

Bloingo Games Ltd.

Business Plan Execution Report

Evaluation of Business Plan Implementation and Outcomes



Team Members: Robert Ruta (Technical Lead)
Christopher Seadon (Game Design Lead)
Jake Abrahams (Development Lead)
Plato Ng (Community & Analytics Lead)
Francis Rowlands (Project & Business Lead)

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University of Bath

Executive Summary

This execution report intends to measure how well Bloingo Games Ltd has managed to realise every idea and suggestion from our business plan, facilitating the creation of our first product, Just Snap: providing evidence and explanation of the artefacts produced so far by the company.

The implementations and execution of our business plan have been given overarching categories, with subsections describing the individual suggestions outlined below.

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1 Business Idea Execution & Prototype Development

1.1 Core Game Development with Unique Gameplay Mechanics

Core Game Development

Original Plan: Create "Just Snap" - a card-rhythm game combining strategic card play with rhythm mechanics

Execution Status: Complete

Evidence:

- Screenshots of gameplay showing card mechanics and rhythm interface
- Playable demo available at the official Bloingo website

Explanation: The team not only managed to implement the gameplay system, with both card-game and rhythm-based timing mechanics, but were able to progress well beyond an MVP, creating the beginnings of a more polished product. Exceeding initial development milestones meant that we could export a demo for playtesting, and this included much of the custom-made music and artwork we had hoped it would.

Outcome: As well as having a playable demo ready, bringing more sophisticated gameplay elements and aesthetic polish beyond our basic design allowed us to market the game in a more advanced stage of development, making for a more convincing Kickstarter pitch and a social media presence that was more engaging to our audience.

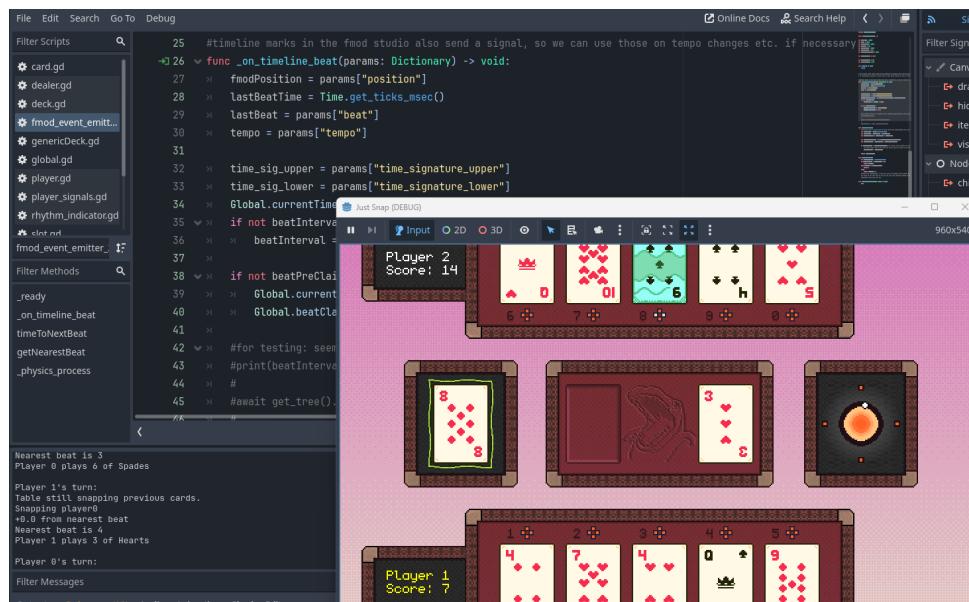


Figure 1: Godot development screenshot

1.2 Cross-Platform Strategy

Cross-Platform Strategy

Original Plan: Develop for PC market first with mobile development in mind

Execution Status:  Complete

Evidence:

- Mobile concept

Explanation: Just Snap has been developed primarily for the PC platform, but considerations have been made for a mobile release if demand is there. The control scheme is simple and the user interface has been designed with large elements that can easily accommodate touch inputs. For example, instead of playing cards using the keyboard the player would simply tap their chosen card. Godot Engine has built-in support for Android and iOS exports.

Outcome: The consideration of using mobile platforms during development will allow us to expand into a new market if we discover there is sufficient demand for this, whilst keeping the project feasible during early development. We have also received enquiries on the Kickstarter asking if we are going to expand onto other platforms. Therefore, we have also devised concept art for how we'd expect Just Snap to look on iOS and Android.

