

Startup Business Plan

OUR COURSE OF ACTION

Presented By

**SEBASTIAN FLORES
IBARRA**

Presented By

**KENNETH IVAN
MEZA LLANES**

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Business Description

IMAGES AND MOCKUPS



CHANNELING YOUR INNER SUPERSTAR

Our project will try to be a free-to-play videogame that will update over time, generating income from ads and planning to become a pay game once it has enough content.

We the Infinidungeons company, made a simple role-playing game with the aim of attracting a new audience to the world of these types of video games and turn-based combat games.

Industry Background



ROGUELITE GAMES

Roguelites originated from roguelikes, games with random level generation and permadeath. The transition towards roguelites occurred in the 2000s, incorporating roguelike mechanics into more accessible genres. Titles like "Spelunky" and "Rogue Legacy" introduced persistence of progress between games. In the last decade, games like "Dead Cells" and "Hades" have established roguelites, maintaining the excitement and challenge while incorporating persistent progression and narrative.

THE INDUSTRY

Role-playing games (RPGs) have their roots in historical simulations and wargames. Dungeons & Dragons (D&D), released in 1974, was crucial in popularizing the genre. Over time, RPGs evolved, diversifying in mechanics and themes. The arrival of electronic role-playing games and the revival of D&D in the 2010s have kept the genre relevant. RPGs are prized for their ability to tell stories, foster creativity, and build community.

Competitor Analysis

STRENGTHS

- replayability: Infinidungeons is a game with no end, it encourages the player to keep playing to get better scores.
- Simplicity: Easy to understand mechanics.
- Social Interaction: Players can share their strategies to get good scores in the game, things such as which stats are the best they can think and when to take risk events.

WEAKNESSES

- Social Stigmatization: Negative perceptions and social stereotypes.
- Addiction and Excessive Gaming: Risk of dependence and impact on daily life.
- Inappropriate Content: Presence of graphic violence or controversial topics.

OPPORTUNITIES

- Big audience: the videogame industry is very big, so infinidungeons could get a lot of audience.
- Audience Expansion: Diversification of topics and genres to attract more people.

THREATS

- Social Stigmatization: Prejudices and stigmas associated with role players.
- Addiction and Excessive Gaming: Risk of dependence and impact on daily life.
- Competence: the amount of good and popular RPG's and roguelites could be bad for our project.



The role-playing game industry is large and diverse, with numerous competitors in different segments. Below are some notable competitors and their relevance in the industry:

Dungeons & Dragons (Wizards of the Coast): As a pioneer and leader in role-playing games, Dungeons & Dragons (D&D) remains a dominant force. Its influence extends from board games to video games and has seen a significant resurgence in recent years.

Pathfinder (Paizo Publishing): Pathfinder has emerged as a successful alternative to D&D. Based on the d20 system, it has gained a strong fan base and expanded its presence on various platforms.

World of Darkness (Paradox Interactive): With titles like "Vampire: The Masquerade" and "Werewolf: The Apocalypse," World of Darkness has made its mark on role-playing games, especially in the realm of board games and video games.

Future Plans & Milestones

The infinidungeons game will have various updates over time, such as:

Content Expansions:

- Introduction of new stories, missions and locations to expand the game world.
- Incorporation of additional, enemies and possibly a hidden story in the events.



Improved Game Mechanics:

- changes in enemies and moves for a more balanced experience.
- Introduction of new skills, classes or progression systems.

Branching Stories:

- We could add a hidden story in the events.
- Development of events that branch out as a result of the player's choices.





Contact us for further inquiries



Av. de las Industrias 11101,
Complejo Industrial
Chihuahua, 31130

Chihuahua, Chih.

+52-614-361-1792

www.infinidungeons.com