# Phantasm Business Plan

## Executive Summary

Dead Dark Studios is a games development company that wishes to create games for Sony PlayStation, Microsoft Xbox and PC. We wish to develop 2D and 3D art assets like 3D models for our 3D games and 2D sprite sheets for our 2D games. Dead Dark Studios is formed by graduated students from University of Suffolk which is based in Ipswich. We are yet to develop an official released game but we all have the experience of working in a team. We are all committed to making successful and memorable games.

We offer the following skills:

* Game concepts for PC, Xbox & PlayStation
* 2D artwork and concepts
* 3D artwork and concepts
* A young, eager and friendly development tam willing to learn.

## Company Summary

## Company Ownership

Dead Dark Studios is owned by our team of developers and they are:

* 3D Model Developer: Thomas Simmons
* 2D Designer: Amy Potter
* Programmer Development: Lewis Wilden
* Programmer Development: Ben Reynolds
* Researcher: Caitlin White
* Game Pitcher: Elliot Page

## Company Location

Dark Dead Studios is based in a 283 square feet office space located in 3-9 Arcade Street, Ipswich, IP1 1EX which is just to the west of Ipswich Town centre.

## Start-up Summary

Our start up expenses to start our company are primarily towards equipment and software. For our company to rent out our office it’ll cost £4245 per annual year meaning it’ll cost £353.75 per month.

Our company should purchase all the necessary software required to do our jobs which include Unity Pro, 3DS Max, Adobe Photoshop and Microsoft master collection.

Unity Pro will be primarily used by Lewis and Ben so we will 2 seats worth of the software which will cost £3000 per annual year meaning it’ll cost £250 each month.

We will also require 3DX Max which will be primarily used by Thomas and it’ll cost £1818 per annual year meaning it’ll cost £151.50 per month.