Task 2 – Freelance 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

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| --- | --- |
| 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

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| 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

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| 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

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| --- | --- |
| 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

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| --- | --- | --- | --- | --- | --- |
| 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

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

| Goal | Set up home studio and business requirements |
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| 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 |

## Our next step