Business Model

Idea

-**Split screen/Multiplayer game**

-**Multiple platforms**

-**Gameplay:** multiple players pitted against each other, controlling hovercraft in an arena. Different gameplay modes: zombie tag, deathmatch, obstacle, capture the flag, pit of death (bash each other off platforms)

Market Analysis

-**Target audience:** casual + hardcore gamers, aged 10 and above --> no blood/gore/sex.

-**Distribution of the game = solely digitally:** Steam, Xbox Store, Playstation Store.

Strategy

-**Firstly: creating a decent demo to launch on Kickstarter,** that can be played in splitscreen. Use the feedback of that campaign to see if people are interested and to see what the weak points are/what can be done better/enhanced. This demo will be made by me (Philippe Mesotten) and Lars Driessen.

-**Secondly: If there is enough interest and donation, we can hire a programmer to aid** in, the multiplayer aspect of the game. Maybe even another artist.

-**Lastly:** If the Kickstarter Campaign works out and we are able to create the game, we would first ship the game for free to the backers of the campaign, and then start rolling it out to the public world.

Marketing

-**Price of the game:** This will depend on the period, in which you buy the game. This can also depend on discounts. The first early backers +-€5 Rest of the backers +-€10 When the game is published +-€20

-**Get attention at the beginning of development, through Kickstarter.**

-**After the launch of the Kickstarter campaign, spread the word** through social media, newspapers/ads/flyers, real life connections, gaming conventions,...

Kickstarter Funding

How much money will be needed to successfully launch the game. (6 months developing time)

Software for 2 desktops: €250 per month	-->€3000
Programmer for 3 months on a €2000 bruto pay	-->€6000
Various hardware/software packets	-->€1000
Hardware/software packets I paid with own savings	-->€2000

Money needed, pre UE4 + Kickstarter Tax (15%)	€12.000

Complete amount of money needed, taxes included	€13.800
Rounded up to this:	**€15.000**

Financial Plan

-**I, Philippe, have savings to make a start.** We will only need an additional **desktop PC (+-€950), and software (+-€250/month).** I currently have €1700 that I can, allocate to that. That means I can buy a PC and have software for 3 months, I can maybe stretch that to 5 months. **So by April 2017, we will have to launch the Kickstarter Campaign the sooner the better of course.**

-We probably will not need an office space, at least not in the first 5 months.

Philippe Mesotten, 13/09/2016