their phones and like to play different games regularly.
  + Mobile users
  + Horror fans
  + Users who like games involving player choice and consequence
  + Interests
    - Horror movies/novels/stories
    - Either short or long play sessions
    - Difficult choices
    - In depth and engaging narratives

**Hyper casual Development Stream**

Hypercasual stream projects often have similar target markets due to the broad similarities between the quickly produced titles. Generally, the target audience will change subtly between titles, but the following points hold true for all hyper casual projects put out by General Games Company.

* + People who are looking for a short fun time killer or distraction
  + Our target market is young adults between the ages of 25 and 35 with moderate amounts of free time and expendable income.
  + They spend a significant portion of their time on their phones and like to play different games regularly.
  + Interests
    - Bright, vibrant colours
    - Cute, interesting animations
    - Short, intense play sessions
    - Fast-paced simple gameplay
    - Satisfying feedback from gameplay
  + Adverts are ok as long as they aren't presented with them too often

**Contracts**

We are seeking out connections with potential employers through various sources and existing connections including ICN, APM, local and industry events, and Unity Connect.

## Key customers

Key customers will vary between product streams.

For our hypercasual development stream our key customers are those willing to play a large number of sessions over an extended period of time. These people view more ads and are more likely to spend money on our in-game purchases. To facilitate multiple play sessions we will introduce long term rewards, provide opportunities for progress or competition, as well as regular events.

For our flagship title our key customers are those who are open to both long and short play sessions on their mobile device. They enjoy and like getting involved in engaging narratives where they have to deal with choices that question their morals. They would also have a strong interest in horror or thriller genres in either one or multiple entertainment mediums. They are also willing to spend small amounts of money to access additional content and story.

## Customer management

Maintaining relationships with customers will vary between our products as the customers bases are quite different.

However for all products that we produce we will keep customers up to date on any major updates for our games. We will also let customers know that we see their feedback and criticism and that we are actively working on improving our games. This will be done by constantly moderating our feedback sources (social media and the distribution channels) to make sure that we address any bugs or issues that our customers run into.

For our hyper casual development stream, we will be actively adding new content in relation to upcoming and current holidays to encourage continuing engagement with the game. We will be keeping customers up to date with this information through our social media channels.

For our current flagship title, we will be transparent with our customers about when any new chapters will be released and that they will be sold at a small premium price relevant to the distribution channel.

For all current and future products, we will have to create a procedure about interacting directly with a customer on our social media or distribution channels to maintain a professional and polite demeanour. This will include how and what to write when responding to customers as well as when is it relevant and necessary to respond to customers.

## S.W.O.T. Analysis

|  |  |  |
| --- | --- | --- |
|  | **Positive** | **Negative** |
| **I**  **n**  **t**  **e**  **r**  **n**  **a**  **l** | **Strengths**   * Well-rounded team, diverse range of experiences * Prior team experience * Solid support network * Dedicated / Motivated * Have released titles * Talented * Have some marketing experience, which is currently ongoing * Large team willing to experiment on different ideas | **Weaknesses**   * Scope management * Financial fragility * complicated personal schedules * Professional Demeanor and practise * motivation outside of class * commuting * Lack of experience |
| **E**  **x**  **t**  **e**  **r**  **n**  **a**  **l** | **Opportunities**   * GDML * Incubator * Networking * Crowdfunding boon * Virtual Conventions (Pax etc) * NEIS * Pandemic induced increased mobile game market | **Threats**   * Funding * World Stability * High rate of game releases on common platforms * Pandemic induced work from home |

## Competitors

General Games Company has a diverse range of products and services but is currently focused on mobile products. As such, some of our competitors are:

### **Voodoo**

Voodoo is a company based in France that develops and publishes mobile games.

They focus on the ‘hyper casual’ market, with 3.7 billion total game downloads.

Their products are simple, one mechanic games that contain many ads.   
Some also feature pseudo-online components, where the player appears to be playing against other online opponents, but are instead playing against local AI, with no indication this is the case.  
Players often complain of lack of content and slow progression.

However, despite some negative public impressions their apps are incredibly popular, suggesting they do not negatively impact downloads/play time.

