

# Game Dev Share

## Financial Plan

Game Dev Share, LLC (GDS) has developed cash flow projections for the 2020 and 2021 calendar years. This information along with detailed assumptions can be seen in Appendix A.

GDS projects revenue of \$124k in 2020, increasing to \$2.17M by the end of 2021. EBITDA projected at (\$259k) for 2020, increasing to \$917k by the end of 2021.

GDS is raising \$350k during Q2 of 2020 to cover the costs of these estimated cash flow projections. Funding will be used for costs incurred in building leasing, infrastructure for our development, support, and digital marketing teams, as well as general working capital purposes.

These funds will aid Game Dev Share in establishing business in the job-market as well as attend trade shows and conferences to market our solutions to the game industry and increase usership.

## Financial Assumptions:

### Revenues

- Cash flow will begin at the end of Q3 2020.
- Job Listings are variable and have different tiered options. The free tier will be based on applications, advantage listings start at \$500, advantage+ listings start at \$1000, and unlimited listings start at \$2,000. Companies can also pre-pay for job listings for a discounted price.
- Job Advertising is variable and will change based on an employer's activity and needs.
- Developer subscriptions start at \$10 billed monthly.
- Portfolio customization is variable and starts at \$1.
- The internal marketplace will change based on the sales that a user generates, users can list items for free, and will be charged a 40% fee for the sale of the item in the marketplace on Game Dev Share. Businesses will be charged a 20% fee for the sale of each item in the marketplace.
- External advertising uses Google AdSense where income is variable and based on impressions and clicks, it is assumed that based on the number of users, we will generate an increased amount as the number of users increases.

## Operating Expenses - Product Development and Delivery

- Salary expenses are variable, and will not begin until Q3 2020, + denotes an additional employee, - denotes subtracting an employee. PT employees will not be working more than 20 hours per week and will not require benefits.

### 2020

Apr-20: No Change

May-20: No Change

Jun-20: No Change

Jul-20: + 1 Artist/Designer @ \$20/hr @ 20 hours per week = \$400 per week (Contracted)

Aug-20: + 1 FT Software Developer @ 70k per year + 30% benefits = 91k

Sep-20: No Change

Oct-20: + 1 FT Customer Service Agent @ 45k per year + 30% benefits = 58.5k

Nov-20: No Change

Dec-20: No Change

### 2021

Jan-21: + 1 FT Customer Service Agent @ 45k per year + 30% benefits = 58.5k

Feb-21: + 1 FT Customer Service Agent @ 45k per year + 30% benefits = 58.5k

Mar-21: No Change

- Telecommunications are expected to cost \$20 per line of VoIP, averaging in cost of \$60 per quarter, ramping up to an average of \$100 per quarter by the end of 2021 Q1.
- Development software licensing will require licensing of use of SketchFab models and will likely cost an average of \$750 per quarter.
- Amazon Web Services (Network Charges) is variable based on instances and location of web servers. The cost of the server prior to release will remain low at approx. \$30 per month, \$10 for development and \$20 for a webmail server. Costs will ramp up at the end of 2020 Q3 to maintain processes for the increase in traffic. Server upgrades thereafter will increase by approx. \$20 every two months until peaking at \$160 per server during 2021, when a load balancer will be implemented to deal with increased traffic and data access.
- Amazon Web Services (Cloud Storage Charges) will be staggered, increasing to \$100 per month at the end of 2020 Q3, then increasing again by an extra \$100 per month in 2021 Q1 to deal with increased need, data will be kept and maintained for approx. three (3) years with backups being created every three months and offloaded into hard storage at our corporate headquarters.
- Computers will be purchased as needed and reused for new employees where applicable. We expect each computer to cost around \$1000 for a complete setup per employee with dual monitor and built tower.

- Web/Email is listed in the Amazon Web Services (Network Charges), costing \$20 dollars for the duration of development, and increasing to \$60 mid 2020 Q4, increasing to \$120 monthly in 2021 Q1.
- We are not expecting any additional licensing fees.

## Operating Expenses - Marketing and Sales

- Salary expenses are variable, and will not begin until end of Q3 2020, + denotes an additional employee, - denotes subtracting an employee. Marketers have a chance to increase their earnings that they will receive at the end of the year of 10% of the sales they generate.

