# Unhinged Door Productions

Making quality games since 1602\*

## Our market opportunity

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| --- | --- |
| The problem  A market problem that customers face. | There are very few game studios in Australia, but plenty of game opportunities waiting to be made. |
| Our solution  How we solve this problem for our customers. | Freelancing my programming skills so that anyone can have their game idea turned into a game. |

## Our target market

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| --- | --- |
| The customers we aim to sell to | We aim to provide our services to the people of Australia who want to make a game, but don’t know how to program one. |

## Our channels

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  market stalls  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

|  |  |
| --- | --- |
| Competitor name | Massive Monster |
| What they do well | They make creative games, with an emphasis on personality and gameplay. |
| What we do differently | We are entirely locally based and make a variety of games based on client needs, with an emphasis on quality. |
| Competitor name | Mighty Kingdom |
| What they do well | They are one of Australia’s largest game companies, with a major focus on mobile games. |
| What we do differently | A smaller company size means we can more easily cater to individual client needs. We also don’t focus on any specific platform, leaving clients with ample opportunity. |
| Competitor name | Big Ant Studios |
| What they do well | They make innovative games with a focus on sports. |
| What we do differently | We don’t focus on any specific genre or theme of game, meaning clients have more creative freedom than any other company could provide. |

## Our finances for the year ahead

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (if known) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$8,763.75** | **$8,763.75** | **$8,763.75** | **$8,763.75** |
| **Profit $21250** | **$5312.50** | **$5312.50** | **$5312.50** | **$5312.50** |
| Expected sources of revenue | Client fees | | | | |
| Fee structure | $37.50/h or $350/10h  $1000 source code | | | | |
| Expected expenses | (quarterly)  rent - $6279  groceries - $1050  telephone/internet - $330  transport - $269.75  electric/gas - $510  entertainment - $325 | | | | |

## Key people

|  |  |
| --- | --- |
| Name | Jasper Tobin |
| Position | Programmer |
| Skills/value | Has experience in programming UI and many other systems. |
| Name | Saxen Potts |
| Role | Designer |
| Skills/value | Has previous experience designing other games. |
| Name | Charlie Loneragan |
| Role | Artist |
| Skills/value | Has previous experience with character art and animation. |

## Our next steps

[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 | Make a logo |
| --- | --- |
| Actions  To achieve goal | * Find other logos and evaluate what made them iconic. * Choose software for designing the logo. * Decide how it should be designed – Mascot? Acronym? |
| Deadline | 1 week |
| Goal | Make a website |
| Actions  To achieve goal | * Learn how to make a website. * Hire a freelancer to make the website * Use a program for making websites (i.e. Squarespace, Wix) |
| Deadline | 1-3 months |
| Goal | Get our first client |
| Actions  To achieve goal | * Advertise the company. * Reach out to interested parties. * Practice pitches of the company. |
| Deadline | 4 months |