Business Opportunity

Like every startup company before our company has a very small amount of money to start with. Therefore, time and effort that could be invested are very limited until that developed software generates an income. This also means that the product after a short time and without many developers cannot be very big in functionality and so in price. Also, there is a quick feedback from potential customers needed to find out whether further investments are useful or not. That means the product should be fast accessible, easy to handle and easy to evaluate.

The best version to accomplish this goal is by using a mobile app. The development effort is small because of smart development environments like android studio with high level languages like Java so there are no further educations and investigations needed. The basic concepts are already known, and many parts of the app can be found in other contexts in the internet. Android studio also offers the service to show how big the percentage of users of different android operating systems which means we can start developing the app for the biggest one to reach as much users as possible. A mobile application also has the advantage that we can use the services offered by the “Android Play Store” or the “Apple App Store”. We do not have to care about servers to offer the download of our application and it is even easier to get evaluations. Also, we do not need to implement a secure possibility to process financial transactions or store user data and make them protected from illegal access. The platform where we offer our application will take a part of the money we earn, and we can use the rest for further development.

The question is what kind of mobile application we can develop in a short time, but with big potential. We chose a logical game. There are several advantages to this way, explained in the following. At first a logical game generates the fun in the mind of the user. We do not need fancy 3D animations, which need a big amount of the device resources. It can be played on older smart phones and need really less storage capacity. The user does not have to decide whether he wants our game on his phone or a large application (i.e. the Facebook application) because ours will need only 5% to 10% storage of a really big application. This increases again the number of potential users. In addition, the game does not have to offer new content every three weeks to the user. The user can be kept busy with the same gaming principle but at a higher difficulty. This can be a more intelligent artificial intelligence, a handicap for the user, time limits, less possibilities to accomplish the games goal or just more goals. In the following versions new elements can be introduced and communication between multiple users can be unlocked. In this way we can let the user do work for us, for example by creating his own maps or levels and submit them to the application platform. Other users can download them, play them and rate them. In this way we do not have to do anything and it will not get boring for the user.

How to start? The first version of our app will contain just a small amount of levels without an artificial intelligence and user created levels. Only a small campaign with maybe 80 – 100 levels in increasing difficulty. The download is for free but therefore comes with advertisements in the app. The user gets the possibility of removing the advertisement for a small amount of money and we will sell it as a possibility to support the development of more levels. This money and the one from showing the advertisement can be used to create more content. In the end we can offer an advanced version of the application for a few dollars but keep the free version available. The given evaluations can be used as inspiration for future developments or maybe a concept for a new game. The same process for the new game and from there on we can display advertisement in every app for our other products. Our income is therefore based on many users which have paid just a very small amount of money once or twice. If we have a stabile income, we can use these resources to develop a bigger application with many micro transactions in it. For example 0.99$ for five extra tries on a certain puzzle or a special in game currency which abstracts from real money so that the customer forgets about how much money they are actually paying.

What will the game be about? The game idea is to represent a factory in which one or multiple items should be produced. Therefore, different resources must be combined in different machines, delivered through the factory hall, recycled or produced. From level to level the recipes of the machines get harder, maybe multiple outcomes, time limits, less space, no crossings of delivery routes, water or power supply and more. The user can later challenge the community with its own level design and generate more context for all users without us having to do the work.