

The Pirates: Candy Hunt

Business Plan 2019

Logo: The pirates: Candy Hunt



a game production by



Contents

Confidentiality Agreement	Error! Bookmark not defined.
Executive Summary	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
Product Overview	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
The Business Analysis	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
The Market Analysis	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
The Future	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
The Finances	Error! Bookmark not defined.
Idea behind this	Error! Bookmark not defined.
Why this.....	Error! Bookmark not defined.
Glossary	9

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by

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Upon request, the undersigned reader will immediately return this document to

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Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

Executive Summary

As a fan of adventurous game "Piracy" is Gold standard, or maybe not for you. But as a gamer/game developer adventure stories always have their own traction toward players and from players perspective is the same too. So we believe games have two important part:

- 1- Story Line
- 2- Gameplay

This game ("The Pirates: Candy Hunt") is about Golden Age piracy but with a different perspective on the storytelling to keep story fun for any age. This is unique kind of tale that you can't see in any other game. The gameplay is as simple as possible to use, perfect for 3+ years of age to handle and no need to take action for powerups and other features. We believe these two part have major role in a gaming market but you can not deny the importance of GUI or any other part and we tried our best to cover.

Idea behind this

We wanted to create something exciting but we prefer to be fun also rather than being aggressive kind and it was an unbelievable journey all the way from the real-lifetime story of "Golden age of piracy" to "The Pirates: Candy hunt" and it took us sometime but at the end of day, we came through with this unique idea of combination of seriousness and humorous.

Why this?

Pirate life is a peerless opportunity that can be imagined somehow by movies and stories but being part of it, has something more to offer and more promising. So to answer you why? You must see beyond the piracy life as outlaw, piracy was a "Life Style" for couple of centuries and that the importance of it. Most of them wasn't force to do what they do, they chose to be a pirate. There was even one of them known as "the Gentleman" who was a well-known, wealthy man that decided to join the pirate life. Why? Because it's unmatched life with excitement and rush that you can NOT experience any where else and that's why I've created this game. It's unique.

Product Overview

The Pirates: Candy Hunt

This is an Arcade Top-view game that is about piracy life. The rules are slightly different than the real one that we live in. candies are every where and you must recognize good-candy(Powerups) from junk-candy(Powerdowns) and from simple candy(Score candy). that's something that could be so critical for victory. Ofcourse there is currency to buy

stuff(Coin) and currency to buy chances(Key). There are 288 different levels in this game divided by 12 stage (24 Levels), in every stage there is a pirate that you should take down to Unlock their fleet and buy them. Each pirate has a unique fleet.

Business Plan Summary

SadeQ Soli Studio

Sadeq Soli Studio is an private company that is located in Tehran, iran. The studio is established in 01/aug/2019 by SadeQ Soltani.

The Business

What is the main business purpose?

We believe every game has unique purpose but all of games as whole have a common purpose. Expanding the minds of players to another world. In consideration that this game is for kids this game's unique purpose is exploring life of a pirate in the golden age of piracy, as story.

Monetizing plan?

monetizing a business is an important part of game, so we wanted to players, using real currency for buying ships and due to this factor we made " Coin " currency that player can buy ships in the shop center.

Ofcourse there is monetizing with the advertising plans (showing videos). In order to do that we getting help from companies like tapsel to make sure that filling rate for showing ads is up to the point that always have something to show. (there is also the concept of showing too much ads. Banner)

Number of employees?

we don't have everyday workplace team but we are gonna gather a efficient group of people that we need for updating game:

- Graphic Designer
- C# Programmer
- Animator
- Sound & Music
- Project Manager

Turnover of first year?

We believe in every thing that we create and it's hard to predict that how the first year income will be. It depend on the research market and how much of our plans go as it planed.

