

PFU Industry  
Wilhelm the First

2020

Business Plan

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This is a business plan. It does not imply an offering of Securities.

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1. **Executive Summary**

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The following is a proposal for game developers within the PFU community to develop games within the grand strategy community. Our goal is to develop strategy games within the Eco, military, and political simulator sector. Our initial project will be incorporated from Unity, a game engine allowing us to design a Geo-political simulator that detects the aspect of the world market, populations, demands and supply and goods, as well as industrial production capabilities that would represent the modern era of the world economy and globalist interconnection between the different countries.   
 The project will involve Senior administrator programmers that will develop their first game from the engine box called “Unity” Currently the engine box has a system design of provinces, countries, weather features, and RTS time. It is currently in the early developing stages and is brand new. In addition the map algorithm will detect and present military units moving in through provinces, and have occupational features when a military unit occupies their enemies provinces.

Testing will be done continuously and in stages. This is a delicate matter that will take time through each Stage. The stages will not be disclosed at the moment as it is classified due to sensitive intellectual properties within the company.   
 This system of development will lead to future projects that could be put into motion for more extensive map-themed games with better graphic features and coding.

1. [**Background and Description**](#28h4qwu)

A community composed of grand strategy gaming fans, that played many grand strategy games in the past 12 plus years. After many years of playing continuous games within the same community. It was decided to make an actual use out of our lives and create games as well to provide for the gaming community a gaming company that truthfully cares for their players. Our developers actually listen to the needs and requests of our players, and try our best to integrate the requests.   
 We will be creating long lasting games that will have trademarks and intellectual property trade rights to protect the games we publish as well to ensure a source of income. Our ultimate goal will be to release games to improve our brand and to show our customer base that we are a reliable and trustworthy platform that provides quality entertaining games to the global gaming community.   
The games that will be developed will provide multiple features to the gaming community. Players will have to test their skills in intellectual thinking capabilities, creativity, and accomplish challenges that players have to face.  
 The number one value we have in this company is the players. We value the players before anything else because it is the player who provides for the company. In the future when more games have been released we will provide modding abilities for our player base. Modding gives the ability for players to have the freedom to customize the game to their own imagination. This further strengthens the relationship between players and PFU as it attracts more players and increases player time with our games.

Lastly, We want to do PFUCON in North America that has a large player base to attract more people into playing our games with many activities and other such events to take place at PFUCON.  
 Streaming services on Twitch, publishing videos on Youtube, and other social media aspects will also further develop and legitimize our presence to the global gaming community. As players stream our game on twitch and publish their content on youtube it will further cement a relationship between our brand and the global gaming community.

* 1. [**Mission Statement**](#28h4qwu)

To be the most ambitious gaming company, and completing it the laziest way possible.

* 1. **Vision Statement**

PFU gaming industry and its members have the best integrity, honesty, and trustworthiness to provide for the gaming industry. Our deep passion towards strategy games goes above and beyond other people’s expectations. Our developers and their brightest innovative thinkers produce quality games that show their commitment towards their customers.

* 1. [**Legal Status and Ownership**](#28h4qwu)

PFU gaming industry will be founded as an LLC and be managed by its members. PFU Industry qualifies for this legal structure based off its intentions and goals for a start-up foundation for the gaming community. PFU Industry will also benefit from Florida’s tax laws and its limited liability protection. The company will file Florida’s DR-1 Form when applying for taxes. The members of the LLC are considered owners and not employees. We will file status with the file the Articles of Organization with the Florida Division of Corporation to be registered as an LLC. As well as establishing an EIN (Employee Identification Number) for payment of wages. This Website helps our tax questions. [Florida Dept. of Revenue - Limited Liability Companies (floridarevenue.com)](https://floridarevenue.com/taxes/taxesfees/pages/rt_llc.aspx)

1. [**Market**](#28h4qwu) **Analysis**

In recent years PC gaming and Grand strategy games have been increased in value. The US and the European markets have a large consumer base of digital purchases of games. Every year the gaming industry continues to grow more in revenue. Mobile games are also growing significantly and seem to be dominating the gaming industry. PC and console games continued to grow over the past year. Valve’s Steam platform will be our most active way of publishing our games for the gaming community to play as it has the biggest PC platform provider for gamers alike.

**3.2 Market Segmentation/Target Market**

PFU Industries target market is players who mostly enjoy grand strategy games, and PC gaming. We aim to help them entertain themselves more through these grand strategy games. Strategy games today lack 3 things that we will try to implement. That is management, strategy, and challenge. Critical thinking has been favored by the strategy player base which we will do our best to optimize in the coming years as we develop more games. Nevertheless PC gaming continues to grow exponentially with games such as Fortnite, Battlefield V, and Cyberpunk 2077 PC. CD projekt the gaming company that made Cyberpunk 2077 increased PC gaming usage especially from purchasing these companies from the Valve Corporation digital purchasing store of Steam.

