

# **Business Plan**

## **Overview**

Yani Studios is an independent mobile game studio created with the purpose of developing accessible, culturally meaningful, and ethically monetized mobile games for a global audience. The venture emerges from the identification of a gap in the mobile games market: the lack of Brazilian culturally representative titles that combine quality gameplay, fair monetization, and technical accessibility.

The studio's first product is a 2D mobile game designed for Android and iOS, built with a lightweight architecture, offline-friendly core gameplay, and optimized performance for mid-range and low-end devices. The project aims to balance cultural identity with global reach, positioning Brazilian culture as a source of differentiation rather than limitation.

## **Market Opportunity and Problem Statement**

The global mobile games market is one of the largest segments of the digital entertainment industry, but it is highly saturated with generic titles that prioritize aggressive monetization strategies over meaningful experiences.

From a player perspective, the main problems identified are:

- Excessive presence of shallow and repetitive mobile games;
- Widespread use of pay-to-win mechanics and intrusive advertising;
- Scarcity of games that represent Brazilian culture in a respectful and authentic way;

- Limited availability of games optimized for mid-range and low-end mobile devices.

These issues result in player frustration, low retention, and reduced trust in free-to-play models. This context creates a clear opportunity for a differentiated product that values cultural identity, ethical monetization, and accessibility.

## **Value Proposition**

Yani Studios' value proposition is to deliver an accessible mobile game that combines cultural richness, intuitive gameplay, and ethical monetization, addressing both local and international audiences.

The proposed value includes:

- Quick time-to-fun through simple and intuitive mechanics;
- Respectful representation of Brazilian culture through art, narrative, and symbolism;
- Ethical free-to-play monetization based exclusively on rewarded ads and cosmetic in-app purchases;
- Lightweight design and offline-friendly gameplay, ensuring accessibility across a wide range of devices;
- Bilingual support (Portuguese and English) to enable global reach.

This combination seeks to generate entertainment, emotional engagement, and cultural value while reducing common pain points associated with mobile gaming.

## Target Market and Customer Segments

The primary target market consists of casual and mid-core mobile players aged 14 to 35 who play games during short sessions, such as breaks, commutes, or leisure moments.

The audience is divided into two main segments:

- **Brazilian players**, who seek authentic cultural representation and feel motivated by seeing their identity reflected in high-quality games;
- **International players**, who value originality and enjoy discovering new cultures through interactive media.

Both segments share preferences for accessible gameplay, fair monetization, and games that run smoothly on mid-range devices. Detailed characteristics of these segments are represented through previously defined personas.

## Competitive Landscape and Differentiation

The mobile games market is dominated by large publishers and hyper-casual titles that compete primarily through scale, marketing budgets, and aggressive monetization.

Mainstream competitors excel in visibility and revenue generation but often suffer from:

- Generic gameplay and limited narrative depth;
- Intrusive ads and pay-to-win systems that reduce long-term engagement.

Indie mobile games, while more creative, frequently struggle with discoverability and scalability.

Yani Studios differentiates itself by:

- Placing cultural identity and narrative depth at the center of the experience;
- Adopting an ethical monetization strategy aligned with player expectations;
- Optimizing performance for accessibility in emerging markets;
- Using a data-driven development process supported by playtests and telemetry.

## **Product and Development Strategy**

The product is a 2D mobile game developed using the Godot engine, chosen for its lightweight performance and cross-platform support. The game is designed with an offline-first architecture, minimizing infrastructure costs and increasing accessibility.

Development follows an agile, sprint-based methodology, emphasizing:

- Rapid prototyping and iteration;
- Continuous playtesting and user feedback;
- Metrics-driven decision-making.

Multiple gameplay concepts were explored and evaluated during early stages. Based on engagement, clarity, and replayability observed in playtests, a roguelike-style core was selected as the foundation for the MVP.

## Monetization and Revenue Model

The business model follows an ethical free-to-play approach, avoiding pay-to-win mechanics.

Revenue streams include:

- **Rewarded advertisements**, voluntarily watched by players in exchange for optional in-game benefits;
- **Cosmetic in-app purchases**, focused exclusively on visual customization without gameplay impact.

This model prioritizes long-term trust and retention over short-term monetization.

## Operational Structure and Resources

The venture operates with a lean organizational structure, composed of a small core team responsible for development, design, and project management.

Key resources include:

- Human resources focused on development and artistic production;
- Lightweight technical infrastructure with minimal server dependency;
- External collaborators when necessary, such as cultural consultants or illustrators.

This structure reduces fixed costs and supports flexibility during early-stage growth.

## **Financial Viability**

Financial projections indicate that the project is viable under conservative assumptions, supported by controlled development costs and ethical monetization strategies.

Key considerations include:

- A defined development cycle with concentrated initial investment;
- Optimized operational costs after launch;
- Break-even potential achievable with moderate user acquisition.

Detailed financial assumptions and projections are presented in the financial analysis document.

## **Risks and Mitigation Strategies**

Key risks include:

- Limited visibility in global app stores;
- Revenue volatility related to ad performance and conversion rates;
- Competitive pressure from larger studios.

Mitigation strategies involve:

- Emphasizing cultural differentiation and community-driven growth;
- Iterative improvement based on player feedback;
- Careful planning of release timing and scope.

## **Conclusion**

Yani Studios presents a coherent and sustainable business plan that integrates cultural identity, ethical monetization, and accessible technology. By addressing a clear market gap and adopting a data-driven development approach, the venture demonstrates strong potential for competitiveness and long-term sustainability in the global mobile games market.