Voodoo market aggressively on social media sites, challenging players to complete levels.  
They also market between games, using playable demos and videos.

**Similarities:**

* Both are focused on developing hyper casual games within the mobile market

**Differences:**

* We don’t have the budget to advertise on the same scale as Voodoo
* We will try harder to not deceive our players as it goes against our company values
* We are not focused wholly on the mobile market, and are looking for contract work
* We are also developing non hyper casual mobile games
* Voodoo also acts as a publisher for other companies

Voodoo has demonstrated that there is a market demand for small mobile games. We are following this popular trend and are currently developing both games and strategies to capitalise on the demand.

### **Mighty Kingdom**

Mighty Kingdom is currently the largest independent game developer in Australia. They have work for many prestigious international companies, i.e. Disney, Lego, Australian Red Cross, Song, Funcom, Rogue and Snapchat.

Mighty Kingdom has released many games of high-quality work for the mobile market that are casual.

They are also currently working on a pc, console release “Conan Chop Chop”

However, they market for a much younger audience whilst including both IAPS and ads that is clearly driving off some of their market.

Similarities to Mini Mammoth

* Both companies work primarily in the Mobile space at this time
* General Games Company is looking to launch a much more serious content game
* Both Companies work within the hyper casual market on mobile

Differences to General Games Company:

* General Games Company does not have any Intellectual property deals.
* General Games Company focuses on an older audience for our mobile games
* Mighty Kingdom has gained many deals with larger companies to make games
* Mighty Kingdom have many more resources

Mighty Kingdom has had an impact on how General Games Company approaches their hyper causal monetisation methodology and how to deal with creating deals with major companies.

### **Pixelberry**

PixelBerry is currently one of the largest visual novel companies on Mobile. They are constantly putting out high quality work. However, some of their IAP practises clearly drive off market share and are ethically questionable.

Similarities to General Games Company:

* Both companies work primarily in the Mobile space at this time
* General Games Company is looking to launch a mobile based visual novel

Differences to General Games Company:

* PixelBerry started with a large infusion of cash from angel Investors
* PixelBerry was bought and is currently owned by a multinational conglomerate
* Pixelberry consistently engage in predatory IAP behaviour within their products
* PixelBerry established principles and behaviours early in their companies lifetime that they have been unable to maintain

PixelBerry has impacted how General Games Company works in a number of ways. They revealed a potential market through their visual novel products. As their products are incredibly predatory in their monetisation practices, General Games Company is intending to follow a much more approachable practise with our customer base in order to differentiate ourselves from the competition. Their work is also quite derivative, so we are focusing on a more unique, niche work to try and tap into specific audiences.  
  
Additionally, PixelBerry showed an interest early in its existence in being a forward thinking, caring company. It leveraged this aspect to raise awareness of its product, but clearly pivoted away from those values early in its lifetime. This has led to General Games Company focusing on our values as a guiding principle, which allows us to easily differentiate ourselves from our competition.

### **Ghostbox**

Ghostbox was a small Australian mobile game developer that existed between 2012 and 2014.

Similarities to General Games Company:

* Ghostbox was manned by graduate students who finished their study and immediately founded a company
* Ghostbox developed Mobile games with a hope to break into the industry and become self funded

Differences to General Games Company

* Ghostbox was unable to achieve the kind of development and release Tempo currently shown by Mini Mammoth Developers and only released 3 games in their lifetime
* General Games Company is twice their size
* General Games Company has a comprehensive strategy and culture guiding their actions

Ghostbox as a company has impacted our approach by ensuring that we focus on exploring as many different avenues for funding as possible. Their developers called out specifically that they didn't adapt or take on contract work to secure their funding and that this was the most prominent reason they weren't able to proceed as a company. This more than any other competitor has given General Games Company a laser focus on shipping quality content in order to secure a backlog of projects that can be used to pitch our company for contract work.

### **Foxie venture**

Foxie Ventures is a mobile games company based in Adelaide who have been operating since 2016.

Similarities to General Games Company

* Focused on casual games
* Focused on mobile game development

Differences to General Games Company

* Focused on online games e.g. MMOs, online RPGs
* Seem to focus in on niches where MMG focuses on broad audiences

General Games Company has been focusing on a broad audience with it’s products. They can be played offline and can be played anywhere at any time. General Games Company has also been focusing on releasing a consistent stream of games, whereas Foxies has been supporting their games for a long time while simultaneously developing more games.

