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STRENGTHS

1. Versatile technical team
2. POC underway with Vermines (CTRL Zèbre)
3. Interest from major publishers (Gigamic, Iello)
4. Expertise in digital development
5. Diversified business model (development, % on microtransactions, share of game sales)

WEAKNESSES

1. Limited budget
2. Lack of skills (artistic, networking, etc.)
3. Small team (3 people)
4. Lack of visibility
5. Operational processes to be refined

OPPORTUNITIES

1. Fast-growing market
2. Growing demand for digital solutions
3. Potential for international expansion
4. Technological innovation
5. Potential partnerships with major publishers

THREATS

1. Increasing competition
2. Rapid technological change
3. Reluctance of traditional publishers
4. Regulatory constraints (GDPR, etc.)
5. Risk of concept copying

STRENGTHS & OPPORTUNITIES

STARTEGY ID	S	O	STRATEGY NAME	DESCRIPTION	IMPLEMENTATION	KPIs
SO-1.1	S2	O1	Rapid Expansion	Use the Vermine POC as a showcase to attract other publishers	Partnership program	Number of new contracts
SO-2.1	S3	O5	Strategic Alliance	Develop exclusive partnerships with major publishers	Exclusive partnership	Number of partnerships signed
SO-3.1	S5	O2	Monetization	Optimize revenues through different business models	Flexible pricing system	ARPU, Conversion rate
SO-4.1	S4	O4	Technical Innovation	Leverage technical expertise to develop innovative solutions	Create a dedicated R&D team	Number of patented innovations

STRENGTHS & THREATS

STARTEGY ID	S	T	STRATEGY NAME	DESCRIPTION	DEFENSE PLAN	MONITORING
ST-1.1	S1	T2	Active Tech Watch	Maintain a technological edge	Continuous training program	Technology benchmarking
ST-2.1	S4	T1	Technical Differentiation	Stand out through technical excellence	Development of unique features	Competitive analysis
ST-3.1	S3	T5	Intellectual Property	Protect intellectual property through partnerships	Exclusive agreements	- Number of patents filed - Number of agreements secured
ST-4.1	S5	T3	Gradual Adoption	Facilitate the transition to digital	Progressive integration program	Prospect conversion rate

WEAKNESSES & OPPORTUNITIES

STARTEGY ID	W	O	STRATEGY NAME	DESCRIPTION	DEVELOPMENT PLAN	PROGRESS INDICATORS
WO-1.1	W1	O5	Strategic Funding	Raise funds through partner publishers	Funding plan	Amount of funds raised
WO-2.1	W2	O4	Outsourced Subcontracting	Collaborate with studios and freelancers who are experts in their field	Recruitment program	Production quality
WO-3.1	W3	O1	Controlled Growth	Hire strategically in line with growth	HR plan	Team size
WO-4.1	W4	O2	Digital Marketing	Build brand awareness through digital channels	Marketing strategy	Brand awareness

WEAKNESSES & THREATS

STARTEGY ID	W	T	STRATEGY NAME	DESCRIPTION	DEFENSE PLAN	RISK INDICATORS
WT-1.1	W1	T1	Niche Focus	Focus on specific market segments	Targeted strategy	Niche market share
WT-2.1	W2	T2	Outsourced Subcontracting	Collaborate with expert partners in their field	Partner agreements	Production quality
WT-3.1	W3	T4	Agile Compliance	Adapt processes to comply with regulations	Monitoring, training, and adherence to standards	Level of compliance
WT-4.1	W4	T5	First Mover	Capitalize on initial market lead	Reduce time-to-market	Competitive advantage