Business report

Green Haven

Executive Summary

Nowadays, people aren’t concerned enough about ecology. And If they are, they don’t necessarily act like they are.

Green Haven is a Flash video game valuable on Facebook that consists of making a garden in the heart of a city.

By advancing the game or buying upgrades; people give money to associations such as Green Peace or WWF.

The game is free to play, but it is possible to buy upgrades like new plants or bigger garden.

Their is also a communal way of playing the game; where you can help other people grow their garden.

Introduction

This report will look at :

* The concept of the game and why it was created
* How it will raise money for associations
* Who is the main target

Findings

Green Haven is a way to make people more concerned about our earth while having fun.

Moreover, if they play the game, it helps associations to save the planet, thanks to a sponsorship with several company.

For me, it’s really important to do that because I’m concerned about ecology. Moreover, I have the technical skills to do the game; and I know designers that can help me.

I also know people that can obtains partnership with company and associations. To fund the projet, I’ll use a crowdfunding site like KickStarter.

Some of my friends and my family are willing to give money for this project, because they want to be part of this ecological adventure, and want to support me.

Conclusion

Green Haven is created to touch a lot of people. The game is really fun to play, so people will play it without thinking about help the planet. The main goal is to help people to take care of environment, even if they don’t realize they are doing it.

Recommendations

1. Green Haven isn’t created to make money, but to help environment.
2. Green Haven must provide a strong message.
3. The game have to be fun.
4. Our team have to be concerned about ecology.