Project **_Indie Watch_** will be a model trained machine learning, browser-based program. The key functionality of **_Indie Watch_** will be to analyze trends in video games, interfacing with a gaming platform (Steam launcher in this case) for gathering data and determining which genres in gaming are oversaturated or in-demand. The primary target clients will be independent game developers (indie developers) who would benefit from these predictions to produce a game with, potentially, larger returns on investment.

Effort Estimate

   I.   Middleware - 2 Month, 2 developers

  II.   Hosting - 2 Months, 2 developers

 III.   Data Model (Machine Learning) - 6 Months, 4 developers

 IV.   Production Integration and Acceptance Testing - 6 Months, 4 developers

  V.   User Interface - 1 Month, 2 developers

Schedule Estimate

   I.   Middleware: January - February

  II.   Hosting: January - February

 III.   Data Model (Machine Learning): March - August

 IV.   Production Integration and Acceptance Testing: August - January

  V.   User Interface: December

Budget Estimate

I. *Initial Costs*

    A. 4 Back-End Developers: $90,000 salary / developer

    B. 2 Front-End Developers: $20,000 / month, per developer

    C. Tools and Licenses: ~$20,000

    D. Facility Rental and Utilities: $34,560[1]

Total Initial Cost: $164,560

II. *Ongoing Costs*

    A. 2 Half-time Maintenance Developers: $10,000 / month

    B. Facility Rental and Utilities: $34,560[1] / year

Total Annual Cost: $54,560

III. *Annual Revenue*

    A. Licensing Costs (based on game studio size):

        1. **<10 devs**: 6% of sales

        2. **<25 devs**: 8% of sales

        3. **>50 devs**: 12% of sales

(Successful sales rate will be projected to be $300,000 per studio)

    B. Customization/Consultation: $40,000 / year

Total Revenue: ~$66,000

Total Lifetime Revenue (10 years): ($66K * 10) - ($55K * 10) = *$114,400*

References

1. For facility pricing:

   https://www.loopnet.com/Listing/2033-W-North-Ln-Phoenix-AZ/32771978/