### 2020

Apr-20: No Change

May-20: No Change

Jun-20: No Change

Jul-20: No Change

Aug-20: No Change

Sep-20: + 1 FT Marketer @ \$65k per year + 30% benefits = 84.5k

Oct-20: No Change

Nov-20: No Change

Dec-20: No Change

### 2021

Jan-21: No Change

Feb-21: No Change

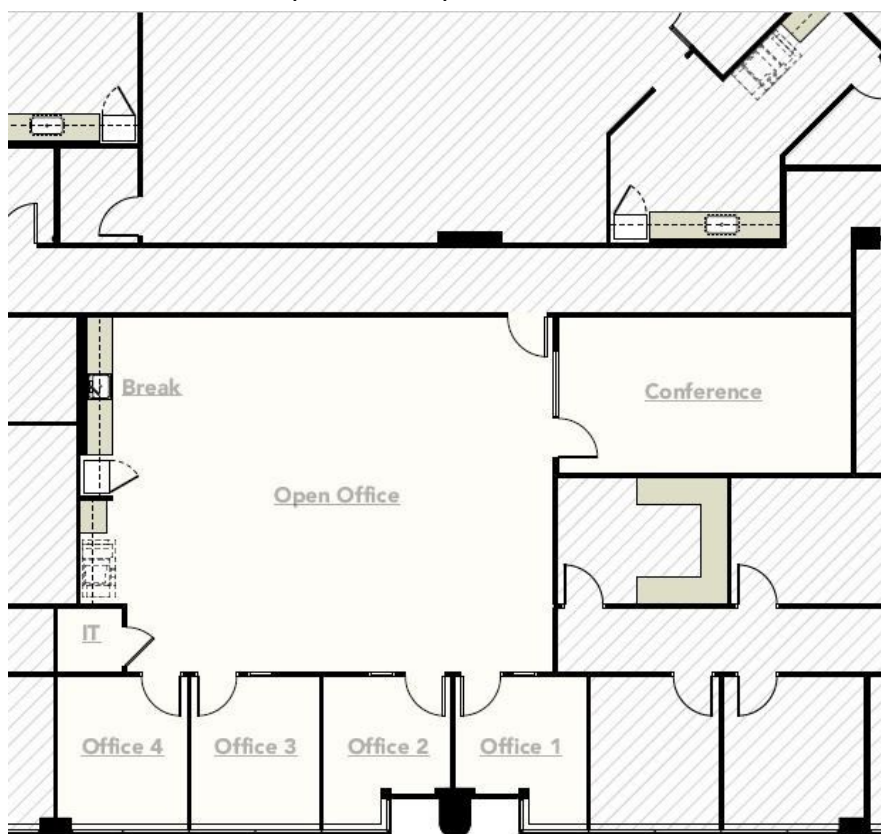
Mar-21: No Change

- Advertising/Website: Marketers will be budgeted a certain amount of money per month to use for marketing, this will increase as business increases starting in 2020 Q3 at a monthly cost of \$500, increasing to \$1000 by the end of 2020 Q4, then remaining stagnant until later in 2021.
- Collateral/Printing will be one-time costs per month as an event happens, see Events in our Sales and Marketing Section for a timeline of events. Cost will vary based on the number of prints of flyers and corporate profiles. We expect for our first event to not cost a large amount; however, we do expect our event in the beginning of 2021 to create a lot of more buzz and cost far more.
- Public Relations: Marketers and executives will be budgeted a certain amount of money per month to use for public relations, this includes handling further advertising and minor events such as meetups as well as handling press.
- Tradeshows and conferences: this expense includes the cost of registering for a booth at conferences as well as the booth cost itself such as graphics and 'swag.'

- Computers will be purchased as needed and reused for new employees where applicable. We expect each computer to cost around \$1000 for a complete setup per employee with dual monitor and built tower.
- Mailing is variable and is expected to change from month to month with the most costly months being around events/tradeshows.

#### Operating Expenses - General and Administrative

- Salaries are based on four executive salaries at 85k per year with 30% benefits, costing a total of \$442k per year.
- Administrative assistant is expected to cost \$1550 per month starting 2020 Q3. Administrative assistants will aid in scheduling meetings, taking reception calls, etc. and will be part time working 20 hours per week @ \$17.50 per hour = \$350 per week (18k/yr)
- Office will be located at 4455 Brookfield Corporate Center Building 2 Ste. 55, Chantilly VA, 20151 United States. The office will cost \$3,097 per month for a 1997 sqft office space at a rate of \$1.54 per month per sqft. The office contains one conference room, four private offices, and an open office space. Utilities are included in the rent.



- Legal fees include our business registration fees, trademark registration fees, and legal office monthly fees. Expected Business Registration Fees of \$200 one-time, then \$50 per year thereafter. Expected retainer to cost around \$250 monthly.
- Telecommunications are expected to cost around \$20 per person monthly and internet is expected to cost around \$170 per month for the first three years. This includes VoIP

service. Telecommunications will also have an initial cost of \$3000 for networking equipment and cabling.

- Business consulting fees are expected to be variable and increase as business increases.
- Computers will be purchased as needed and reused for new employees where applicable. We expect each computer to cost around \$1000 for a complete setup per employee with dual monitor and built tower.
- Furniture will be purchased as needed and reused for new employees where applicable. We expect each person's workstation to cost around \$700 for a complete setup per employee, including an office chair, desk, filing cabinet, etc.
- General Liability Insurance we expect to cost around \$900-\$1,000 per year
- Office supplies are expected to cost around \$20 per month per employee, incurring an initial cost of \$300 for the first month.
- Postage and delivery is expected to be variable, with most of the upfront costs at the time of events for event booths and collateral/printing. Event booths will be reused where applicable.
- Travel is expected to be variable depending on location of events, this includes the cost of hotels, flights, event access, etc. Employees will be reimbursed if their own vehicle is used to travel at the rate listed on the GSA government website.  
<https://www.gsa.gov/travel/plan-book/transportation-airfare-pov-etc/privately-owned-vehicle-pov-mileage-reimbursement-rates>
- Miscellaneous Fee Allocation is a monthly savings fee to cover unexpected fees or license fees that were not originally intended. This amount may also be used to cover maintenance fees, software fees, etc. Depending on the month to month misc fees, the rest of this money will be placed in business savings. The coverage will be about \$1,500, which will roll into the following month.

## Further Assumptions

- Benefits at 30% for senior managers
- Cash flows assume receivables and payables at 30-day net
- We are expecting to lose \$204k in the first year of operations and begin seeing a positive net income in Q1 2021.