# CoolBusiness123 business plan

CoolBusiness123 aims to bring customers a new type of experience when it comes to games. By merging unconventional game genre, creating a new and unique gaming experience.

## Our market opportunity

CoolBusiness123 will provide potential customers with quick and fun indie games, ranging from dungeon crawlers to city builders. These types of games have a large customer pool and are easily adaptable with user feedback.

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| The problem  A market problem that customers face. | Games which don’t target aspects which are spread around on games. |
| Our solution  How we solve this problem for our customers. | E.g., city builders have lots of creativity, but a dungeon crawler does not allow for you to build a town/city. Incorporating these two ideas creates a unique type of game. |

## Our target market

Having a target market will allow for CoolBusiness123 to be able to set an expectation with each of our games.

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| The customers we aim to sell to | Our games will target the ages mainly between 16 – 22. |

## Our channels

CoolBusiness123 will be contactable through several means, as a digital business this will allow for customers to have easy access to us.

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| --- | --- |
| We reach our customers through: | email  mail  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Our competition

Competitors within the gaming industry will require a large amount of effort and precise timing to ensure that our games reach the ears of potential customers.

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| Competitor name | Whimsy Games |
| What they do well | Treat each game genre with a unique and uncommon development approach while turning ideas into real-life experience games. |
| What we do differently | Merge game genres to create unique and outstanding gaming experiences. |
| Competitor name | Argentics |
| What they do well | Create quick games whether they are additive mobile titles or AAA projects. |
| What we do differently | Take on multiple contracts, giving out a steady flow of games throughout the year. |
| Competitor name | Cubix |
| What they do well | Leading mobile app, games and software development company. |
| What we do differently | Release our games with excellent timing to ensure our games reach the ears of potential customers. |

## Yearly financial plan

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT. You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$****430179** | **$430179** | **$430179** | **$430179** |
| **Profit** | **$40820.75** | **$40820.75** | **$40820.75** | **$40820.75** |
| Expected sources of revenue | * Contracts * Ads from game content (IOS/ANDRIOD) * Profit from games | | | | |
| Fee structure | * Devs ($60 - $80) | | | | |
| Expected expenses | * Rent * Employee wage * Software licenses * Ergonomics * Computers | | | | |

## Key people

Within NewBusiness123, the key people which moves it are the advanced level employees which build the games from the ground up.

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| --- | --- |
| Name | Joshua Morris (Secretly A Watermelon) |
| Position | Game Developer |
| Skills/value | Developer (Programmer), AI, refactoring, UI, 2D games, time management. |
| Name | Jordan Bray (JBray) |
| Role | Game Developer – Lead Developer |
| Skills/value | Developer (Programmer), physics, 3D games, refactoring, UI. |
| Name | Benjamin Sipina (Krumby) |
| Role | Game Developer |
| Skills/value | Developer (Programmer), AI, collision checking, game balancing. |

## Goals and Action Plans

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | Release a AAA game (long-term). |
| --- | --- |
| Actions  To achieve goal | * Take on several contracts to allow for a flow of income * Complete games on the side to bring in a stronger flow of income * Hire an experienced game designer |
| Deadline | 1/12/2027 Est. 5 years |
| Goal | Complete 5 small projects (mid-term). |
| Actions  To achieve goal | * Allow for 2 – 6 months for each game * Start with games which will require up to $50,000 - $150,000 |
| Deadline | 1/12/2024 Est. 2 years |
| Goal | Obtaining contracts (short-term). |
| Actions  To achieve goal | * Create connections * Follow up connections * Arrange meetings to obtain the contracts |
| Deadline | 21/11/2022 Est. 2 months |