The Factory Must Grow

PROBLEM

Factorio-like games for mobile all focus on layout

Idle/casual games all have exponential-growth costs

Idle/casual games focus on only a few resources

EXISTING ALTERNATIVES

No found alternatives solve all three

SOLUTION

Build a game with a reduced focus on layouts, while still maintaining the "production-line" feel

Utilize many resources to create varied production chains

KEY METRICS

My goal is to make $120K within the first year

Estimated lifespan of 4-6 years

UNIQUE VALUE PROPOSITION

An endless factory, built in casual-time

HIGH-LEVEL CONCEPT

Factorio for mobile devices, with a simplified factory layout structure

UNFAIR ADVANTAGE

CHANNELS

Reddit, Factorio forums

Idle games platforms, Itch.io

CUSTOMER SEGMENTS

Causal mobile gamers

Logistics gamers

EARLY ADOPTERS

Gamers who enjoy Factorio and/or Dyson Sphere Program, who either want to be physically social or back to work

COST STRUCTURE

The primary costs are to finish development - 2-3 months, full time development $15k

Professional graphics design will eventually be a must, mostly icons - $1-2k

Minimal server resources may be required

REVENUE STREAMS

Revenue would be acquired through customers purchasing "content packs," additional machines and items to construct

Cloud storage/transfer, and future cross-game bonuses, would require a different purchase

**Currently energy-to-play/freemium currencies/in-game-ads don't seem to have a fit