Business Plan

Infinidungeons

Gingerbread Team

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# Executive Summary

This section is a summary of the information from the pages that follow. Prepare it last, after the business plan has been written. It should not exceed two pages. Headings to use in the Executive Summary:

#### Vision/Mission Statement

#### Company Summary

#### Products/Services

#### Market Assessment

#### Strategic Implementation

#### Expected Outcomes

# Vision/Mission Statement and Goals

## A. Vision Statement

MISSION

"To provide an incredible experience that transports players to extraordinary worlds. We seek to foster creativity, strategy and connection between participants, offering a virtual world where each choice has a significant impact on the story and the development of their characters "

VISION

"To be recognized as pioneers in creating role-playing experiences that transcend the limits of imagination. We strive to be leaders in interactive storytelling, providing complex and dynamic worlds where players encounter exciting challenges, immerse themselves in immersive stories and have lasting connections in a universe that evolves with every choice they make."

## B. Goals and Objectives

What do you want your business to achieve? Be specific in terms of financial performance, resource commitments (time and money) and risk.

When will various milestones be achieved?

Main goals:

· Deep Immersion: Create a virtual world that immerses players in an immersive experience, where they can lose themselves in intriguing gameplay and escape reality.

· Narrative Diversity: Offer a wide variety of plots and narrative arcs to suit the tastes of different players, from epic heroic adventures to more subtle and political plots.

· Meaningful Character Development: Facilitate a robust character progression and development system, allowing players to customize their abilities, alignments, and appearances to reflect their unique vision of the game world.

· Social Interactivity: Encourage interaction between players, whether through strategic alliances, trade, social roles or PvP (player versus player) confrontations, creating a vibrant community.

Specific objectives:

Constant Updates: Implement regular updates with new content, missions and features to maintain freshness and community interest over time.

Game Balance: Ensure proper balance in the game system to ensure that all classes and strategies are viable, promoting diversity and avoiding the domination of one play style over another.

Interactive Events: Organize interactive events and activities that engage the community and allow players to influence the development of the game world.

Adaptability to Players: Be attentive to player feedback to adjust and improve aspects of the game according to their preferences, maintaining an open and transparent dialogue.

## C. Keys to Success

What do you need, or must happen, for you to succeed?

A successful role-playing game requires a combination of elements that attract and retain players, creating an immersive and satisfying experience.

infinidungeons will have elements that make it original and great, such as:

* History and Attractive Narrative:

An intriguing and well-developed plot that hooks players.

Memorable characters and compelling motivations.

Significant decisions that impact history.

**Rich and Detailed World:**

* An expansive and detailed virtual environment that invites exploration.
* Backstory and mythology that support the coherence of the world.
* Unique places, creatures and elements that enrich the experience.

**Deep Character Development:**

* Robust character progression and customization systems.
* Varied options for character creation and evolution.
* Relationships and social connections that affect the character.

**Constant Updates and Content:**

* Regular releases of updates that introduce new content.
* Special events and seasons that keep the game fresh.
* Agile response to community feedback.

**Compatibility and Accessibility**:

* Availability on various platforms (PC, consoles, mobile devices).
* Intuitive and accessible user interfaces.

# Company Summary

The material in this section is an introduction to the firm.

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A. Company Background

Our company is dedicated to the creation of role-playing games, it is involved in the development, design and distribution of role-playing games, such as infinidungeons. As well as offering technical support to players to resolve problems or concerns and release regular updates with new content, fixes and improvements.

The founders of the Gingerbread Company are software development engineers Sebastian Flores and Kenneth Meza.

B. Resources, Facilities and Equipment

The gingerbread company uses the NetBeans tool with the Java application for game development.

Our company uses these land, equipment, human and financial resources:

Software development teams work on game creation, programming logic, and user interfaces.

Requires hardware and software for development, such as workstations, software licenses, and servers for testing.

Game designers for the creation of mechanics and rules.

Project managers to coordinate development.

Testers and quality control specialists.

Data analysts to evaluate gameplay and player feedback.

C. Marketing Methods

Our game was released to the community for free, however platforms like Steam we have a contract with the company for an income of 700,000 dollars per year, for having our game on the platform and in summary we have an average of 40,000 downloads per month.