The Market Analysis

Statistical research

We believe in mobile game industry there is no competition but due to this fact mobile stores such as google play and app store are so crowded with tons of different kind of game and it's rare to see two or more game are in competition with each other. We couldn't all of platform and genre of game in one game so tried to create this game in 2D, Top-view, fixed camera and easy to play for any age really. In storyline we got creative enough to use the real name of pirates and some of their personality but changes story somehow to a level that easy to comprehend for everyone.

To be fear there is multiple good games with piracy life theme but there is no game that can be described as competitive to the story or gameplay or the unique GUI and sprites, so we had to use different categories to fit the game into a fear trial. And we got the result.

Other Games

These are the games that cover a similar subject (" piracy life ") as this game does but every single one, including our game ("The Pirates: Candy hunt ") are trying to connect to their user with different conversation and different approach. There is more but this is list of some that we've checked:

- Pirate Code
- The pirate: Plague Of The Dead
- The pirate: Caribbean Hunt
- Pirates of the Caribbean: Tides Of War
- Ships Of Battle
- Pirate Kings
- Myth Of Pirates
- King of Sails: Pirate Assassins
- Pirate's Treasure Hunter
- One Piece Treasure Cruise
- Good Pirate
- Tempest: Pirate Action RPG
- Last Pirate: Island Survival
- Plunder Pirates
- Pirate Tales
- Storm

➤ Pirate power

And so many others was played and tested whether it was for Android & IOS platform or just one of those.

The result

We knew that everyone can have a different approach but no one can deny the unique lingue that a game has to use for talk to their users. We're believe in connecting through our products And that's why the market will recognize this game for having a different approach to the young users.

The Future

General Vision

We believe that we live in age of communication and we see a lack of it as a major issue that we must be address and deal with in a long run for greater good in this world. So every single product that we're made or gonna make is about communication with others, whether they're talking our language or not, whether they're from same city or country as we are or not, we're gonna make it our mission to debug every lack of communication in the world. This is our way, this is our vision.

Our Focus

As we mentioned before it's our vision to reach out to people with any of our product. And it's our focus to talk to them in a different style and accept their truth and difference through the our product. That's why it's so important. The conversation is always there, but you can NOT see it, because communication have so many different shape and form and even so many layers that you could NOT possibly saw it. Every product is start of a conversation in a unique form of communication and This is our main focus.

The Finances

Cost Of Production

Are you ready to venture into business? Operating a small business is not just about working for yourself, it's also about having the necessary management skills, industry expertise, technical skills, finance and of course a long-term vision to grow and succeed.

Sale's Asumptions

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Disterbution

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Advertising

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Wage & Offers

Are you ready to venture into business? Operating a small business is not just about working for yourself, it's also about having the necessary management skills, industry expertise, technical skills, finance and of course a long-term vision to grow and succeed.

Taxes

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Monthly Bills

- rent
- Electricity
- Water
- Gas
- Phone
- Internet

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And Other bills that we need to cover monthly.

References

First referece

This is the first refrence.

Glossary

Australian Business Number (ABN) – a single identifying number used when dealing with other businesses and the Tax Office.

Australian Company Number (ACN) – the number allocated by the Australian Securities and Investments Commission (ASIC) when you register a company under Corporations Law.

Blog – is a shortened word for Weblog (see Weblog).

Break-even – the exact point when a business' income meets a business' expenses.

Capital cost – a one-off substantial purchase of physical items such as plant, equipment, building or land.

Cash incoming – cash that is flowing into the business such as sales or other income.

Cash outgoing – cash that is flowing out of the business such as purchases, expenses or fees.

Cash flow – the measure of actual cash flowing in and out of a business.

Channel – a way of delivering something to its destination, whether it is a message to be communicated or a physical product to be delivered.

Contract – a legally enforceable agreement made between two or more parties. A contract may be a verbal contract or a written contract (or may be partly verbal and partly written).

Copyright – a law that protects original works of art, literature, music, films, sound recording, broadcasts and computer programs from copying and certain other uses.

Demographics – the characteristics of a segment of the population e.g. customers.

