



# Strategic Plan

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# Introduction

Indie game development startup.

Focused on audience inclusion.


Niche products for underserved audiences.



# Building Games with Players

## Vision

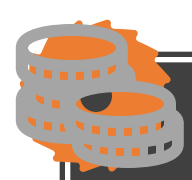
- Audience inclusion.
- Products with built-in players.
- Excludes games without players.



Developing games for underserved communities and audiences with the features they want, for the platforms they use, and with the quality they deserve.

## Mission

- Player focused.
- Niche market focused.
- "Features they want" specifically and exclusively.
- Streamlined development for the audience.



# Capability

Sole founder.

No budget.

# Concerns

No funding, little appeal to investors.

Developer availability.

Market competition.

# Communications Plan

Finding and/or building  
underserved communities.

Meaningful two-way  
communication with audience.

Player feedback, user-testing,  
polls, etc.

# Goals

Establish

Establish Identity

Foster

Foster Audience Communication Pipeline(s)

Release

Release Game(s)

Sustain

Achieve Self-Sustainability