The company is related to:

Player Communities:

Constant interaction with the gaming community through online forums, social networks and in-person events.

Receiving feedback from the community to improve and adjust games in development.

Distributors and Retailers:

Establishment of agreements with distributors to bring games to physical and online stores.

Relationship with retailers to promote and sell games in their establishments.

Technology Companies and Distribution Platforms:

Agreements with technology companies for the distribution of games on digital platforms.

Participation in game platform developer programs.

Animation and Music Studies:

Collaboration with animation studios and composers for the creation of cinematics and soundtracks.

Hiring music and sound design professionals to enhance the game experience.

Tournament and Special Event Organizers:

Collaboration with event organizers to sponsor tournaments and competitions.

Participation in special events to interact directly with the gaming community.

We have various contracts with different companies, whether on the platforms where we sell our game, also where we buy the resources to update our game, such as the purchase of licenses, etc.

It costs us 2,000,000 dollars to produce the game, including various things such as: licenses, game developers such as graphics, music, etc.

Although our game is free for the community, we have contracts with platforms that buy our game in order to let players download it on their platforms.

Team hiring is:

Reception of Requests:

Candidates submit their resumes and portfolios through the online application system or by email.

Resume Review:

The human resources team reviews resume and portfolios to evaluate experience, skills and suitability to the requirements of the position.

Initial Interviews:

Selected candidates are invited to initial interviews, which can be conducted by the human resources team or professionals from the related department.

Skills assessment:

Some positions may require practical tests or assessments to evaluate candidates' technical skills, such as coding tests for software developers.

Technical Interviews:

Advanced candidates may be interviewed by professionals from the team related to the position, such as developers, artists or designers, to evaluate their experience and technical competencies.

Interviews with Managers and Teams:

Candidates who have passed the previous stages may be interviewed by department managers and, in some cases, the team they will work with.

Labor References:

Employment references from previous employers may be requested to verify the candidate's experience and performance.

Job offer:

Once a candidate is selected, they are made an offer of employment that includes details about salary, benefits, and working conditions.

Negotiation and Acceptance:

There may be negotiations over things like salary, hours, and other details. Once agreed, the candidate accepts the offer.

Guidance and Training:

The new employee goes through an orientation process and, if necessary, receives training to properly integrate into the team and the project.

D. Management and Organization

The management team includes CEO Kenneth Meza and the general director and vice president of the company Sebastian Flores Ibarra.

The CEO is in charge of directing

Establish the Vision and Strategy:

Define the long-term vision and general strategy of the company.

Make key strategic decisions to drive growth and profitability.

Investor Relations:

Maintain relationships with investors and key stakeholders.

Communicate the financial performance and future prospects of the company.

Executive Decision Making:

Make important executive decisions related to expansion, acquisitions, mergers or changes in strategic direction.

Leadership Development:

Select, develop and supervise key leaders in the organization.

Foster a business culture that supports strategic objectives.

Risk management:

Evaluate and manage risks that may affect the success of the company.

Implement strategies to mitigate potential risks.

And the general director and vice president of the company is in charge of:

Strategy Implementation:

Execute the strategy defined by the CEO and the management team.

Develop tactical and operational plans to achieve strategic objectives.

Operational Management:

Oversee daily operations of the company to ensure efficiency and meeting objectives.

Implement and improve internal processes.

Team management:

Supervise and lead departmental teams.

Promote collaboration and effective communication between different departments.

QA:

Guarantee the quality of the products or services offered by the company.

Implement quality control and assurance systems.

Business development:

Identify business growth and development opportunities.

Explore new product lines, markets or strategic partnerships.

The lines of authority of our company, headed by the CEO and the general director, are:

CEO:

Executive Team:

Supervises and leads the executive team which may include directors of key areas such as Game Development, Marketing, Finance and Operations.

Collaborates with the executive team to establish the company's vision and strategy.

Investor Relations:

Communicates regularly with investors to report on the company's financial performance, milestones and strategic direction.

Development of Strategic Alliances:

Seek and develop strategic alliances with other industry companies, distributors, gaming platforms and key partners.

