# Luke Stanbridge business plan

*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 market

| 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.* |
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## 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 solutions** |

## 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 steps

| 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 startup 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 |