**Introduction**

MuckDuck: Space Shooter was created using the Unity platform. We had downloaded a free version of Unity that was enough to make the functionality of the game. Unity came with some built-in libraries that most video games could use to create a full game. However, this was enough for us to create a build of the game and start using it in the market. For this project to be sustainable and expandable, it would make sense for us to hire a team of developers with background in game development to improve this game. We would also need to find a way to continue expanding the game in the market via online domains, app stores, and other advertising techniques. As mentioned in our Deployment plan, a lot of the costs will stem from attending conventions, which app store (or all) we choose to go with, distribution costs, and also further development costs.

**Distribution Fees**

Again stated, as we have stated in the deployment plan document, the main fees to publish this app to the market will be via application stores, such as Apple App Store, Windows Store, Android’s Google Play, and the Amazon store. Although it would be ideal to publish this on both the main platforms of Apple and Android, which is where the most traffic travels through, it would also be nice to publish it on the other store platforms as well. Google’s Play Store has the one time membership fee of $25 and then a lifetime “free pass” to upload as many games as we would like. However, we would need to agree to a 85-15 split to allow the Google company to make money of our profits as well. Additionally, the Apple Store would be a wise place to sell our product as well, but they have an annual membership fee of $99. This investment may still be worth it, but could prove costly if we don’t find the means of advertising to spread the word of our app. We find it safest to start with the Google Play store and possibly expanding from there. The goal is to most definitely keep it out on the Apple App Store as well. Additionally, we had discussed including the app on Xbox Live. However, although this fee is about $100 at once, advertising would need to be top-notch to ensure that it is visible to customers at a broader spectrum. This would lead to additional costs of advertising. We would also need to factor in the costs of disk production, as we found to be about $5100 if bought in bulk, with about a $1 per every CD (about 5000). Then we would also obtain web domains to make sure this game could be accessible online to play.

**Advertising Fees**

As mentioned, we would need a method to advertise our video game. Generally speaking, it’d make most sense to hire a team of advertisers or a marketing team to allow for this widespread advertising. Easy advertising could be on college campuses or promos within campus groups/events. Conferences will provide for us a way to showcase the game as well. Additionally, if we find online domains, then popup links on social media platforms (Instagram, Facebook, and Youtube) would be efficient. Our developer team could also find other advertising methods to promote the game further. The cost to advertise on Youtube, depending on how often you are willing to allow the ad to run will be about $10 a day. This could add up, especially because we are a low budget app. We also think it would be useful to create forum posts on common app sites. Even in the comments of other or similar apps can lead some traffic to our application. Reddit is also a good place to start gaining some popularity from others to view the app system. With this all said, it would be necessary for us to also keep in mind that we need developers to maintain the game, and as traffic increases we would need software updates to keep the game interesting for previous customers as well.

**Development Team**

Since our game is pretty small currently, we would only need a small group. Our current group is substantial to continue testing our app and add new features. Since our game automatically increases levels and speed, we would not need much development on this spectrum. However, we only have one powerup and the concept of our game could get boring after extended periods. We originally planned for three different powerups, so adding these in newer features would be a smart plan to maintain the game and its popularity. This could lead to the need for new developers devoted solely to this task. Since our game is small, hiring one experienced game developer may be enough. They could be paid by salary or work about 20 hours a week for about $20 per hour. If we paid by salary, the average cost could be about $30,000 per year