Managing Director:

Strategy Implementation:

Executes the strategy defined by the CEO and the executive team.

Develops tactical and operational plans to achieve strategic objectives.

Operational Management:

Supervises the daily operations of the company, ensuring efficiency and meeting objectives.

Works closely with department managers to coordinate operational activities.

Team management:

Supervises and leads departmental teams, including Game Development, Production, Marketing and Sales.

Promotes collaboration and effective communication between different departments.

Business development:

Identify growth and business development opportunities in the role-playing game industry.

Explore new product lines, markets or strategic partnerships.

In the company the department of supervisors and managers is in charge of:

Determination of Salaries:

Supervisors and managers influence pay decisions at the individual level. They may recommend salary increases based on the performance and contributions of employees under their supervision.

Performance evaluations:

Supervisors and managers are responsible for conducting regular performance evaluations for their team members. They provide feedback, set goals, and make decisions about promotions or salary adjustments.

The academic training of our management team is

CEO:

Computer systems engineer

Video game creation and development certification

General Director:

Computer Systems Engineer

International business certification

The reputation of the management team in the community of our company is:

Game Quality:

The quality and innovation of the games released by the company are key factors for the positive perception by the community.

Transparent Communication:

Transparency in communication about game development, updates, and business decisions contributes to community trust.

Continuous support:

The company's commitment to ongoing support, bug fixes, and improving the user experience can influence positive perception.

Ethical Practices:

Ethical business practices, such as fairness in monetization models and respect for player rights, are essential to maintaining a good reputation.

Innovation and Adaptability:

The management team's ability to innovate and adapt to changing market demands can influence how the community perceives the company.

The special skills that our company's management team has are:

Gaming Industry Knowledge:

Thoroughly understand the dynamics of the gaming industry, including trends, player tastes, and competition.

Creativity and Innovation:

Ability to conceive and develop creative and innovative concepts for role-playing games that stand out in the market.

Game Development Skills:

Familiarity with the technical and creative aspects of game development, including programming, game design, art, and narrative.

Project management:

Ability to efficiently manage game development projects, guaranteeing deadlines, resources and quality.

Understanding the Target Audience:

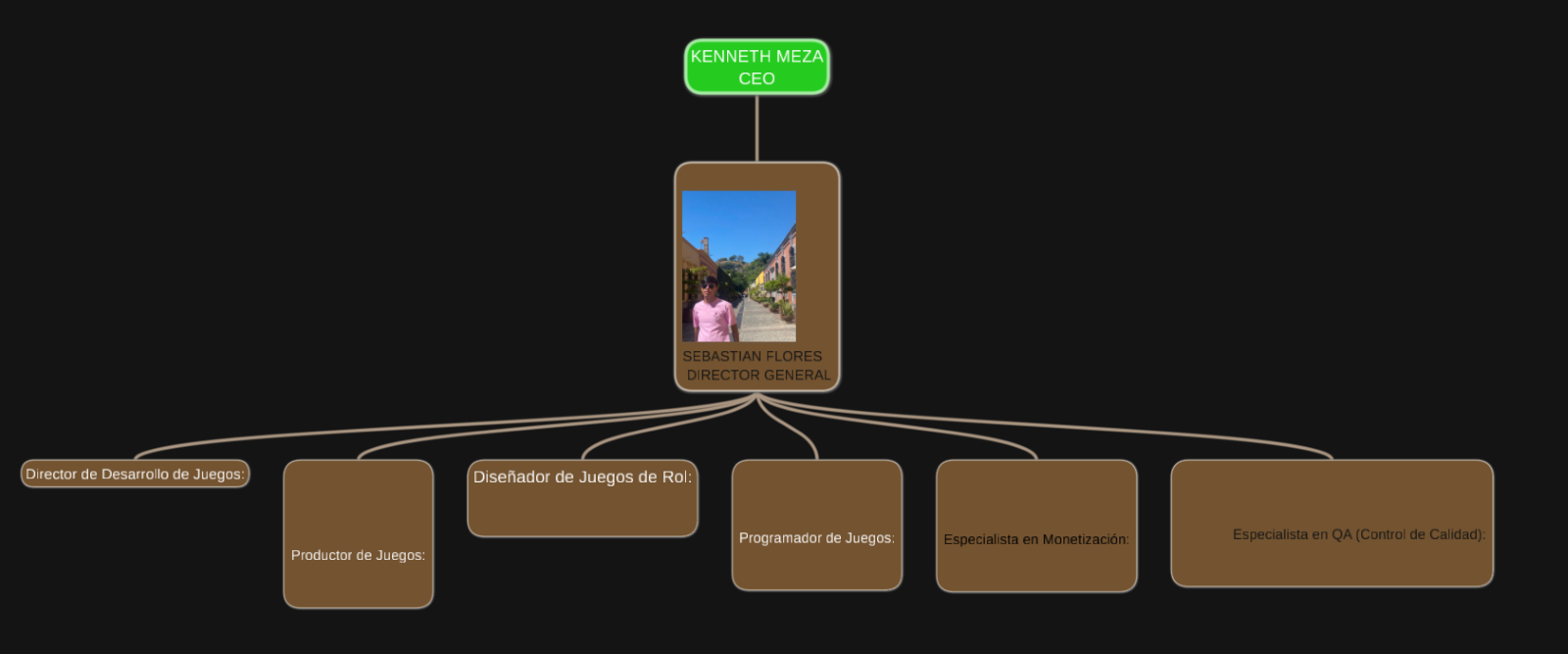
In-depth knowledge of the RPG target audience, including understanding their preferences, behaviors, and expectations.

