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| **BUSINESS MODEL CANVAS** | | **Innovation Name**  Sad Pumpkin Games | | **Student Name**  Jake O’Connor | **Date**  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 | **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 | **Customer Segments**  Niche Markets   * Games that appeal to underserved audiences and genres   Diversified Markets   * Target markets change from project to project |
| **Key Resources**  Human Resources   * Engineers, artists, and other staff * 3rd party contractors   Intellectual Property   * Game designs, characters, and worlds | **Channels**  Primary Channels   * Steam * Epic   Secondary Channels   * HumbleBundle * GOG * Itch.io |
| **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. | | |