Business Structure

Executive Summary:

Shadow Games LTD are a development studio formed by former students of University of Suffolk. Shadow Games talented core team members have produced a few titles together, and have individual experience with several more. Shadow games is committed to create 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, 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.

Company Summary:

Shadow Games LTD, has a development team of five members and will develop Mist over an 8-month period. The game will be released on steam and will be available directly on the steam store and the humble bundle store

Lewis: Lead Game Designer

John: Lead Programmer

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 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 indie game development companies. The table below shows total amount of funding, fixed costs, monthly cost, total cost and surplus or deficit.

|  |  |  |
| --- | --- | --- |
| **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 | 20,000 |
|  | Kick Starter | 50,000 |
|  | **Total Other Funding** | **70,000** |
| **Total FUNDING** | | **100,000** |
| **COSTS** | | **(£)** |
| **Fixed Costs** | |  |
|  | Advertising for Opening | 1,000 |
|  | 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 (£)** | **27,815** |
| **Average Monthly Costs** | |  |
|  | Advertising (print, broadcast and Internet) | 900 |
|  | Business Insurance | 200 |
|  | Employee Wage | 2,750 |
|  | Internet Connection | 100 |
|  | Loan Interest | 366 |
|  | Owner Salary | 3,000 |
|  | Supplies | 250 |
|  | Public Utilities | 110 |
|  | Website Hosting/Maintenance | 175 |
|  | Other 1 (specify) |  |
|  | Other 2 (specify) |  |
|  | **Total Average Monthly Costs** | **7,851** |
|  | **x Number of Months** | 8 |
|  | **Total Monthly Costs** | **62,808** |
| **Total COSTS** | | **90,623** |
| **SURPLUS/(DEFICIT)** | | **9,377** |