Leadership and team management:

Leadership skills to inspire and guide multidisciplinary teams in game development.

We are all the people who make the business work, since each one has their role in the company and each one contributes different things that make the functional development of the company.

For the development of the company, we turned to the support of my dad who is a systems engineer, proud to be a bison and who now works on projects for the GCC company, pursuing his career, working with his own software alongside the company's businesses.



## E. Ownership Structure

Who are the primary stakeholders in your business?

Maybe other companies that we could get a collaboration

Do you need special permits to operate, or a record for inspections? If you do, please describe them.

We don’t

###### F. Social Responsibility

What environmental practices do you follow?

Since we are just programing in a small team we don’t contaminate

What procedures do you use for handling chemicals?

We don’t use chemicals

What noise/dust/timing/odor policies do you have?

We don’t do a lot of noise, since we are just programing the videogame

What training and new employee orientation practices will you offer to insure proper handling of hazardous materials and safe operation of equipment?

We don’t have hazardous materials

## G. Internal Analysis

What are the strengths and weaknesses of your firm?

Our strengths are the simplicity that can attract new players

Our main weakness is that we are a small team for now

What are the core competencies (things you are doing better than others) of your firm?

# Products and/or Services

We, the Gingerbread team, are making a roguelike videogame, with RPG elements and turn-based combat, taking inspiration from games like Dungeon & Dragons, Spelunky, and others.

Our game tries to attract new audience to this game genre by making a simple yet entertaining game, this game will be an endless one, increasing difficulty every time you defeat an enemy, making it interesting trying to get a high score in the game, or even going infinitely if your strategy is good enough.

We try to make sure that our game will be high quality, while still being simple and understandable, we will have a page where the game will be downloadable.

We don’t have a lot of experience in making games, but we can make sure that the game will be balanced since we frequently play this game genre, and we are informed about how to balance the game.

Summarizing it, our game will be a turn-based combat inspired from a lot of RPG’s and roguelike games, and we are trying to make it beginner friendly, so it can have a lot more audience and it can become popular amongst people that haven’t played this type of games.

# Market Assessment

## A. Examining the General Market

How is the market characterized?

The game market is very big and diverse, having a lot of genres and all kind of games, specifically talking about RPG’s and roguelikes, making it hard to do something new

Are there clear segments in the market? Describe them.

Mostly I can think of the main motivation of our project, attracting persons that haven’t played an RPG

What important customer need(s) is the market not currently fulfilling?

All the RGP’s nowadays are very complex and long, making so new players are intimidated to learn all the things, being that they must learn from the start, so the customers that we are aiming for is the players new to RPG’s and roguelikes

What is the growth potential for each segment of the market?

