# Walkin ‘ere PTY/LTD business plan

Pop up game demo stall service

## Our market opportunity

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| --- | --- |
| The problem  A market problem that customers face. | Demo stalls are expensive and complicated to setup and hire especially for smaller companies. |
| Our solution  How we solve this problem for our customers. | Offering a hire service for pop up demo stalls with varying price points. |

## Our target market

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| --- | --- |
| The customers we aim to sell to | Game studios looking for exposure with a focus on small/indie studios |

## Our channels

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| --- | --- |
| We reach our customers through: | email  mail  market stalls  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## Our competition

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| --- | --- |
| Competitor name | Supanova |
| What they do well | High exposure |
| What we do differently | We provide all aspects of a demo stall not just a booth |
| Competitor name | Pax |
| What they do well | Provide a relatively complete package for small companies |
| What we do differently | We are not limited to a single venue or to exclusively conventions |
| Competitor name | *Comic con* |
| What they do well | High exposure |
| What we do differently | We provide all aspects of a demo stall not just a booth |

## 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** | **$95493** | **$90993** | **$90993** | **$90993** |
| **Profit** | **$-52992** | **$4507** | **$-493** | **$8507** |
| Expected sources of revenue | Hiring out booth stalls at major gaming/tech conventions.  Hiring out demo booths at retail stores. | | | | |
| Fee structure | Daily fee based on booth size and event. | | | | |
| Expected expenses | Booth setup costs, demo technology equipment cost, storage for booth equipment, salaries, superannuation, storage van and equipment repair. | | | | |

## Key people

|  |  |
| --- | --- |
| Name | Euan Guthrie |
| Position | Co-Owners |
| Skills/value | Marketing – manages the finances about the business, making sure the finance is all intact.  Troubleshooting technology.  Good at having the technology working so that events are at their bests.  Good at managing the game developers/testers making sure that they’re having the best of time showcasing their/others game. |
| Name | Ryan Ashtari |
| Role | Co-Owners |
| Skills/value | Drives the team to and from the event making sure everyone from the team gets to event/home safely.  Good at Advertising the demo stall, sending out what’s included what you should expect, what you should/shouldn’t bring.  Good at communicating with the attendees at the event and bringing them over to test games that are on display. |
| Name | Blake Kemp |
| Role | Co-Owners |
| Skills/value | Management skills, brings good organisation skills to the table when coming to setting up demo stalls/booths to perfection.  Guiding developers/testers on how they can setup.  Good at explaining out the rules of the event for safety. |

## Our next steps

| Goal | Acquire 5 clients by the end of our first month |
| --- | --- |
| Actions  To achieve goal | * Advertise and network our service in online spaces for indie developers. * Purchase booth spaces to accommodate for demand. * Finalise agreements with 5 game companies for booth spaces within the month. |
| Deadline | 31/07/2025 |
| Goal | Break into the retail space within 4 months |
| Actions  To achieve goal | * Establish trust through consistent high quality services at events. * Acquire proper equipment for demoing games in a smaller area for stores including banners and VR equipment. * Finalise agreements with retail game/tech store to host demo events at their store. |
| Deadline | 31/10/2025 |
| Goal | Secure a contract at a major convention for an event space by the end of the year |
| Actions  To achieve goal | * Continue to establish trusted brandname through prescence at retail stores and game events throughout the year. * Network with previous clients and indie devs to organise a guest appearance with well established indie game dev. * Sign contract with major convention for an event space using our trusted reputation and guest. |
| Deadline | 28/06/2026 |