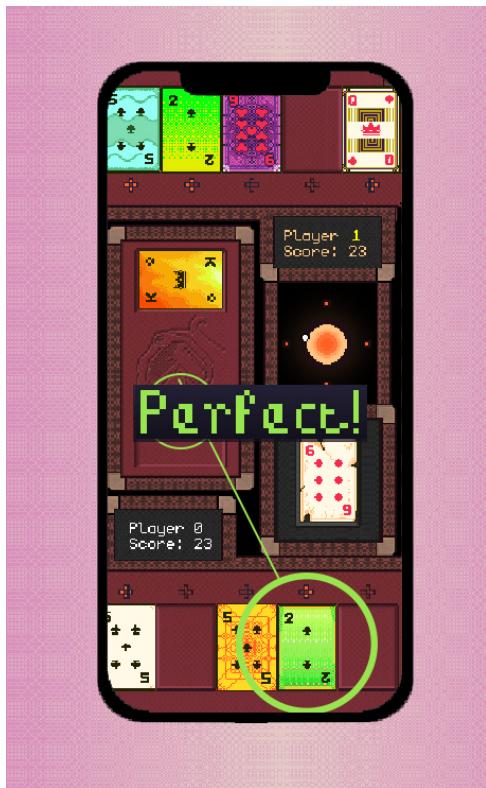


Figure 2: Just Snap Mobile Concept

1.3 Multiplayer Implementation

Multiplayer Implementation

Original Plan: Create multiplayer functionality with peer-to-peer hosting.

Execution Status:  In Progress

Explanation: We are on track with the development timeline. The game currently features two-player, local multiplayer. The game demo does not yet have the peer-to-peer remote multiplayer functionality.

Outcome: Two players can play Just Snap head-to-head using the same client. As such, our game design has been taking multiplayer into account from the beginning, which will make our transition to online multiplayer as seamless as possible.

2 Market Validation & Customer Acquisition

2.1 Playtesting

Playtesting

Original Plan: Invite University of Bath students to test early development versions

Execution Status: In Progress

Evidence:

- Promotional poster advertising a Bloingo Playtest Event

Explanation: We still plan to hold a playtesting event on the University of Bath campus in early June, a few weeks before Just Snap's official Steam release date, giving attendees an opportunity to provide their feedback on the current state of the game. This will be advertised with posters in the area, which we have ready, and incentivised with snacks and Steam-key giveaways.

Outcome: Feedback from the event will help the team release Just Snap in the most polished and high-quality state possible, ensuring a positive first wave of reviews as it finds its footing in the Steam marketplace. It will also serve to generate further reach and interest in the product.



Figure 3: Playtest promotion

2.2 First Customer Acquisition

First Customer Acquisition

Original Plan: Find early adopters/customers for the game

Execution Status:  Complete

Evidence:

- Early adopter statistics and demographics
- Pre-order/early access sales data

Explanation: Now that our game is visible on Steam and Kickstarter, we can gauge how much interest the game receives. We have already received both Steam wishlist subscriptions and substantial Kickstarter backing. With our demo now published on our website, it is possible for potential early adopters to try out our game.

Outcome: We expect this wishlist total to increase considerably. We now have 23 people who have clicked 'wishlist' on the Steam Page, showing intention to buy. We expect this to increase greatly when market exposure also increases.

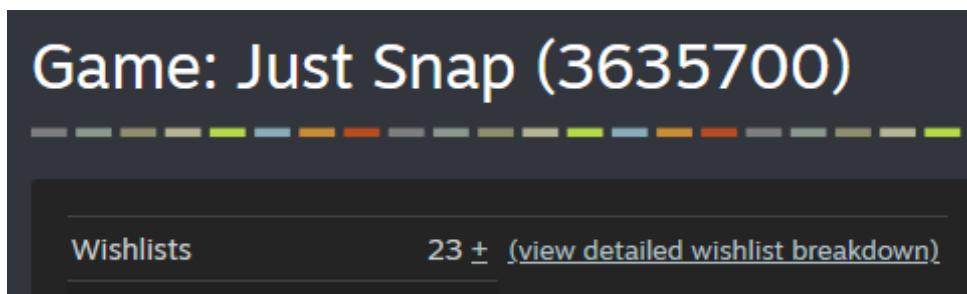


Figure 4: Steam Wishlists

3 Business Formation & Structure

3.1 Company Registration

Company Registration

Original Plan: Register as Bloingo Games Ltd with Companies House

Execution Status:  Complete

Evidence:

- Companies House registration certificate
- Company number and registration details

Explanation: Each team member contributed £10 to have our business registered with Companies House.

Outcome: Registering with Companies House is an absolute necessity to becoming a profitable business in the future; from a legal and professional standpoint. This means our company can officially now be called a business. Additionally, having a registered company was necessary to allow us to publish the game on the Steam platform.



Figure 5: Companies House confirmation

3.2 Domain Registration

Domain Registration

Original Plan: Register Bloingo.com domain

Execution Status: Complete

Evidence:

- Domain registration confirmation
- Website screenshot

Explanation: Bloingo.com domain was bought via NameCheap on 04/03/2025.

Outcome: Provides our company with a much needed website that can transport people efficiently to our Steam, Kickstarter and Social Media in one convenient package. Additionally, a link to our playable demo is available on the website.

