

# BUSINESS MODEL CANVAS

## Key Partners

### Confirmed partners:

- **Control Zèbre** (Vermines project in progress)
- **Iello** (interest expressed in editorial collaboration)
- **Gigamic** (interest expressed in editorial collaboration)
- **Goat Wolf & Garbage** (interest expressed without commercialization)

### Technology Partners

- Development studios for technical support
- Cloud hosting providers for online infrastructure
- Payment service providers

### Creative Partners

- Designers, Artists, Composers, and Independent Creators

## Key Activities

### Development

- Creation of digital versions of board games
- Development of third-party applications
- Board game prototyping
- Product maintenance and updates

### Services

- Technical support

## Key Resources

### Human Resources

- Current team: 3 experienced developers
- Priority recruitment:
  - UI/UX designers
  - Artists

### Hardware, Software & Technical Infrastructure

- Software licenses
- Versioning/collaboration tools
- Project management tools
- Servers and hosting

### Legal & Intellectual Property

- Game exploitation rights
- Exclusivity agreement
- Intellectual property rights over our creations (code, design, etc.)
- Legal support
- Regulatory compliance, e.g., GDPR.
- Accounting and administrative monitoring

### Financial

- Fundraising
- Investors

## Value proposition

- Faithful and immersive digitization of board games
- Play anywhere, with anyone, anytime
- Games accessible without physical limitations
- Multi-platform deployment (PC, mobile, consoles)
- Guaranteed follow-up and maintenance after launch
- Third-party applications to enhance physical games
- Digital prototyping to test concepts

## Customer Relations

### B2B (Publishers)

- Personalized technical support
- Regular follow-up

### B2C (Players)

- Community support
- Feedback system
- Beta testing program

## Revenue Streams

### B2B revenue

- Development
- Maintenance

### B2C revenue

- % off game purchase
- % off microtransactions

### Additional income

- Premium technical support
- Custom developmente

## Cost Structure

### Fixed Costs

- Payroll
- Software licenses
- Hosting/servers
- Technical infrastructure

### Variable Costs

- Game-based development
- OMGG marketing

## Canals

### B2B (Publishers)

- Direct prospecting (email, professional networks)
- Presence at trade shows
- Personalized technical support

### Marketing

- Social media
- Influencers and trade shows
- Community events
- Distribution platforms
- Official website

## Customer Segments

### Game Publishers

- Major Traditional Publishers
- Independent Publishers
- Board Game Designers

### Players

- Connected families
- Gaming communities
- Gamers of all ages, depending to games