Business Structure

# Executive Summary

Shadow Games will be formed as a developer and publisher of PC video games. Its founders and staff are former student from the university of Suffolk with backgrounds and passions for gaming and the gaming industry, they are founding the company to sell high quality PC games. The company is launching its first game, Mist, which combines randomly generated puzzles and a dark mysterious aesthetic. The game will be launching on the 26th June 2018.

# Objectives

Shadow Games has set a high sales figure of £200,000 in the first year for its product, Mist.

Setting a goal of high market share on the other hand would be foolish idea due to the large amount of games released on steam.

As a measure of success, we want to see Mist in the top 100 indie game awards. Getting Mist in this list will help to achieve the sales objectives Shadow Games seek.

# Mission

What is our mission? with our backgrounds and passions for gaming and the gaming industry, we want to create exciting and challenging gameplay for all our players. We want to create games that you can play together with your friends, family or solo. Primarily we want to give our players a great experience when playing the game, we create.

# Company Summary

Shadow Games are a limited liability company and is owned by Lewis and John. limited liability provides protection to the owners of the business, this means that the owners are not personally responsible for the business debts and liabilities. This protects the personal assets and finances of the owners to pay the company’s debt.

Shadow Games have development team of five members and will develop Mist over an 8-month period. The game will be released on PC and will be available directly on the steam store. The Team Consists of:

Lewis: Lead Game Designer/Owner

John: Lead Programmer/Owner

Charlie: Game Designer

River: Game Designer

Guy: Artist

# Start-Up Summary

The start-up expenses for Shadow Games is primarily focused on equipment, software and office space. Lewis and John will each invest £10,000 of personal finances into the company. To decrease to company’s monthly spending, both Lewis and john will only receive 50% of their wage until the game is released and making profit.

|  |  |  |
| --- | --- | --- |
| FUNDING | | (£) |
| Investor Funding | |  |
|  | **Lewis** | 10,000 |
|  | **John** | 10,000 |
|  | **Total Investment** | **20,000** |
| Loans | |  |
|  | **Bank Loan 1** |  |
|  | **Total Loans** |  |
| Other Funding | |  |
|  | **UK Games Fund** | 15,000 |
|  | **Kick Starter** | 75,000 |
|  | **Total Other Funding** | **90,000** |
| Total FUNDING | | **110,000** |
| COSTS | | **(£)** |
| Fixed Costs | |  |
|  | **Advertising for Opening** | 3,000 |
|  | **Basic Website/Blog** | 4,000 |
|  | **Brand Development** | 2,500 |
|  | **Business Entity** | 12 |
|  | **Computer Hardware/Software** | 12,000 |
|  | **Internet Setup Deposit** | 100 |
|  | **Office Furniture/Fixtures** | 2,200 |
|  | **Prepaid Insurance** | 53 |
|  | **Reserve for Contingencies** | 6,000 |
|  | **Tools & Supplies** | 200 |
|  | **Social Media** | 1,000 |
|  | **Rent** | 4,250 |
|  | **Legal** | 1,000 |
|  | **Total Fixed Costs (£)** | **36,565** |
| Average Monthly Costs | |  |
|  | **Advertising** | 2,000 |
|  | **Business Insurance** | 300 |
|  | **Employee Wage** | 2,800 |
|  | **Internet Connection** | 100 |
|  | **Loan Interest** | 366 |
|  | **Owner Salary** | 3,000 |
|  | **Supplies** | 250 |
|  | **Public Utilities** | 45 |
|  | **Website Hosting/Maintenance** | 150 |
|  | **Total Average Monthly Costs** | **9,011** |
|  | **x Number of Months** | 8 |
|  | **Total Monthly Costs** | **72,088** |
| Total COSTS | | **108,653** |
| SURPLUS/(DEFICIT) | | **1,347** |

# 

← Initial advertising push

← Design and creation of a basic website/Blog

← Creation of a Name, Logo and theme

← Register LTD Company

← Computers, monitors, software licenses

← Basic deposit on internet service and hardware

← Desks, chairs, counters and storage

← Professional indemnity insurance

← unforeseen costs and issue fund

← office suppliers

←Social media creation and updates

←Total office rent per year

← On going fees for taxes/other legal issues.

← Ongoing advertising and promotion costs

← Equipment Coverage/ Employers’ liability

← Monthly wage for all three employees

← Fee for having an internet connection

← Interest on loans

← Wage for project leaders (Lewis & John)

← Any supplies including inks, toner etc.

← Main Telephone line

← Website hosted and maintained by a 3rd party

Another source of income to fund the game and the company will be Kickstarter. We will create a 30-day Kickstarter campaign, this will include a budget document to give potential backers more confidence when donating. We will also be offering rewards to our backers depending on their monetary support, on average majority of backers spend between $25 and $70 so we will make sure that our affordable perk doesn’t run out too quickly as we may lose potential backers who can’t afford the higher end. Shadow Games LTD will also be applying for the UK games fund to boost total funding.

# Product

Shadow Games creates innovative, high quality games for PC by feeding from the gaming industry and personal knowledge and experience. The successful marketing of our gam will draw from extensive market research and experience.

# Product Description

Mist will be a randomly generated puzzle based game for the PC platform. The core game will sell at £9.99 on the steam store. Customers who purchase the game will have access to a season pass which include further updates and DLC (New Level/Game Modes) at a discounted price of £4.99. Shadow Games LTD will also release a demo of Mist which will also be available from the steam store. This demo will obviously be free of charge to the consumer.

Players will need a PC with internet access to download the game, as well as access other downloadable content and multiplayer features. The game doesn’t have any real manufacturing costs since the product is completely digital, but obviously there will be costs associated with the development of the game. Distribution would be completely handled on the steam store,