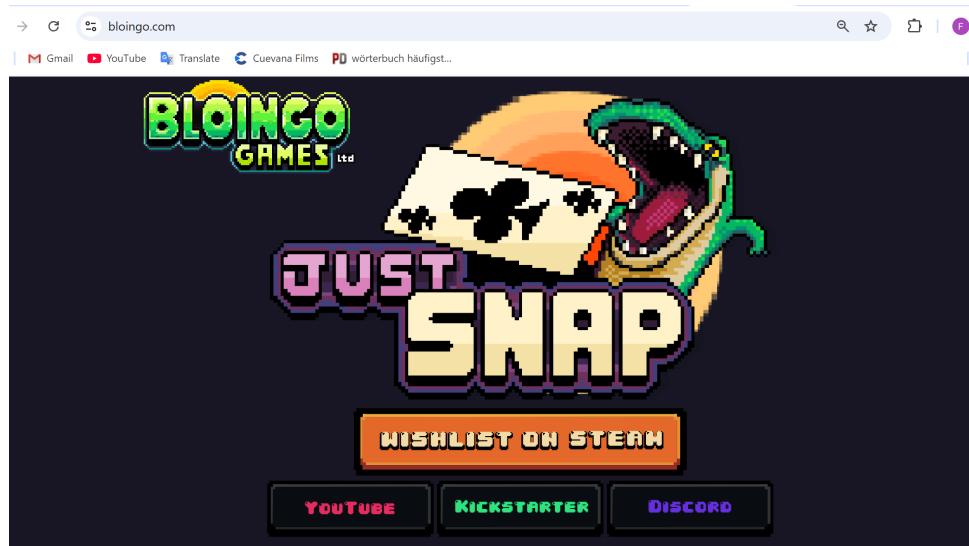


Figure 6: Screenshot of Bloingo.com website

Namecheap Support <support@namecheap.com>		Tue, Mar 4, 2025 at 2:12 PM			
Namecheap Order Summary					
Date: Mar 4, 2025 09:12:54 AM EST					
Dear Francis,					
Thank you for choosing Namecheap. Here's a summary of your order.					
Order Details					
Order Date:	Mar 4, 2025 09:12:47 AM	Payment Source:	PAYPAL		
Order Number:	163704152	Initial Charge:	\$11.46		
Transaction ID:	200307812	Final Cost:	\$11.46		
User Name:	Bloingo	Total Refund:	N/A		
Address:	University of Bath Claverton Down Bath Somerset, BA2 7AY GB	Refund Transaction ID:	N/A		
		Refunded To:	N/A		
Items					
TITLE	QTY	DURATION	PRICE		
Domain Registration bloingo.com	1	1 year	\$11.28 ICANN Fee \$0.19		
Free Domain Privacy	1	1 year	\$0.00 Setup \$0.00		
			Sub Total \$0.00		
			TOTAL \$11.46		
Additional Transaction Details					
Order Ref # bloingo-138-38-223-202-d7548b69f34c41b6a94056479b3965b7					
Approval # 3FH65940YX996230Y					

Figure 7: Proof of purchase of domain from NameCheap

3.3 Team Structure Implementation

Team Structure Implementation

Original Plan: Implement defined roles for team members (Technical Lead, Game Design Lead, etc.)

Execution Status: Complete

Evidence:

- Role descriptions and responsibilities

Explanation: The team's members were able to settle into well-defined official roles by way of their well-developed individual professional experience, with the team originally assembled on the basis of its talent:

- Francis Rowlands – Project & Community Manager
- Plato Ng – Marketing Expert / Data Analyst
- Robert Ruta – Game Developer / Tech Lead
- Chris Seadon – Game Developer / Musician / Creative Director
- Jake Abrahams – Game Developer / Musician / Lead Designer

Outcome: An explicit separation of responsibilities allowed a structure of five directors, with equal shares, to simultaneous lead the project without unnecessary friction. Outstanding tasks could be organically allocated to the appropriate team member. This meant conflicting workflows were minimal, allowing for a highly efficient process, from design and development to marketing and online brand management. This was a significant factor in achieving the degree of polish and quality in our product that we did in such a short development time.

Francis Rowlands

Role: Project & Community Manager

- CHA: 99 – Speaks fluent Discord, Jira, and human.
- WIS: 92 – Time wizard who bends deadlines to his will.
- SPECIAL SKILL: Deadline Whisperer

Plato Ng

Role: Marketing Expert / Data Analyst

- INT: 98 – Converts chaos into marketing strategies.
- PER: 87 – Can smell trends before they bloink.
- SPECIAL SKILL: Reality Forecasting Engine

Robert Ruta

Role: Game Developer / Tech Lead

- INT: 92 – Architecture so clean it's feng shui.
- DEX: 99 – Bug swatting comes at no stamina cost.
- SPECIAL SKILL: Coderemancey (spawns code without writing any)

Chris Seadon

Role: Game Developer / Musician / Creative Director

- WIS: 95 – Hears colours, sees vibrations.
- INT: 92 – Code composer by day, track-layer by night.
- SPECIAL SKILL: Audio Arcana (drops the bass)

Jake Abrahams

Role: Game Developer / Musician / Lead Designer

- WIS: 97 – Turns the ugly into the pretty.
- PER: 90 – Detects design flaws before they exist.
- SPECIAL SKILL: Vibefacturer (manufactures good vibes)

You?