**3.3** [**Customer**](#28h4qwu) **Profile**

Our services provide entertaining games for our players that give more than the average joe game developer. Strategy gamers are our particular niche. We are looking for people who have a deep passion towards strategy games. Players who enjoy victoria 2, superpower 2, Hoi3, Hoi2, Europa Universalis 4, Supreme ruler Ultimate, and Crusader Kings 2 and 3. These types of customers are the ones we are looking for as they will have a great passion towards our own game developments that are very similar to these types of games. We noticed a trend that players who play RPG type of games or first person shooter, does not enjoy these the type of strategy games that we develop as it does not appease them since it requires critical thinking skills, planning, and other complicated features that the average RPG player would not truly take the time to learn or even try due to the fact that they like simplicity in their type of games. That being said the majority of our customers will most likely be from Valve Corporation and their digital selling platform Steam.

**3.4 SWOT Analysis**

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|  |  |  |
| --- | --- | --- |
| **INTERNAL** | **Strengths** | **Weaknesses** |
| 1 Amazing high research skills | 1 Internal disagreements between members |
| 2 Coding | 2 Lack of diversity |
| 3 Computer Science | 3 Constantly working and updating our games |
| 4 Dedication towards development | 4 Innovative new ideas for games |
| 5 Strong internal leadership with bright innovation | 5 Expanding our institution |
|  |  |
| **EXTERNAL** | **Opportunities** | **Threats** |
| 1 Donations | 1 Schmidity and his people |
| 2 Partnership with other gaming companies | 2 Gaming monopoly market |
| 3 | 3 Advertisement of games |
| 4 | 4 Getting our game approved On Steam |
| 5 | 5 Cooperation with Valve Corporation |
|  |  |

**3.5 Competitor Analysis**

The Direct Competitor that is notorious to all strategy games is Paradox Interactive. A sweedish gaming company located in Stockholm. Their projected Net sales in 2019 was $156,267.04. Their operating profits are $57,391.84. Their profits before taxes were $56,582.10. Their profits after taxes were $45,338.50. Operating margin was 37%, and their profit margin was 29%. Their cash and short term investments was $67,172.31. Their equity was $136,371.33. The Total asset of their company was $235,407.61. They do have shares and dividends as well, however we are not registering within the stock markets with our company until further growth. These figures come from their 2019 annual reports. 2020 has not been released yet until February 2021.

Their company started in 1999 and grew and officially registered in 2004. Publishing its games via physical distribution but slowly got their way towards digital distribution. At the moment their games are highly distributed in the US, France, Russia, China, UK, Germany, and Scandinavia. Their reputation has grown the past couple of years. With the pandemic hit and many players staying home paradox must have increased its revenue this year. The Sweedish government’s pandemic policies mostly had no effect on their company as well. It will take years until we can match to their standards and level of practice. “Today, over four million gamers play a Paradox game each month and the number of registered Paradox users exceeds twelvemillion.” (Paradox Interactive)

1. **Marketing Plan**

We will be publishing our games under the digital platform of Steam from Valve Corporation. This will be our main way of getting in touch with our customer base. We will try to spread the word via advertisement through forums, discussion, youtube, and twitch to the best of our ability to attract as many of the strategy players to try our first game and give us feedback on what to improve on, take away, incorporate, etc. It is imperative to understand that due to our limiting budget we cannot advertise our game in such a high manner without

**4.1 Marketing Strategy**

**4.2 Sales Strategy**

**4.3** Product, Price, Promotion, and Place

1. [**Management Team**](#28h4qwu)

**5.1 Team Members (Title, Credentials, Roles, and Responsibilities)**

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Dr. Zamerock Candidate for RpH and MBA. - Contractor

Nic (BS. Computer Science) - Senior Programmer, Contractor  
Cueg (BS. Computer Science) - Head Programmer  
Des- Intern

1. [**Operational Plan**](#28h4qwu)
   1. [**Technical Information**](#28h4qwu)

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* 1. [**Research and Development**](#28h4qwu)

To be written,

**6.3** [**Location**](#28h4qwu)

Our headquarters will be located in Florida.

**6.4** [**Production and Delivery**](#28h4qwu)

Completing our first game is our main priority at the moment to deliver this to Valve Corporation for sale.

1. **Exit Strategy**

Our main exit strategy is to essentially build our company to the peak to be eventually be bought out by Paradox Interactive. Our goal is to show that our company through our hard work, and achievements will be able to accomplish anything with the limited resources we have. Through time as we show our sales, and the attractiveness of our company within our player base will show that all the investments and hard work that our company has done is incredibly valuable due to the top quality games that we provide to the public domain.

1. [**Financial Projections**](#28h4qwu)

* 1. [**Startup Expenses**](#28h4qwu)

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* 1. [**Startup Funding**](#28h4qwu)

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* 1. **Twelve Month P&L Statement**

* 1. **Three Year P&L Statement**

* 1. **Break-even Analysis**

1. [**Supportive Documents/Appendices**](#28h4qwu)