

C201 Capstone Project
Business Plan Template

DayDream Games Inc.



Table of Contents

General Company Description

- Our Mission to create games for all generations, and of all culture and art. Games for everyone that Daydreams.
- Our Vision is the 3 P's. To be prosperous, plentiful, and positive.

Products and Services

- Features and Benefits
 - The Multiverse
 - For each product or service:
 - The most important feature of this product is the product's personal message. When someone will look at the product, the target reaction the creator wanted is when the consumer says "This is a real thing. This is something someone actually thought of and took time to develop, thinking it would actually take off. That actually happened."
 - When someone has those quotes running through their head, depending on the product itself, they will debate in their head whether it is a good thing or a bad thing that that product was made. The product's message / what the creator wants to show is how communities based on a famous piece of internet media can bring a lot of creativity out of people. This product is planned to add more meaning to that message.

Marketing Plan

- Market Research - Know our Audience
- Market Research - Know for our Audience
 - **Economics**
 - Facts about your industry:
 - It is a HUGE market. Thousands, tens of thousands, upon thousands and thousands of people make indie games every year. It is a huge Market, and we need to stand out.
 - What percent share of the market will you have?
 - 0.1%
 - Current demand in the target market.
 - Trends in target market—growth trends, trends in consumer preferences, and trends in product development.
 - What barriers to entry do you face in entering this market with your new company? Some typical barriers are:
 - High capital costs
 - High production costs !!! This will be a huge issue, due to the lack of revenue and starting budget given to start a business.
 - High marketing costs
 - Consumer acceptance and brand recognition
 - Training and skills
 - Unique technology and patents
 - Unions
 - Shipping costs
 - Tariff barriers and quotas
 - And of course, how will you overcome the barriers?
 - We will overcome these barriers by creating a level headed system to go past the odds, and simply our business, both financially and periodically.

Customers

Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics.

- Age - 15-25
- Gender - All Demographics
- Location - All Demographics
- Income level - All Demographics
- Social class and occupation - All Demographics
- Education - All Demographics
- We want our Customers to all be unique, and satisfied with the product given.

Promotion

How will you get the word out to customers?

Advertising.

Using Twitch streams, to YouTube sponsorships, to E3 Conferences, advertising will be a huge part in the Marketing campaign that will take place for DayDream Games. We will be consistently reaching out to big and small corporations alike, small and big youtubers and twitch streamers alike to spread the word. And share and forward. Also we will work on making social media ahead of time and promoting our progress on the game there.

Competition

What products and companies will compete with you?

Startup Expenses and Capitalization

A brief description of your basic start-up costs... include as much detail as possible

Start-up costs will include the basic insurance, wages, of the employees. With estimated 5 employees as shown on our budget template, and there currently being 2 employees, we are planning for the worst. Worst case scenarios help train for real life scenarios, and we want to be completely honest with ourselves. Expenses will be hard as it will run the basic advertising, wages, rent, and other expenses.

Financial Plan

- 12-Month Profit and Loss Projection
- Shown in Folder. Look for Budget Templates.

Refining the Plan

- For Investors
 - Funds needed in one year. Due to the low amount of money, it needs time to grow. All good things come with time.
 - How the company will use the funds, and what this will accomplish for growth.
 - We will use a ton of money on expense, which at first glance, seems that we are losing profit, but over time, and with more marketing, the odds are yet to be increased and profit will come. And our budget reports are for the worst case scenarios, as we are only spending roughly 3-4k\$ a month on expenses, and making more in revenue.
 - Estimated return on investment

- We have planned for investing into interest, and will have a lot more money given back over time.
- Percent of ownership for investors: 5%
- Financial reporting to be provided
- Involvement of investors on the board or in management to help out financially.

High Technology Companies

- Economic outlook for the industry
 - Will the company have information systems in place to manage rapidly changing prices, costs, and markets?
 - Yes. We will be using investors and consistently looking at the stock market, and banking on that for support.
 - Will you be on the cutting edge with your products and services?
 - Yes. We will be constantly updating and improving our craft.
- How does the company:
 - Protect intellectual property?
 - Using copyrights and creative commons.
 - Avoid technological obsolescence?
 - By consistently updating the Engine and striving to do things differently, game by game.
 - Supply necessary capital?
 - Using investors, and our own capital.
 - Retain key personnel?
 - Hiring through the grapevine, and through people we know.