Aiming to get new audience while also getting the usual audience while still making a quality game makes so we have more chances of success and growth, we want to aim for people that haven’t played RPG’s

What opportunities and threats does your firm face?

It's very clear that our opportunity is new audience, the players new to this genre could find it entertaining and keep playing, so that’s our main opportunity, and our threat is that maybe the most experienced players won’t like the game as much since it isn’t as hard as other games, but that could be wrong

What does an analysis using the Five Forces model suggest about your industry?

Video game players do not tend to have high brand loyalty toward particular game manufacturers. Unlike car buyers, many of whom are exclusively Chevy people or Ford people, gamers simply want the best games and are not typically concerned with who makes them. A gamer who, for example, is all in on EA but shuns Activision is rare.

Another threat could be the increasing expectative of the videogame's community, that’s why we need to update weekly with something interesting, even if It isn’t something very complicated, but it can entertain players while we do a bigger update

Who is your competition (in light of the Five Forces)?

All the other game companies that make RPG’s like Square Enix, creators of Final Fantasy, being one of the most popular RPG’s out there

What trends, relevant to your business, do you see?

Usually in RPG’s the characters that are liked the most are charismatic and funny ones, also players like references to other games, which we have, not the first one, since there is no story or characters that aren't the enemies or the player

What are the drivers of change?

better technology, metaverse-style environments, and new monetization models. As competition increases, scale will become even more important, since big games are expensive to make and require a massive global audience to succeed.

What political and legal issues do you face, such as zoning, environmental laws, inspections, etc?

We wouldn’t have a lot of legal problems, because we don’t contaminate environment or other kind of problematic stuff since we are a small team making a videogame, and planning to do more videogames and keep updating Infinidungeons

## B. Customer Analysis

Who will be your customers?

People new to turn-based combat games

What do you sell to each of the customers?

At first the game will be free with adds, but when it has enough content, it will be a pay game

How does your product/service solve a key customer problem?

Our game tries to be very entertaining, making our customers wanting to keep playing

How difficult is it to retain a customer?

Once the game has enough content, it will be easy, being an infinite game its very replayable

How much does it cost to support a customer?

Not much, we just must make sure that the game is balanced, and that the mechanics are understandable

## C. Industry Analysis

The game industry is one of the biggest in the world, in 2022, the revenue from the worldwide gaming market was estimated at almost 347 billion U.S. dollars, with the mobile gaming market generating an estimated 248 billion U.S. dollars of the total.

We will make a game because of this industry being so big, trying to fulfill the expectations of new players with our simple yet entertaining game

## D. Strategic Alternatives

Our main alternative is getting donations, in exchange they would get to beta test, participate in what could get added in the game, and sneak peaks.

This could save us money if we are not gaining as much as expected

Another alternative is making it a pay game and advertising it more in places like YouTube and Google ads.

# Strategic Implementation

###### A. Production

How will you produce your product?

We will work together as a team to update the game every week, talking to each other and discussing the changes that we will make

What value will you create and capture with your product?

A lot of entertainment hours, our game will be very replayable and will be updated frequently

What is your competitive advantage?

Our game will be easy to understand to attract new players to this game genre, other games are very complex, so it's scary for new players to understand so much, and they decide to not play this type of game, so Infinidungeons will be easy and quick to understand, giving us an advantage compared to other RPG’s and roguelikes

What technology will you use, i.e. reduced tillage, GPS systems, etc.?

For now, we are only using the java programing language in NetBeans, since our project is a game, we don’t need much else

What processes will you use to produce products?

The java programing language in NetBeans

###### B. Resource Needs

In order to effectively organize your business you need to insure the resources are available. Assess those needs here.

1. **Human**

What skills are needed?

Programing skills and game balancing comprehension

How will human resources be acquired?

We will hire people that want to be beta testers, programmers or can help us in advertisement or balancing the game

1. **Financial**

What level of financial resources will be needed?

Since the team is small for now and all the physical resources are pc’s that can run NetBeans to program in java, we don’t need to get in debt, at least not for now, since we don’t need a lot of money to start

1. **Physical**

What type, quantity and quality of physical resources will be required?

