

One-Page Business Strategy

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Business Name: Sad Pumpkin Games

Innovation Name: Pumpkin Seed Framework

An innovation strategy is an action plan designed to emphasize the scope of an innovation through research and development. The details of this strategy will help students begin the first step in building their innovation business and marketing plan. Because innovation, like design, is an iterative process, we will refer to this one-page document throughout the course and fine-tune its objectives.

Assignment Details: Formulate a one-page basic innovation strategy by responding to the following questions.

1. What is my innovation?

The innovation of the Pumpkin Seed Framework is in being a flexible, unified framework for turn-based games without being restrictive on design. The innovation of Sad Pumpkin Games is in creating games using sustainable development strategies and valuing employee contributions.

2. Who are my customers/users?

The users for the Pumpkin Seed Framework are internal developers. The customers of Sad Pumpkin Games are niche audiences of gamers, specifically those underserved by large AAA studio games.

3. What gap does my innovation fill?

The Pumpkin Seed Framework fills the gap of games with different designs often requiring the use of different frameworks (long learning periods) or the authoring of new frameworks (high development costs). Sad Pumpkin Games fills the gap of game studios which undervalue their employees, the opinions of players, and sustainable development practices.

4. What does the innovation inform (provide knowledge to its customers/users)?

Game industry working conditions? Fun? (I can't figure out what this question is trying to ask.)

5. As an entrepreneur, what activities should I establish for my innovation's business from the get-go?

Identifying current industry employment standards, in order to exceed them. Establishing target markets which are underserved by current game offerings.

6. Who is my competition?

Hundreds of other indie game developers around the world.

7. What is the innovation's marketplace?

The global game market. Primarily the NA and EU markets, but all others as well.