Role: ??? / Bloingo Ally

- MYSTERY: 100 – We don't know you yet... but we want to.
- RARITY: – Concerning.
- SPECIAL SKILL: TBD by you.

Figure 8: Team roles on website

3.4 Board Structure & Shareholdings

Board Structure & Shareholdings

Original Plan: A flat team structure for our team of 5 was optimal from an operational and organisational standpoint. The team would consider selling shares as part of an investment deal as long as each of the core team members retained greater ownership than any third party investor, whilst retaining the same degree of ownership as other core team members.

Execution Status:  Complete

Evidence:

- Companies House document filings

Explanation: No third party investors for a stake in the business as of 23/04/2025.

Outcome: Equal shareholdings amongst the core team members.

3.5 Trademark Consideration

Trademark Consideration

Original Plan: Potentially trademark Bloingo Games and Just Snap

Execution Status:  In Progress

Explanation: Filing a trademark was deemed non-essential at this stage of development, with the product not yet expected to achieve substantial commercial success. The company's assets, such as game visuals, code, and marketing materials, are protected by default under UK copyright law, which covers original artistic and literary works. Trademarking may become relevant later on with broader distribution of our brand, early-access sales, or receipt of substantial external investment.

Outcome: Foregoing trademarking at this stage has allowed us to remain flexible and reduce legal costs, though this may become important as the company grows to protect our name and brand from infringement.

4 Investment & Funding

4.1 Kickstarter Campaign

Kickstarter Campaign

Original Plan: Launch Kickstarter with £4,000 target and tiered rewards

Execution Status: Complete

Evidence:

- Kickstarter page screenshots
- Funding and backer statistics
- Campaign marketing materials

Explanation: The Kickstarter campaign for Literally Just Snap launched on 18 April 2025 with a £4,000 target and tiers from £5 to £50. Marketing included gameplay GIFs, a trailer link, and a "Bloingo Effects" section to engage backers.

Outcome: By 23 April 2025, the campaign raised £295 with 11 backers, with 54 days left. The "Bloingo Effects" incentive drew 1 high-tier pledge. More promotion will be necessary to reach the goal.

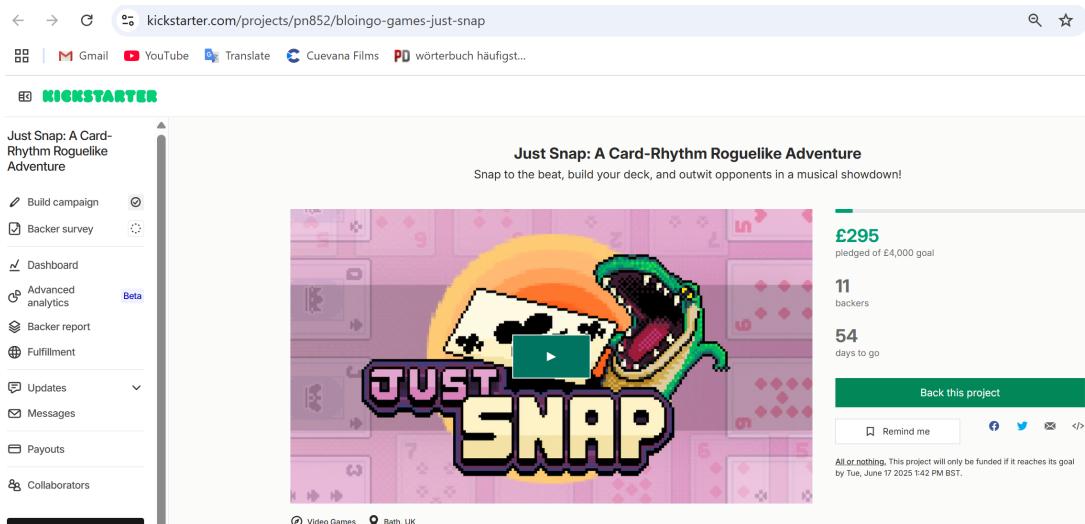


Figure 9: Just Snap Kickstarter Overview with Funding Progress



We're inviting you, our backers, to help decide what effects these special cards should have. Share your ideas through our Kickstarter comments or Discord, and let's create something amazing together. For backers pledging **£250 or more**, you can personally design a feasible **Bloingo card effect**—we'll work closely with you to ensure it fits the game, keeping the discussion open and ship the unique Bloingo card to you, wherever you are! [Join us](#) in crafting the ultimate musical showdown!

