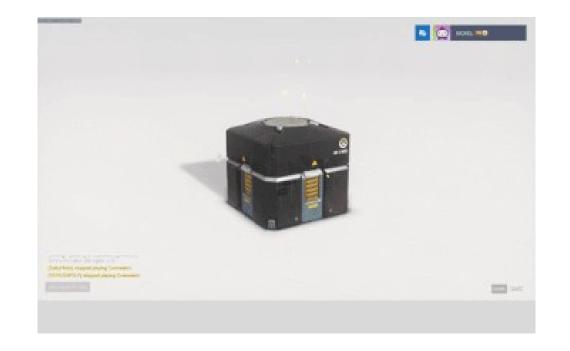# Gacha Game Project

Goodbye Games

Egemen Inal – Sinem Ozden

Project Scope

- This project aims to create a gacha game that will provide a constant flow of revenue to Goodbye Games.

- This game will be available on multiple gaming platforms in order to appeal to different types of users.

- The project aims to be a steppingstone for either further projects or provide a solid flow of revenue for further expansion of this project.

Business Case

- The market for gacha games at western markets are not capitalized like Asian market. The competition at the west market is underdeveloped.

- (Market Gap – Egemen)

Project Purpose

- We plan to make a compelling game for users to buy and spend money on in-game purchases.

- The game aims to sustain user retention by providing directed art design for a young adult audience.

Measurable Objectives

We plan to measure the success of the project with;

- Game hits 2.000 daily user in first 2 months.

- 95% website up-time.

- 4.5 or higher rating at apple store and google play.

- 70% of first-time users are still playing the game actively after a month.

- 30% of the players making in-game purchases.

Budget

- In this project 3 artists, 1 sound artist, 8-9 developer, 1 IT employee and 3 tester will work. The budget estimate for this project is:
  - Hardware:
    - 16 - 17 computer + screen ~ 2.000 each
    - 3 - drawing tablets ~ 3.000 each
    - 1 - server rack ~ 30.000
    - 1 - android ~ 1.000
    - 1 - iPhone ~ 1.000
  - Software:
    - Adobe 80 * 3 * 12
    - Sound app ~ 80 * 12
    - Developer apps ~ 10.000
  - and a deal with a testing company = 40 monthly fee ~ 4-5 months.
- Which in total of 75.000$ for hardware, 13.800$ for software, human resources 480.000$. Which totals to 568.800$