## Advertising & sales

### Advertising & promotional strategy

Our marketing plans vary between projects, however, we will create marketing posts about products on our social media pages at key milestones.

For our hypercasual revenue stream we are communicating with publishers who will manage the marketing of the product for a share of the revenue generated by each product they publish. This removes the upfront cost of running an advertising campaign ourselves and reduces the management and maintenance required from us. Publishers will also have access to a larger audience for more targeted advertising.

For our other, larger products our advertising strategy will vary per project. For each project we will write up a marketing plan as we approach key dates and milestones. We will push for paid promotions upon the public release of the product, but will be targeting different platforms based upon our research into where our target audience finds games.

### Sales & marketing objectives

* Secure products with publishers such as Storms to cover marketing and UA
* Secure company funds to facilitate advertising campaigns with own products
  + Approximately $10000 per campaign. Product being advertised should be decided when the funds are available as they will be in different states of post release development.
* Multiple current team members will be producing and posting marketing material across all product streams

### Competitive Advantages

* Large initial development team

This size allows for our team to approach different avenues at the same time, as well as granting freedom to try more experimental things

* Diversity of Lived Experience  
  Our well-rounded team has diverse range of experiences ranging from experience in the army and interstate living to complicated and diverse family lives. This diversity makes our team well positioned to adapt to all manner of circumstances quickly and efficiently.
* Solid support network  
  Each member of our studio has a strong support network of family and friends that can assist with managing stressful situations and complicated schedules.
* Dedicated Team  
  Every member of General Games Company founding developers has achieved both a Diploma and Advanced Diploma in their respective development fields. Additionally, they have shown themselves capable of handling the stresses of full-time study while also starting and maintaining an independent game development studio on a shoestring budget. This dedication enables even the most unexpected of opportunities to be exploited to its maximum potential.
* Released title experience  
  Every member of General Games Company has participated in the development and release of a mobile game in the last 6 months, which lends itself to continuing to release mobile games in the future.
* Marketing Experience  
  Every member has had some experience marketing General Games Company products. This variety of experience enables them to create a diverse range of market material for advertising products quickly and efficiently.
* Mentors  
  General Games Company has procured a wide assortment of mentors over the last 9 months, which has enabled us as a team to grow and adapt, as well as enabling us to push our agenda forward in many ways that better position our company to expand rapidly.

### Sales & distribution channels

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Channel type** | **Products/services** | **Percentage of sales (%)** | **Advantages** | **Disadvantages** |
| Google Play Store | Mobile apps and videogames | 45% | Low barrier to entry, high potential profit ceiling | Standing out due to the high number of games released each week, focus on improving marketing to stand out |
| Apple App Store | Mobile apps and videogames | 45% | Low barrier to entry, high potential profit ceiling | Annual Costs  Standing out due to the high number of games released each week, focus on improving marketing to stand out |
| Steam | Video games, engines, sound assets, learning programs and other miscellaneous multimedia products | 10% | Low barrier to entry, high potential profit ceiling, studio credibility, most popular online video games distribution channel for PC | Standing out due to the high number of games released each week, focus on improving marketing to stand out |

# The Future

## Vision statement

To create memorable games that promote a positive impact on the world.

## Mission statement

Achieve self sufficiency through our hyper casual development stream

## Goals/objectives

* Create a viable, funded studio
  + **Hypercasual development stream:** Consistent releases bringing in a steady revenue stream
  + **Episodic platform:** Platform to release consistent premium episodic content set in an original IP
  + **Contract work**: Seek out contract work to cover any differences between our income from our other income streams, and our required costs
  + **Try and secure funding from NEIS**
  + **$400,000 income for paying wages, etc. by the end of next year**
* Give company and team members a well rounded portfolio for potential future endeavours
* Release a larger game with original IP by the end of 2022.

