Business Structure

Executive Summary:

Shadow Games LTD are a development studio based in Ipswich and formed by former students of University of Suffolk and is owned by John Dorman and Lewis Wilden. Shadow Games talented core team members have produced a few titles together, and have individual experience with several more. Shadow games is committed to creating high-quality, innovative and successful 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 2017

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

Objectives:

* Achieve a sales goal of £100,000 from the release of Mist
* Increase number of sales with the release of future DLC and updates
* Make enough profit to develop next game

Company Summary:

Shadow Games LTD, are based in a 400-square foot office space on arcade street in the heart of Ipswich’s central business district. We 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 and the dedicated game website. The Team Consists of:

Lewis: Lead Game Designer

John: Lead Programmer

Charlie: Game Designer

River: Game Designer

Guy: Artist

|  |  |  |
| --- | --- | --- |
| FUNDING | | (£) |
| Investor Funding | |  |
|  | **Lewis** | 10,000 |
|  | **John** | 10,000 |
|  | **Other** |  |
|  | **Total Investment** | **20,000** |
| Loans | |  |
|  | **Bank Loan 1** | 10,000 |
|  | **Bank Loan 2** |  |
|  | **Total Loans** | **10,000** |
| Other Funding | |  |
|  | **UK Games Fund** | 15,000 |
|  | **Kick Starter** | 50,000 |
|  | **Total Other Funding** | **65,000** |
| Total FUNDING | | **95,000** |
| COSTS | | **(£)** |
| Fixed Costs | |  |
|  | **Advertising for Opening** | 2,000 |
|  | **Basic Website** | 4,000 |
|  | **Brand Development** | 1,000 |
|  | **Business Entity** | 12 |
|  | **Computer Hardware/Software** | 10,000 |
|  | **Internet Setup Deposit** | 100 |
|  | **Office Furniture/Fixtures** | 1,200 |
|  | **Prepaid Insurance** | 53 |
|  | **Reserve for Contingencies** | 5,000 |
|  | **Tools & Supplies** | 200 |
|  | **Social Media** | 1,000 |
|  | **Rent** | 4,250 |
|  | **Total Fixed Costs (£)** | **28,815** |
| Average Monthly Costs | |  |
|  | **Advertising** | 1,000 |
|  | **Business Insurance** | 200 |
|  | **Employee Wage** | 2,750 |
|  | **Internet Connection** | 100 |
|  | **Loan Interest** | 366 |
|  | **Owner Salary** | 3,000 |
|  | **Supplies** | 250 |
|  | **Public Utilities** | 45 |
|  | **Website Hosting/Maintenance** | 200 |
|  | **Other 1 (specify)** |  |
|  | **Other 2 (specify)** |  |
|  | **Total Average Monthly Costs** | **7,911** |
|  | **x Number of Months** | 8 |
|  | **Total Monthly Costs** | **63,288** |
| Total COSTS | | **92,103** |
| SURPLUS/(DEFICIT) | | **2,897** |

← Initial advertising push

← Design and creation of a basic website

← 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

← 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

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 spending, both Lewis and john will only receive 50% of their wage until the game is released and making profit. The other staff members will receive the average wage for an indie game development company. The table above shows total amount of funding, fixed costs, monthly cost, total cost and surplus or deficit figures.

To fund the game and the company we will first create a 30-day Kickstarter campaign, we will make a budget document and include it on our campaign page. This give potential backers more confidence when deciding whether to fund the campaign. We will also be offering rewards to our backers depending on their support, on average majority of backers spend between $25 and $70 so we will make sure that our affordable perk don’t run out too quickly as we may lose potential backers who can’t afford the higher end.