**Game & Software Development Company Plan**

**1. Company Registration & Legal Setup**

Setting up a company legally ensures smooth operations. The process includes registering the business, obtaining necessary licenses, and complying with tax regulations.

**Steps to Register Your Company**

1. **Choose a unique company name** and check availability with the **Registrar of Joint Stock Companies (RJSC).**
2. **Register the business** (Cost: 10,000-15,000 BDT).
3. **Obtain a Trade License** (Cost: 3,000-5,000 BDT).
4. **Get a Tax Identification Number (TIN) and VAT registration** (Cost: 5,000-10,000 BDT).
5. **Open a business bank account** (Cost: 1,000-2,000 BDT).
6. **Draft legal agreements** (Employee contracts, NDA, etc.) (Cost: 5,000-10,000 BDT).

**2. Office Setup (Budget-Friendly)**

With a budget of **200,000 BDT**, selecting a cost-effective location is crucial. **Paltan** offers affordable office spaces with tech-friendly surroundings.

**Cost Breakdown**

* **Single-room rent**: 10,000-15,000 BDT/month
* **Basic furniture**: 20,000 BDT
* **Computers (3 Mid-range PCs)**: 120,000 BDT
* **Internet connection**: 2,000-3,000 BDT/month
* **Miscellaneous**: 10,000 BDT

💡 **Alternative:** Start remotely and shift to an office after revenue stabilizes.

**3. Expanding to Engineering & Simulation Software**

Alongside game development, the company will provide **engineering & industrial simulation solutions**, increasing revenue streams and reducing risks.

**Types of Software & Solutions**

✅ **Industrial & Training Simulations** (Electrical, Mechanical, Factory Automation)  
✅ **Educational Engineering Software** (Physics-based tools, CAD, Robotics)  
✅ **Business & Professional Applications** (Power system analysis, digital twins)  
✅ **AR/VR Engineering Solutions** (Interactive training simulations)

**Monetization Strategy**

* **Software Licensing**: Sell to universities, firms, and businesses.
* **Custom Development Services**: Offer specialized engineering solutions.
* **Subscription-based Learning Apps**: Target students & professionals.

💡 **Example:** Develop an **AR-based construction simulator** and later repurpose the technology for a **city-building game**.

**4. Game Development & Publishing Services**

The company will develop its own games while offering **publishing services for indie developers**.

**Publishing Business Model**

1. **Revenue Sharing** – Take 30%-50% of a developer’s earnings while handling marketing and publishing.
2. **Upfront Payment** – Developers pay a fixed fee for publishing support.
3. **Hybrid Model** – Charge a small upfront fee + revenue share.

**Services Provided**

* **Publishing on Google Play, App Store, WebGL platforms**
* **Marketing & ASO Optimization**
* **Monetization Strategies (AdMob, IAP, WebGL Licensing)**

💡 **How to Get Developers?**

* Create a **website** showcasing publishing services.
* Join **Facebook, Discord, and IndieDB** developer communities.
* Offer **free ASO/Marketing consultations** to attract clients.

**5. Earning & Monetization Strategies**

**Game & Software Revenue Streams**

|  |  |  |
| --- | --- | --- |
| Method | Details | Earning Potential |
| Unity Ads & AdMob | Monetize hyper-casual games | $0.5-$3 per 1,000 impressions |
| In-App Purchases | Offer premium content | Moderate |
| Game Publishing | Sell & publish games | High if marketed well |
| Engineering Software Licensing | Sell to firms & universities | High & Stable |
| Client Projects (AR/VR) | Develop business solutions | High |
| WebGL Game Licensing | Sell games to web portals | $200-$5,000 per game |
| Freelance Development | Game assets, Unity scripts | Medium to High |
| Game Reskinning | Modify & resell Unity templates | $50-$500 per game |

💡 **Low-Investment Quick Money Ideas**  
✅ **Freelance Game Assets & Code** (Sell UI, characters, scripts)  
✅ **AR Business Solutions** (Offer AR marketing tools for brands)  
✅ **Mini-Game Subscriptions** (Monthly paid access to small games)

**6. Hiring Strategy**

💡 **Start with a small team & expand as revenue grows**

|  |  |  |
| --- | --- | --- |
| Role | Salary (BDT) | Responsibilities |
| Game Developer | 20,000-30,000 | Coding & gameplay implementation |
| Graphic Designer | 15,000-25,000 | UI/UX & character design |
| Marketing Specialist | 18,000-30,000 | Ads, branding, ASO optimization |
| Project Manager (Optional) | 30,000-40,000 | Managing deadlines & team |

**7. Game Marketing Strategy**

|  |  |  |
| --- | --- | --- |
| Strategy | Cost | Impact |
| App Store Optimization (ASO) | Free | High |
| Social Media & Influencers | 5,000-15,000 BDT | High |
| Paid Ads (Facebook, Google) | 10,000-50,000 BDT | High |
| Game Review Websites | Free/Paid | Medium |
| Cross-Promotion with Other Games | Free | Medium |

💡 **Save Money:** Focus on **ASO, influencer marketing, and organic social media growth** before spending on ads.

**8. Scaling & Growing the Company**

|  |  |
| --- | --- |
| Stage | Focus |
| 6 Months | Launch 2-3 games & test monetization |
| 1 Year | Hire more staff & work on bigger projects |
| 2 Years | Expand to AR/VR & engineering solutions |
| 3-5 Years | Establish brand & seek investors/partners |

**9. Budget Summary**

|  |  |
| --- | --- |
| Item | Estimated Cost (BDT) |
| Company Registration & Legal | 20,000-30,000 |
| Office Rent (3 Months) | 30,000-45,000 |
| Initial Setup (PCs, Furniture, Internet) | 150,000-180,000 |
| First 3 Months Salary (2 Employees) | 150,000 |
| Marketing Budget | 30,000 |
| Miscellaneous | 10,000 |
| Total Startup Budget | 200,000 BDT (Optimized) |

**10. Conclusion**

By expanding into **engineering software & simulation solutions**, this plan ensures **financial stability** while growing the game business. The key is to:

* **Diversify income** with games, publishing, and engineering software.
* **Minimize initial costs** by starting remotely and hiring selectively.
* **Focus on profitable software solutions** and WebGL licensing.
* **Invest in marketing & ASO** to maximize visibility.