Figure 10: Bloingo Effects Incentive Strategy on Kickstarter Page

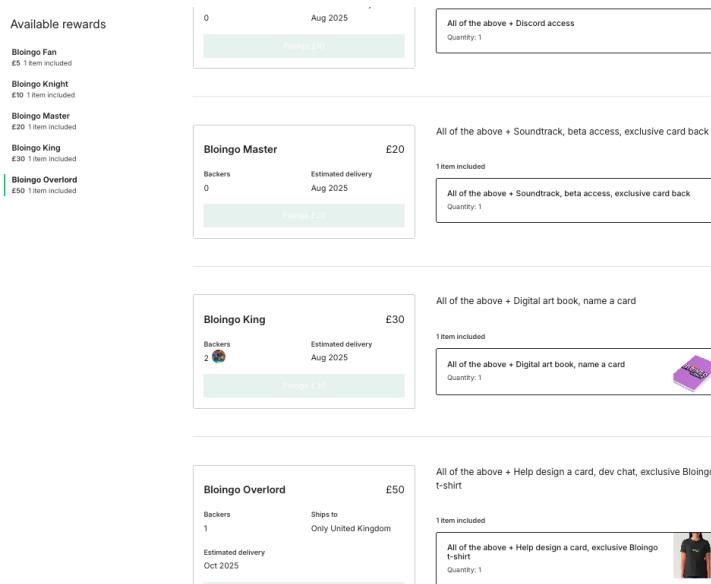


Figure 11: Kickstarter Reward Tiers for Just Snap

4.2 Grant Applications

Grant Applications

Original Plan: Apply for University Grants (£5,000) and Transfuzer (UKGTF) Grant (£7,500)
Execution Status: [Complete](#)

Evidence:

- Grant application submission

Explanation: Successfully submitted an application to Transfuzer, which required completing a 1000-word and 500-word subsections as well as pitching a video. In the end our team did not submit an application to the University Entrepreneurship grant, as it required having had a business plan submitted prior to our team's formulation.

Outcome: The grants are allocated via competitive selection; therefore this must not be a requirement for our project; but would supplement additional developing costs and marketing.

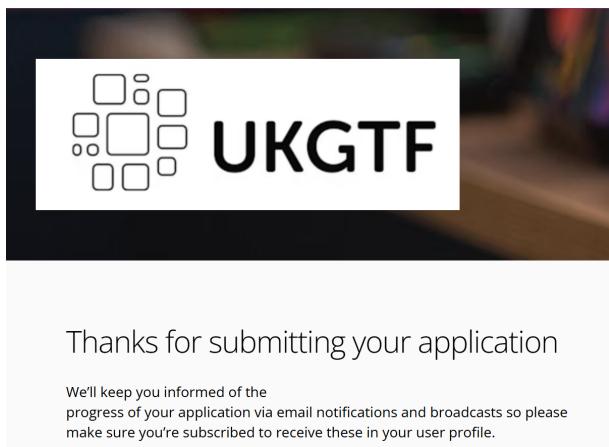


Figure 12: Submission of Transfuzer grant application

4.3 Investor Outreach

Investor Outreach

Original Plan: Reach out to potential investors

Execution Status: ⚠️ In Progress

Evidence:

- Correspondence with prospective investors

Explanation: Most of our networking has been done via advertising on Steam and Kickstarter, but market outreach enables these platforms to be engaged with more.

Outcome: We spoke to MyWorld and Enterprise Bath who both showed interest in our endeavours. This is still ongoing, with MyWorld expressing interest as the project goes on. With 2 of our members being MyWorld scholars, this project especially piqued their interest. While we couldn't partake in the initially advertised Dragon's Den (due to the team's academic constraints) - we are still in contact with Bath Enterprise who stated they were interested in hearing more about our product.

5 Marketing & Community Building

5.1 Social Media Presence

Social Media Presence

Original Plan: Create active Social Media Campaign including Youtube, Tiktok, and Instagram

Execution Status: Complete

Evidence:

- Social media account statistics
- Social platform page screenshots
- Engagement metrics and follower growth

Explanation: The social media presence was fully executed and even expanded upon, creating accounts created on TikTok, Instagram, YouTube, Twitch, X, and Patreon. A content calendar was established, scheduling regular posts like gameplay teasers and dev updates, starting on 10th April 2025. Engagement metrics were tracked, showing steady growth across platforms.

Outcome: Instagram analytics from 10 April to 16 April 2025 revealed 347 views and a reach of 35, with 84% of views from non-followers, indicating effective outreach. However, net interactions (10) were mostly from followers (70%), suggesting limited non-follower engagement. This early visibility seeds interest for Just Snap, but deeper engagement strategies are needed to convert reach into active community growth.

