# Executive Summary

Dead Dark Studios is a games development company that wishes to create games for Smartphones/ Tablets and PC Indie games. We wish to develop 2D assets like character sprite sheets for our 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 Smartphone/ Tablet and PC game websites
* 2D artwork and concepts
* A young, eager and friendly development tam willing to learn.

# Company structure

## Company Ownership:

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

## 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

All five of our team will have the required hardware in order to work on our games and efficiently too.

## 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

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.

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

## Total costs and Funding

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

* £1597.63 for our software
* £215 for legal

This totals to £1812.63.

To fund these costs, we will acquire a start-up loan of £2,000 from the UK government.

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 £167 per year.

To pay this loan back and make a profit for our company we will use the methods:

* Crowd funding mainly from Kickstarter
* Indie based game browsers and arcades.

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.

## Wages

Since we are all co-owners of our company we do not get an official salary per annual year. We will therefore be paid based on our profits and split those evenly five ways. Our salaries will then increase judging on our company’s future growth and future employees.

**Word Count: 659**