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

PC factory games rarely have offline progress

EXISTING ALTERNATIVES

No found alternatives solve all these

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 $200K within the first year

Estimated lifespan of 4-6 years

UNIQUE VALUE PROPOSITION

Extensible game core

Mobile-friendly mechanics

HIGH-LEVEL CONCEPT

Factorio for mobile devices, with a simplified factory layout structure

UNFAIR ADVANTAGE

Other games have established the userbase

The union point of my solutions is empty in the market

CHANNELS

Reddit, Factorio forums

Idle games platforms, Itch.io

Social Media Influencers?

CUSTOMER SEGMENTS

Causal mobile gamers

Logistics gamers

EARLY ADOPTERS

Gamers who enjoy Factorio, Satisfactory and/or Dyson Sphere Program

COST STRUCTURE

The primary costs are to finish development - 4-6 months, full time development $30k

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

Minimal server resources may be required

Marketing and business management opportunities, kept below $5k but should come from profits

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