# Executive Summary

Dead Dark Studios is an independent games development company founded in 2016 that will create games for Smartphones/ Tablets and PC Indie 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 will be making a single player 2D side-scroller indie game for Apple and IOS smartphones and tablets as well as PC based game stores like Steam and Kongregate. Our target audience are people of both genders aged 12 and above who like mystery & puzzle solving games. We have a development team of five and it will approximately take 12 months to produce and publish our game. When we get our game published we will sell it for £3 per copy.

We are all committed to making successful and memorable games.

We offer the following skills:

* Game concepts for Smartphone/ Tablet and PC game websites
* 2D artwork and concepts
* A young, eager and friendly development team willing to learn.

# Company structure

## Company Ownership:

Dead Dark Studios is owned by our team of five junior developers and they consist of two games designers, two games programmers and one games animator.

## Company Location

Dark Dead Studios will be based in Suffolk, Ipswich but we will start by using home based locations for our developers and when we need to meet up to discuss and plan our next stage of development we will reserve an meeting room in an business hub based in Ipswich.

# Financing

Our finances required to start our company are primarily towards equipment and software.

Our company should purchase all the necessary software required to do our jobs which include Unity Personal, Adobe Photoshop/ Illustrator and Google Suite.

## Software Requirements

|  |  |  |  |
| --- | --- | --- | --- |
| Application/s | Features | Licencing | Annual Cost (Year) |
| Unity Plus | Development environment | 2 | £637.15 |
| Adobe Creative Cloud | Artwork | 2 | £485.28 |
| Google Suite | Communication, Cloud Storage, Video Conferencing & Documentation. | 6 | £475.20 |

## Hardware Requirements

we will invest in five HP 250 G5 i7 Laptops memaning costing £499 each.

So the total costs for these laptops will be £2495

## Tax Benefits

From these expenses we can claim as allowable expenses from the government which include travel costs, financial costs marketing/ advertisement.

Since we are all going to work most of the time at home we can all claim a percentage of our costs which include heating, council tax, electricity and rent.

This will help with our costs towards our software and advertisement.

## Legal/ Insurance

We will need business insurance to help protect our company against unexpected costs causing us to lose money. By law we need employer’s liability insurance once we start employing new staff.

When we employ staff we will need Employee’s liability insurance will cost £43 a year per employee so it’ll cost £215 to cover all our employees.

We will also need to insure our laptops in case any of them get damaged. This will cost £154.50 per laptop meaning for all five laptops it’ll cost £777.50 for two years insurance. This will help cover any accidental damage, replacement parts/materials, repair centers and running diagnosis with phone chat support.

Here above shows our expenses to start up our company Dead Dark Studios.

## Wages

## For our programmers there salary will be between £18,000 to £22,000 so we will be paid £20,000 per annual year which is £1667 per month.

For our designers there salary will be between £19,000 and £21,000 so we will be paid £20,000 per annual year which is £1667 per month.

For our games animator there salary will be £20,000 so they will be paid £1667 per month.

## Total costs and Funding

For our company to get started it’ll cost us the below:

* £1597.63 for our Software
* £992.50 for legal/Insurance
* £2495 for our Hardware

This totals to £5,085.13

For our development team it’ll cost £100,000 per annual year so it’ll be £8,335 per month.

To fund the costs to start the company , we will acquire a start-up loan of £5,000 from the UK government and the other £85.13 will be gathered from the team equalling to £17.03 from each developer.

The government will then charge us a fixed annual interest rate of 6% on top of the loan meaning we must pay back a minimum of £300 per year.

We will receive support and guidance from the government to help fulfil our business plan and mentoring for up to 12 months after concluding our loan agreement.

There are three factors we must consider when taking out a government loan and they are as follows:

* Credit worthiness
* Personal affordability
* Business viability.

We may have problems with Credit worthiness and Business viability, this is due to each of us already having to pay a dep’t because of university and being a new games company we may not generate enough funds to meet our monthly loan payment plan. We think this shouldn’t be a massive issue because we are all experienced enough and have a wide audience to play our games.

To pay this loan back and pay for my staff for our company we will use the methods:

* Crowd funding mainly from Kickstarter.
* Indie based game browsers and arcades.
* Gameplay Advertisment.
* UK Games Funding.

Kickstarter is a great way to raise money for games and other projects. Games developers in general can post game ideas backed up with art concepts can request an amount of money from the public so they can continue to develop there game. However they’re flaws to using this as our main funding, these are:

* The kitchen sink system where investors either reach there required amount of funding and if they dont they get nothing at all.
* Doesnt offer refunds to the developers.
* Charges developers a fee before starting an campaign.

We will have to pay 5% of successfully funded project on kickstarter plus any other fees for there partners. We will raise £78,750 so we can keep £75,000 and pay Kickstarter £3,750 across the games development of 12 months so we will need to raise £6250 a month. This money will then go towards paying the developers and the software.

We will also get a grant of £25,000 from the Uk Games Fund. This will help pay for staff, software and hardware costs. They’re some factors we must look at before applying and they are:

* The grant will not respresent more than 50% of our games funding
* Staff from outide the UK cannot be paid with this grant
* No gambelling elements
* Do not fund work after the work has been started

In order to aquire this grant we will have to make an 2 minute game pitch which has to cover our game idea, market research and future development.

We may encounter some problems getting this grant because we havent got an company location and due them recieving a massive number of applicants they may not reply and give us our grant for a some time.

**Word Count: 659**