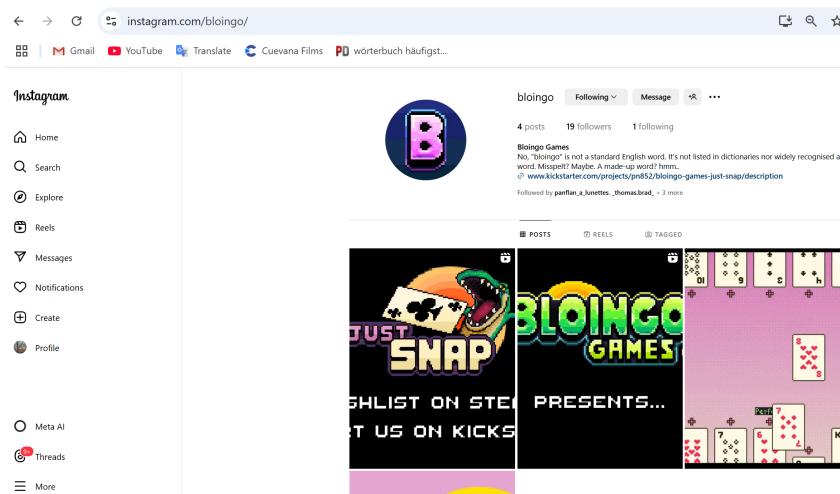


Figure 13: Instagram account for Bloingo Games

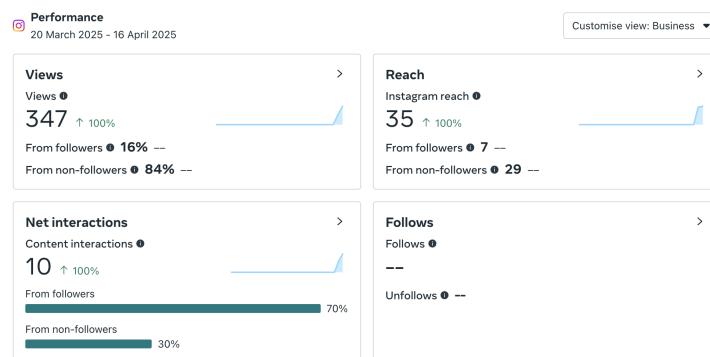


Figure 14: Instagram Performance Metrics

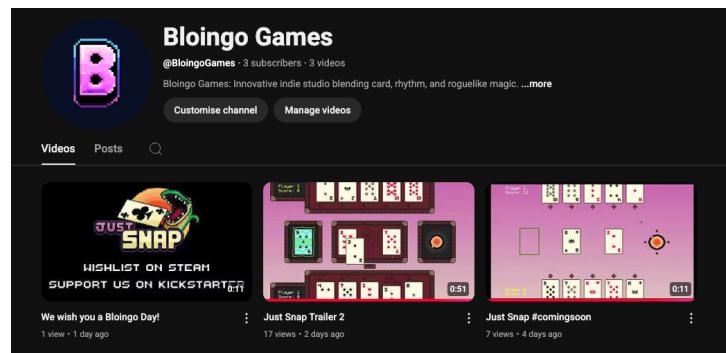


Figure 15: YouTube Channel for Bloingo Games

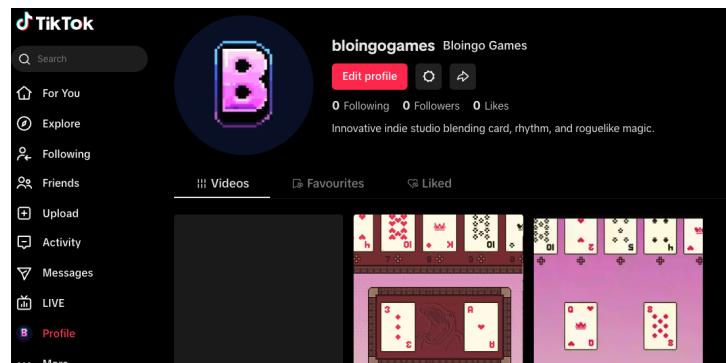


Figure 16: Tiktok Channel for Bloingo Games

5.2 Discord Community

Discord Community

Original Plan: Found a Discord server for community updates and feedback

Execution Status: Complete

Evidence:

- Discord server structure and channels
- Community engagement examples

Explanation: A discord community was seeded with friends and family to help funnel marketing efforts directly to a central audience. More hands-on early engagement with members slowly gave way to a more autonomous community, and use of the aesthetic and personality of Bloingo Games was encouraged, such as with custom emojis and an trademark playfulness in interactions that suits our marketing campaign.

Outcome: Announcement posts made here received a lot of focused attention and high rates of discord 'reactions', and would generally translate to concurrent activity on other social media platforms according to our metrics.

