BUSINESS MODEL CANVAS

Innovation Name	Student Name	Date
Sad Pumpkin Games	Jake O'Connor	09/25/2021

Key Partners

Unity3d

- Game engine
- Tools and features

Fiverr

- Contract work
- Custom assets

ZipRecruiter

- Sourcing and hiring

Key Activities ☑

Customer Relations

- Open channels of communication
- Public feedback polls, forums, AMAs, etc.

Networking

- Locating distribution/advertising partners
- Locating co-development studios

Development

- Creating the actual projects
- Enacting customer-focused changes
- Ensuring maximum development flexibility

Key Resources

Human Resources

- Engineers, artists, and other staff
- 3rd party contractors

Intellectual Property

- Game designs, characters, and worlds

Value Proposition 🎁

Bespoke Games

- For underserved communities
- For less mainstream genres and styles

Reactive Development

- ▢ Customer feedback is top priority
- ▢ Customers drive the development goals

Customer Relationships ♥

Communicative Studio

- Social media presence
- Short response times
- Knowingly valued feedback

Public Roadmaps

- Development progress is highly public
- Bug database is open
- Upcoming features are outlined and flexible to customer feedback

Channels

Primary Channels

- Steam
- Epic

Secondary Channels

- HumbleBundle
- GOG
- Itch.io

Customer Segments 👥

Niche Markets

- Games that appeal to underserved audiences and genres

Diversified Markets

- Target markets change from project to project

Cost Structure 🏷

Staff Costs

- Engineers, artists, designers, etc.

Tool Costs

- Engine and software licenses
- Website hosting, database storage, etc.

Revenue Streams 💰

Product Sales

- Direct game sales
- Portal game sales

Merchandise Sales

- IP on physical products, shirts, etc.