# Battlepass.net business plan

Battlepass.net will aim to ensure players with less time than others are able to grind out battle pass tiers ensuring they don’t suffer from FOMO.

## Our market opportunity

A typically issues that gamers face when playing modern titles are their incorporation of the ‘battle pass’ system. Typically games especially free to play games such as Fortnite, Valorant, PUBG, Multiverses, Apex Legends, etc make it nearly impossible to reach weapon skins or icons that players can display, this ultimately creates FOMO within these titles. My business aims to create a more fluid system where players can play less whilst still being able to receive all the exclusive items.

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | There is an overwhelming number of games that include battle passes which players may find hard to complete, users may find that they are being pushed to play more than they would want to ensure that they get exclusive items. |
| Our solution  How we solve this problem for our customers. | We will create a system that allows for players to play as much or as little as possible whilst completing tiers to progress to items they may find desirable. This can be done by making daily & weekly missions easier to do whilst rewarding an fair amount of XP. |

## Our target market

|  |  |
| --- | --- |
| The customers we aim to sell to | Our target market for a product such as this would be adults who find that they do not have enough time to play through the game and complete objectives every week, They would be a good target as they are typically the audience that has money. |

## Our channels

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Our competition

Our Business will be attempting to compete against existing battle pass models from game companies such as Riot games (Valorant) and Epic Games (Fornite) as well as EA (Apex Legends)

|  |  |
| --- | --- |
| Competitor name | Riot (Valorant) |
| What they do well | Riots implementation of the battle pass system within their game Valorant works very well to ensure that players who **Play** a lot are able to get all of tiers within their 55 day battle pass system. As the weeks progress players are given more xp from a set of three weekly missions, this ranges from 15k per 3 weeklys (45k first week) and this continues until the final week where players receive 22k+ xp per weekly. |
| What we do differently | With our new refined system we hope to ensure that users who have jobs and less time than others are able to complete battle pass’s quicker without having to grind hours for XP. This can be done by |
| Competitor name | *Epic Games (Fornite)* |
| What they do well | Epic Games Implementation of the battle pass system within the game is unique to the other competitors within the business, The battle pass features 200 tiers (100 normal, 100 bonus) they also make it possible to not spend money as you can gain in game currency from completing tiers. |
| What we do differently | Our business model will be different to epic games battle pass system by allowing users more time to complete tiers and halving the tiers needed. |
| Competitor name | *EA (Apex Legends)* |
| What they do well | EA’s implementation of the battle pass system nearly aligns to what our business wants to incorporate, the time that it takes to finish a battle pass is three months however it takes 7,920,00xp to get from tier 0-110. |
| What we do differently | As well as allowing more time for users to complete the pass we aim to half the required xp to finish the battle pass allowing users to finish quicker. |

## Yearly financial plan

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT. You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$ 192,920** | **$192,920** | **$192,920** | **$**192,920 |
| **Profit** | **$200,000** | **$161,000** | **$**213,500 | **$**245,000 |
| Expected sources of revenue | The expected sources of revenue would be sales and contract work. | | | | |
| Fee structure | The fee structure will be based on an hourly rate of $60 an hour. | | | | |
| Expected expenses | Expected expenses will range from a range of things such as fees (accountant, bank, etc) as well as paying wages and rents. | | | | |

## Key people

|  |  |
| --- | --- |
| Name | *Humphrey* |
| Position | Lead Artist |
| Skills/value | Humphrey will be the lead artist within the business, he will help in the creation of concept designs of the battle pass systems and how it will look. |
| Name | *John* |
| Role | Programmer/Lead |
| Skills/value | John will be the programmer within the business, he will assist in ensuring the implementation of the battle pass system works as intended. |
| Name | *Jack* |
| Role | Manager |
| Skills/value | Jack will be in charge of foreseeing all progress of the business, He will ensure all goals are met and that the team meets any assigned deadlines. |

## Goals and Action Plans

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | The first company goal is to ensure that we find a company that wants to take us in for contract work. |
| --- | --- |
| Actions  To achieve goal | To achieve this goal, it is vital that our business:   * Creates prototype art of a refined BP system. * Create proposal for implementation of a new BP system. |
| Deadline | 21/10/2022 |
| Goal | Have a prototype |
| Actions  To achieve goal | * Ensure that the battle pass art has been made * Make sure some functionality works. |
| Deadline | 17/11/2022 |
| Goal | Have a completed program |
| Actions  To achieve goal | * Ensure that the battle pass system works * Make sure all art is done |
| Deadline | 14/01/2023 |