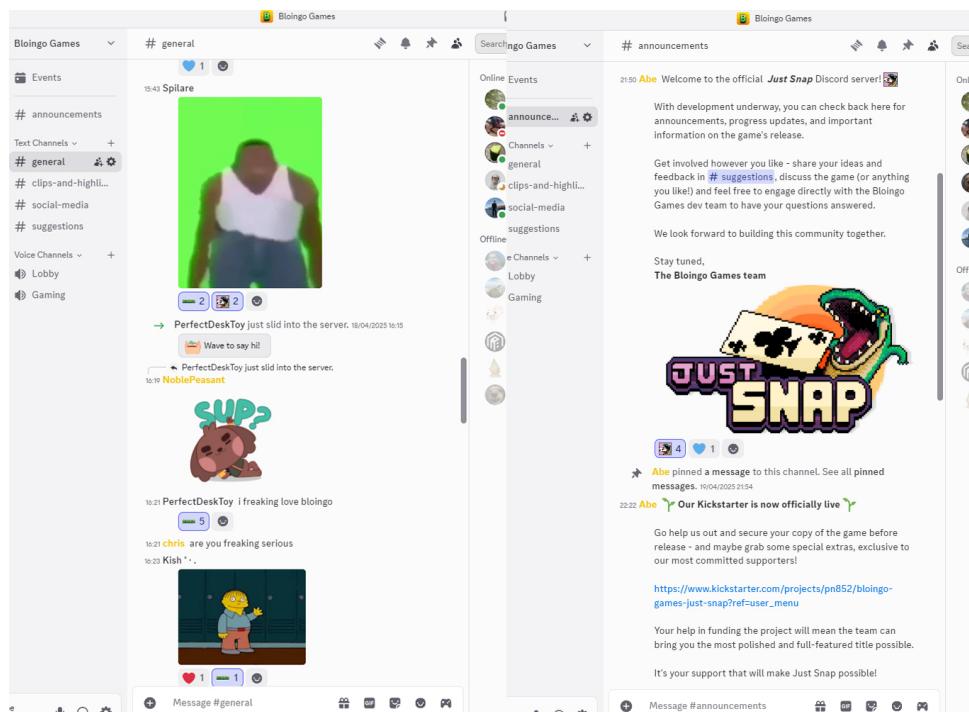


Figure 17: Seeding the Discord community

5.3 Local Events Participation

Local Events Participation

Original Plan: Attend Bath Video Game Society LAN sessions, Bristol Indie Developers meetups, BGH Antisocial Meetup

Execution Status: Complete

Evidence:

- Event confirmation

Explanation: Networking and presenting our games to the local indie community will enable exposure and a stronger marketing presence.

Outcome: We have signed up for a local 'Impact! Indie Games expo' in Bristol, enabling us to access key contacts and potential clients in the local area.

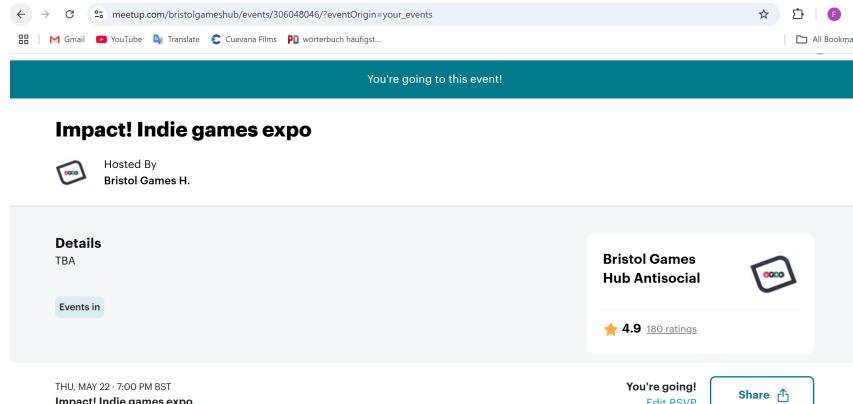


Figure 18: Indie event registration

6 Product Distribution & Sales

6.1 Steam Store Presence

Steam Store Presence

Original Plan: Create a Steam store page with professional artwork and descriptions, passing Steam's established quality checks.

Execution Status: Complete

Evidence:

- Steam store page screenshot

Explanation: The Steam Marketplace is where our product sales would take place, making it crucial to ensure our product met their rigorous policies.

Outcome: We now have a Steam store page where users can show their interest, by adding it to their wishlist, and will be able to buy the game at the end of June.

