



# Final Proposal

# Sad Pumpkin Games

- Indie game development studio.
- Boutique developer focusing on underserved players.
- Transparent, equitable, and accountable development.
- Founded by game industry veterans.

# Growth Cycle – Stage One

- 'Year one' development for an individual title.
- MVP creation and iteration.
- Preparation for crowdfunding and/or investors.
- Highly flexible, highly responsive to player feedback.

# Growth Cycle – Stage Two

- 'Year two' development for an individual title.
- Full product development and polish.
- Preparation for full release.
- Less flexible, still highly responsive to player feedback.

# Funding Goal – Stage One

- Minimum viable development.
- Relies on founder labor.
- \$14,000 total funding needed.
- Outsourced art and asset creation as primary expenses.

# Funding Goal – Stage Two

- Full scale development.
- Ramps up hiring to fill out studio weaknesses.
- \$220,000 total funding needed.
- Employees as primary expenses.

# Funding Strategy

- Stage One
  - Lean development, minimizing outflow.
  - Funded by founding team.
  - No unnecessary expenditures.
- Stage Two
  - Maintaining lean methodology.
  - Funded by crowdfunding or investment.

# Investor Targets

- Pledge-based via crowdfunding (Kickstarter, etc.)
- Equity-based via crowdfunding (Fig, etc.)
- Non-equity investment (Indie Fund, etc.)



# Marketing Channel – Website & SEO

- Studio website
  - Good jumping off point.
  - Mission and vision statements.
  - Cross-game promotion.
  - Value grows with number of titles.
- Per-title website
  - Full details of title.
  - Developer diaries, blogs, Q&A streams, etc.
  - SEO tagging based on target audience for title.

# Marketing Channel – Content

- Developer diaries
  - Updates audience on progress, delays, and features.
  - Generate buzz for upcoming feature development.
- Q&A streams
  - Build rapport with audience.
  - Humanizes developers.

# Marketing Channel – Google Ads

- Small marketing budget allotment.
- Maximize impact through extremely targeted marketing.
- Marketing spend shifts based on stage:
  - Stage one prioritizes pre-crowdfunding hype.
  - Stage two prioritizes building consistent traffic.

# Future Marketing Plan

- Influencer marketing:
  - Possible sponsorship of small creator(s) with significant audience overlap.
  - Free game codes, beta access, in-game rewards for influencers and/or their audiences.

# Company Slogan

## Games

- First and foremost, we make games.

## With

- Our customers are our inspiration.
- Players are part of development.
- Customers have the loudest voice.

## Players

- Anyone can play, not everyone is a gamer.

GAMES  
*With*  
PLAYERS

# Brand Strategy

- Our players inspire us.
- The players drive development, not the executives.
- Painfully-transparent development process.
- "Games *without* Players" don't get developed.

# Positioning Target

Sad Pumpkin Games is...

1. *"that boutique indie game developer."*
2. *"that developer that really listens to players."*
3. *"that developer that brought my idea to life!"*
4. *"that developer that finally got me into gaming!"*