We need a place to work together as a team, and the physical resources are computers that can run NetBeans, which isn’t very hard to run

###### C. Sourcing/Procurement Strategy

On what do you base a decision to buy products or services? Price? Quality? Convenience? Extra service? A combination?

We will prioritize the quality, but we also must make sure it

By what venue will you find suppliers — local dealer, Internet, direct from manufacturer, etc.?

If we need something, we can look for suppliers on the internet, but we won't need a lot for now, since we are starting as a small team and we are making a videogame

###### D. Marketing Strategy -

What is your sales plan?

What advertising and promotion will be used to increase sales/awareness?

Where will you sell products/services?

Will you use the open market or contracts?

Do you have a preferred market outlet?

Are you a qualified supplier for a specific processor or buyer?

How will you price the product?

1. **Hedging, forward pricing, options**

How will you use these to mitigate your risk?

1. **Contracting**

Will you use production or marketing contracting to reduce risk?

1. **Insurance**

How will you use crop, liability and other insurance?

###### E. Performance Standards

What performance standards will be used to monitor this enterprise or business unit?

We want to keep adding content every week, so we expect to put something interesting every week, it doesn’t have to be something that big, it can be a new enemy or event.

What are acceptable performance standards?

New content that doesn’t make the game unfair or boringly easy, it must be tested by someone a lot of times to make sure it's good enough to put in the game

What yield or output levels could you attain?

What efficiency levels will you reach?

The most we can without overworking a lot, we will organize to be efficient and make a progress every day

What procedures will be used to monitor performance?

One team member will be responsible of organizing team members and make sure they are making new content for the game

Who is responsible for monitoring performance?

For now it hasn’t been decided since we are only 2 for now, so we monitor each other

What industry benchmarks will be used to assess performance?

We will try to get advertisement from big websites, places like YouTube and Twitch, and keep track of which things get us the most popularity, and which things to do to keep being relevant

# Financial Plan

## A. Financial Projections -

How will you fund the business?

We will gain money from adds and donations at first, once we get big enough we could make a pay version with more content and without adds.

What is your desired debt and equity position?

We are trying to not get into debt since it isn’t necessary for now, but from what I investigated “A good debt to equity ratio is around 1 to 1.5.”

Who will provide capital debt funds?

Any Business Development Company that is available for Mexico projects about videogames, but we are not planning to get into debt

What role will leasing play in your financial strategy?

We don’t need it for now, since we are only using java to program our game, so for now we don’t need it

Will you use outside investors for equity capital?

We are planning not to do it, but we could need to

How will you manage the financial risks your business faces?

We are going to save as much as we can for any emergencies that could occur, like the game dropping in popularity or not getting as much as we thought

What operating procedures, such as developing cash flow budgets or spending limits, will you have to ensure adequate money for debt repayment?

Even if we don’t have any debt and don’t plan to get one, we can do a spreadsheet to see all the income and expenses to make sure when and how we can pay the debt

What are the important assumptions that underlie your projections? These assumptions may be associated with both external or internal factors.

Our assumptions are the audience that our game will attract, and that we won’t need to be in debt

What financial aspects of your business (equity, asset growth, ROA, ROE, etc.) will you monitor?

A

What procedures will be used for monitoring overall business performance?

A team member will be assigned to monitor the other ones, making sure we are making progress into making new content for the players every week

What level of performance will your business shoot for? These should be targets for next year and in five years. They should be financial performance standards used to monitor the overall business.

We are planning to get popular and known by 3 years, when the game will be a lot more complete

What yield and output levels could you attain? What efficiency levels will you reach?

We are planning to make a new thing every week for the game, even if it isn’t something very big, something like a new enemy or event

## B. Contingency Plan

What will you do if you can’t follow through with your primary plan?

If we can’t make the game gain enough revenue from ads, we will open something like a Patreon, receiving donations in exchange of sneak peaks and letting the donators being testers for the new updates.

How are you preparing for an emergency in your business?

We are going to try to have enough savings from the money we gain to solve any problem that could happen.

How will the business function if something happens to one of the key members of the management team?

It already happened twice, we had to learn what they knew and distribute his work with every member, this made the game develop slower, since we had to recover from losing a member.