## Action plan

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Date of expected completion** | **Developers responsible** |
| Pass CTR test with Storms and begin development of a supported hyper casual project | September 30th 2020 | TBD |
| Pass retention tests with Storms | October 30th 2020 | TBD |
| Refine development pipelines and then put 2 hyper casual projects through Storms program | December 10th 2020 | TBD |

# The Finances

## Key objectives & financial review

### Financial objectives

Paying all employees industry standard rates (~$35/hr) with enough excess in our bank to support 3 months of development by the end of 2021. Alongside other costs, this equates to approximately $115,000.

### Finance required

* $10,000 aud founder supplied funding for marketing our products.
* support through programs such as AIE’s Incubator program for access to equipment and office space.

## Assumptions

The financial tables on the subsequent pages are based on the assumptions listed below:

* *Our company can reliably create 4 hyper casual products each month and supply them to publishers such as Storms, that will pay a $10,000 initial payout to support development.*
* *6 of our founding members can get onto the NEIS program*
* *we can keep our costs for our office under a cost of $1000 per month*

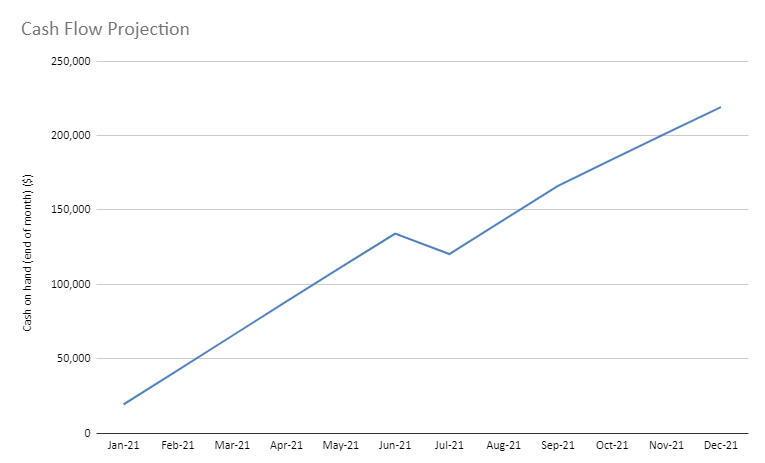
## Expected Finances

### Start-up Costs for 2021

|  |  |  |  |
| --- | --- | --- | --- |
| **START-UP COSTS** | **Cost ($)** | **EQUIPMENT/CAPITAL COSTS** | **Cost ($)** |
| **Registrations** |  | Business purchase price | 0 |
| Business name | 0 | **Plant and equipment** |  |
| Domain names | 20 | Computer equipment | 16,800 |
| ASIC Agency Fee | 267 | **Office Equipment** |  |
| Rental lease cost | 12,000 | Furniture | 1,000 |
| Utility connections & bonds (Electricity, gas. water) | 3,500 |  |  |
| Internet Connection | 2,508 |  |  |
| Computer software | 1,295 |  |  |
| Wages | 428,000 |  |  |
| **Insurance** |  |  |  |
| Public liability | 720 |  |  |
| Professional indemnity | 720 |  |  |
| Printing | 20 |  |  |
| Stationary & office supplies | 200 |  |  |
| Marketing & advertising | 10,000 |  |  |
| Total start-up costs | 459,250 |  | 17,800 |

### Expected cash flow

Our cash on hand at the end of each month for 2021 is expected to be:



The full expected cash flow can be found in the attached spreadsheet.

# Supporting documentation

### Research References

**[1] Distribution of free and paid apps in the Apple App Store and Google Play as of June 2020**

<https://www.statista.com/statistics/263797/number-of-applications-for-mobile-phones/>

**[2] New Report on Global In-App Spending Habits Finds That Asian Consumers Spend 40% More In Apps Than the Rest of the World**

<https://www.appsflyer.com/pr/new-report-global-app-spending-habits-finds-asian-consumers-spend-40-apps-rest-world/>

**[3] Top Charts: iPhone - US - Games**

<https://sensortower.com/ios/rankings/top/iphone/us/games?date=2020-06-18>

**[4] Top Charts: US - Game**

<https://sensortower.com/android/rankings/top/mobile/us/game?date=2020-06-18>

**[5] Competitiveness of the casual market**

<https://www.ironsrc.com/blog/mobile-gaming-industry-trends-in-2020/>