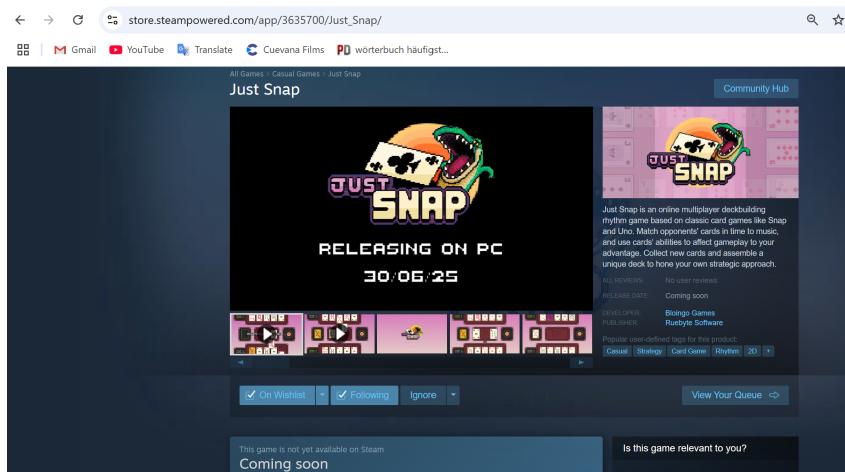


Figure 19: Just Snap Steam Page

7 Reflection on Execution

7.1 Pivots and Changes

Though initial efforts were focused on a sports-orientated social media platform, early research showed this to be too far beyond any feasible scope for the team to continue with the project. The pivot to Just Snap was made to leverage the team's strongest skill set, in order to make up time quickly and minimise further failure risk given the approaching deadlines.

Although the initial loss of time has meant postponing certain promised features until later development phases, our decision to stick to what the team was most able to accomplish has allowed us to nonetheless build a compelling, high-quality product in the time remaining.

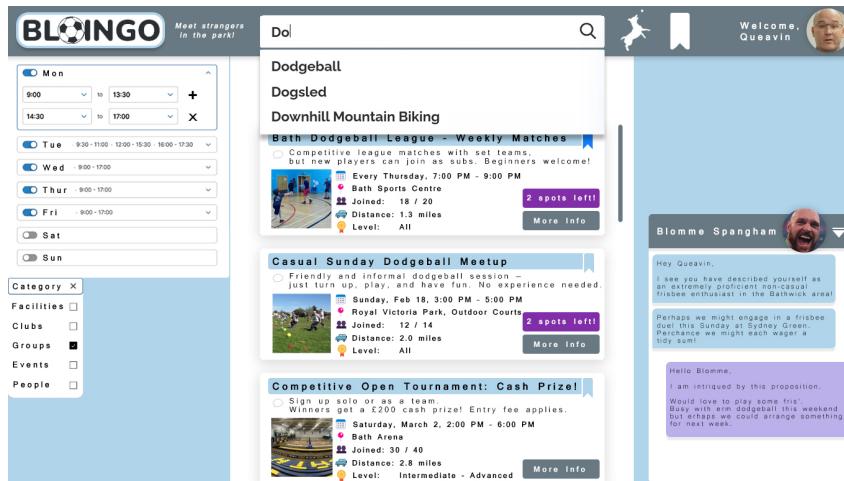


Figure 20: Bloingo Sports - early mock-up

7.2 Challenges and Solutions

Online peer-to-peer multiplayer has proven to be more demanding than initially expected, especially with the limited time to complete the coursework, meaning we had to prioritise other features of the game like gameplay and artwork. We compromised by using same-client multiplayer for the demo, with plans to implement full online multiplayer functionality either alongside the full launch, or as part of a post-launch update, depending on our Kickstarter stretch goals.

Additionally, our marketing strategy was almost entirely digital. While this allowed us to focus on development, it limited opportunities for valuable in-person networking. Attending events like Impact! and other Bristol indie meetups is still a part of our plan, but many of these fall outside of the coursework timeline; despite this, the team is still intent on attending them after submission. In retrospect, balancing development with in-person engagement much earlier in the process may have helped us garner substantially larger pre-launch visibility, however this was made difficult due to early project setbacks.

Remaining events closer to our launch period will allow us to showcase the game in a more advanced, impressive state, increasing the likelihood of connecting with interested parties and future investment.

8 Conclusion

Bloingo Games is well on its way to releasing its first product, Just Snap, on its target platform and marketplace. Having produced an MVP, the game demo, our next steps are to continue refining the product to make it fit for release. Alongside this, continued promotion of our Kickstarter campaign will allow us to secure funding and allocate more of our budget to marketing: at this stage in the release timeline, ensuring that we have as much engagement on the product as possible is vital.

As students, we may have to adjust our development and release timeline based on existing commitments. We have contingencies in place for these sorts of situations; one being, a promise to regularly provide updates to our Kickstarter backers to ensure the project's status is clear.

Although we are not certain whether the Kickstarter campaign will achieve its £4000 goal, we consider the project a major success regardless. In just a few months, our studio has: created the prototype of a never-before conceived game type, marketed it on various platforms, created a memorable and entertaining marketing campaign, registered our own domain and officially registered as a business through companies house.

Shortly, we will have developed and shipped a fully-fledged game: a huge achievement in itself. The team has gained invaluable experience and a more in-depth understanding of the gaming industry, which can all be applied in the development of our future games. Looking forward, we hope to continue development and expansion of Bloingo Games, creating a sustainable business that will support our future creative endeavours.