I am a junior programmer looking to expand my skill set and help clients achieve game development goals. My business provides application development/support for Unity game development, with a focus on programming. Looking to work on small-medium projects for clients looking for quick, high quality and custom solutions.

Our market opportunity

The problem A market problem that customers face.	People love playing games, it is a constantly growing and evolving industry. Almost anyone that has played a game has thought something along the lines of "It would be cool if you could do this or that in a game". For people who want to express their greatest video game dreams and ideas on screen they need someone who understands game development to make their ideas real and functional.
Our solution How we solve this problem for our customers.	To help individuals who want to make their video game ideas real or need support in doing so, I plan to offer my skills and services in game development/programming. I will provide clients with Unity game development solutions or support to bring their ideas to life.

Our target markets

The customers we aim to sell to	The target market is for any adults serious about creating a small simple game or someone who needs help bringing the technical parts of their game together. The client must have disposable income and projects can't be too large.

Our channels

We reach our customers through:	☐ email ☐ paid advertising ☐ phone ☐ social media ☐ website/online
Customers can contact us through:	☐ email ☐ phone ☐ social media ☐ website

Our competition

Competitor name	Senior Freelance Programmers
What they do well	More experience, faster, high quality
What we do differently	Cheaper, hungry to get more experience, work in detail with the client personally.
Competitor name	Game Development Company
What they do well	Manage larger projects and produce at a decent quality
What we do differently	Cheaper services as only one individual, more specialised work scopes.
Competitor name	International freelance programmers
What they do well	Cheap and quick solutions
What we do differently	Work closer to the client and provide a more specialised solution

Our finances for the year ahead

Forecast expenses and profit (if known)		Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Expenses	$10,000	$2,000	$2,000	$2,000
	Profit	$15,000	$15,000	$15,000	$15,000
Expected sources of revenue	Unity and game programming solutions, programming support work for individuals and/or companies.				
Fee structure	Roughly $250 per day depending on the project.				
Expected expenses	Hardware, software (unity, any other 3rd party programs), equipment for home studio setup (desk, chair etc), rent, utilities, insurance and advertising(website and marketing).				

Key people

Name	Luke Stanbridge
Position	Business Owner and Game Programmer
Skills/value	Unity, C#, C++, Game development

Our next step

Goal	Set up home studio and business requirements
Actions To achieve goal	● Research and make a list of business requirements (PC, Desk, software, dev tool kits etc.). ● Set budgets for start-up and ongoing business revenue, including invoicing and other business documentation components. ● Set up promotional material for people to view and engage with my services
Deadline	3 - 4 Weeks
Goal	Stable and consistent income
Actions To achieve goal	● Actively spend time each week researching and pursuing client opportunities ● Update resume' and personal promotion material regularly when new I have completed projects or increased my skill base. ● Reach out and engage with other developers in the community regularly to broaden my profile. ● Log financial income monthly and track over the year. Look to improve where necessary.
Deadline	December 2023
Goal	Increase work efficiency and quality standards
Actions To achieve goal	● Research and investigate different ways to implement solutions and find what works best. ● Keep a library of useful game systems and previous projects/tutorials to reference and use in the future. ● Log monthly project hours, track improvements and areas to improve next time.
Deadline	December 2023