Costing and Budget

SAD PUMPKIN GAMES

Sad Pumpkin Games

Indie game developer.

Founded by game industry professionals.

Intensely player-focused development.

Lean development methodologies.

Total Budget Need

Total budget: $230,000

One year of full-time game development.

Funds the development of 2-3 MVP titles ready for crowdfunding to completion.

Total Budget Highlights

EXTERNAL COSTS

- Audio - $3,000
- Art - $1,000
- QA - $5,400
- Marketing - $6,000

INTERNAL COSTS

- 2 Engineers - $120,000
- 2 Artists - $80,000
- Software Licenses:
  - Unity - $7,200
  - Google - $576
  - GitLab - $912

Minimum Viable Budget

Total budget: $15,000

Fully bootstrapped, no full-time employees.

Same 2-3 MVP title goal in year one.

Reduced labor costs and software license costs.

Increased external contract costs to account for skill deficits.

Vendor Selection

GOOGLE

Workspace
- Website hosting
- Company email
- Document storage

Firebase
- User authentication
- Servers, databases, and tools
- Ads, analytics, and push notifications

FIVERR

Wide variety of contract workers

Clear contract terms

Clear pricing structure