Domain name – a name that identifies an organisation's address on the internet, either a website address (the domain name follows the 'www') or an email address (the domain name follows the '@' symbol in the email address).

Environmental audit – an objective assessment of a business' impact on the environment, and to what extent.

Environmental Management System (EMS) – a business system implemented to manage current and future environmental impacts.

Fixed asset – a physical asset intended to be used in the business for a long time.

Fixed cost – a periodic cost incurred by a business that tends to remain the same each period. Fixed costs are separate to the costs associated with producing a product/service that change depending on the quantity.

Goods and Services Tax (GST) – a broad-based tax of 10 per cent on the sale of most goods and services in Australia.

Gross profit – also referred to as net sales. This is the remaining profit when the cost of producing a good is taken away from the sale price.

High-end – usually refers to expensive or high quality products/services.

Intellectual property – laws that protect the property rights in creative and inventive endeavours including art, literature, music, films, sound recording, broadcasts and computer programs.

Inventory – a comprehensive list of items a business currently has in stock.

Liability – a financial obligation or amount owed.

Licence – a legal document that grants a business or person with official permission to conduct a certain activity.

Market position – refers to the position an organisation, product or service has in the market, usually in relation to its competition.

Milestone – a goal or objective with a target date.

Mission statement – is a statement outlining how an organisation intends on achieving its vision.

Net profit – is the total gross profit minus all business expenses.

Off-the-shelf – a complete ready-made product that can be purchased by the general public. Usually refers to technology or computer products.

Patent – an exclusive right granted to an owner to sell their particular device, substance, method or process that is new, inventive and useful.

Pay As You Go (PAYG) withholding – a legal requirement to hold back a portion of payments made to employees and other businesses, which is then paid to the Tax Office

Payroll tax – a state and territory government tax on industry, calculated on the amount of wages paid.

Permit – a legal document granting, usually temporary permission, to carry out a planned action.

Plant and equipment – also known as fixed assets used in the operation of a business.

Product liability – is insurance that covers a business for damage or injury caused to another business or person, through the failure of a product sold by that business.

Professional indemnity – is insurance that protects a business if their client suffers a loss as a direct result of their advice.

Public liability insurance – is insurance that protects a person against claims for property damage and bodily injury.

Retail lease – a legally binding contract between a business and a landlord that sets out the terms by which a business can occupy a landlord's shop or premises.

Social media – a group of technology including Blogs, online networks (e.g. Twitter, Facebook, MySpace, LinkedIn) and online collaboration tools often used to expand your network/market reach or collaborate on a large scale.

Stamp duty – a state and territory government tax paid by a buyer on the purchase price of the property or asset.

Stocktaking – a regular process involving a physical count of merchandise and supplies actually held by a business, to verify stock records and accounts.

Sustainability – development that takes full account of the environmental consequences of economic activity and utilises resources that can be replaced or renewed.

Third party – persons who are not a party to a contract.

Trade mark – the registration of a letter, number, word, phrase, sound, smell, shape, logo, picture, aspect of packaging or any combination of these, which gives the owner the legal right to use, licence or sell it within Australia.

Turnover (financial) – financial turnover is the amount of money a business typically makes in a given period.

Turnover (staff) – staff turnover is the rate at which staff take-up and leave a position in an organisation.

Unique selling position – a characteristic of a business or a product/service that sets it apart from the competition.

Venture capital – capital invested in a start-up business that is thought to have excellent growth prospects but does not have access to capital markets because it is a private company.

Vision statement – an inspiring statement that expresses an organisation's main ambitions/goals.

Weblog – (also known as a Blog) an individual's or organisation's online website displaying a reverse-chronological list of entries (known as posts). Posts typically include thoughts, observations, promotions, links, images or videos. A Weblog is publicly available and allows readers to comment on posts.

Worker's compensation – a payment made to an employee affected by a work related injury or illness, to compensate for the loss of earning capacity, medical and rehabilitation expense

