



1.0 Executive Summary

Textfyre, Inc. was formed as a subchapter S corporation in 2007 by founder David Cornelson. The business is located in Geneva, IL and publishes text-based interactive stories to desktop, notebook, and mobile platforms.

Interactive Fiction has been around since the late 1970s, but lost ground to video games in the mid to late 1980s. Despite the lack of commercial success in recent years, interactive fiction has been sustained by enthusiasts who create and freely distribute their products. With the rise of the casual gaming and electronic reading, Mr. Cornelson saw an opportunity to bring interactive fiction back to the commercial market.

Currently, only one competitor commercially sells Interactive Fiction, Malinche Entertainment. This company has five titles available including murder mysteries, action adventures, and horror. Another direct competitor, Tabula Digita, develops online games to help students improve their algebra skills. Indirect competitors include video games, books, and other learning software. Textfyre intends to differentiate itself by providing a publishing pipeline to all computer platforms. Textfyre will develop its own material, but also accept material from external sources.

Textfyre has chosen two primary targets to market its products – literate casual gamers and readers. Textfyre believes that its entertaining, non-traditional format will be welcomed by both of these groups. As a result of this appeal, millions of mobile and computer devices will carry Textfyre's products. Interactive fiction hobbyists nostalgic for Infocom, Level 9, and Scott Adams games will be secondary targets.

To reach these markets, Textfyre has developed a strategy to roll out new platforms every few months. It will first focus on online distribution of electronic download media. This will be followed by publishing to mobile marketplaces like the Amazon Kindle Store, the Apple App Store, the Droid marketplace, and the Windows Phone 7 Marketplace.

Textfyre is managed by its founder, David Cornelson. Mr. Cornelson oversees all aspects of the company, especially its game development contractors. Upon launch, Textfyre will bring on a full-time CEO and CFO to manage the business.

Textfyre has assembled a team of writers, designers, and programmers to assist in game and platform development. These team members are currently contractors, but integral roles will be hired as full-time employees starting in 2011. Sales and marketing professionals will also be sought to round out the management team. The company has a well-rounded advisory board to assist Mr. Cornelson in strategy development and execution.

To date, Textfyre has completed its first and second products. One title was launched to the hobbyist market in June of 2009 and the second launched in November of 2009. A third product is in beta testing and will be released in Q4 2010. A fourth series was announced in Q1 2010 that will reach the market in 2011. Two sequels are planned for all four series'. Textfyre is also seeking external content which will be published immediately to all platforms.

This launch strategy promises to be fruitful for the company, with revenues growing from \$850,000 in 2011 to \$4.9 million in 2014. Profit margins remain strong due to the number of titles available and operational efficiencies.

