## 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*
* *2D artwork and concepts*
* *3D artwork and concepts*
* *A young, eager and friendly development tam willing to learn.*

## Company Summary structure ? – tax benfits

## Company Ownership

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

* 2D Designer: Amy Potter
* Programmer Development: Lewis Wilden
* Programmer Development: Ben Reynolds
* Researcher: Caitlin White
* 2D Designer & Game Pitcher: Thomas Simmons

## Company Location – shorten, home, bussinss hub, east Anglia, will be based – future tense.

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 – shorten maybe call financing

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, Adobe Photoshop and Office 365.

## Software Required \_ table cloud, hangouts, skype,

|  |  |  |  |
| --- | --- | --- | --- |
| Application | feature | licences | Annual cost |
| UP |  | 6 | 1500 |
| AC |  | 6 | 708 |
| Office | cloud, hangouts, skype | 6 | 112 |

Unity Pro will cost £1500 per annual year meaning it’ll cost £250 each month per user. So, for two users it’ll cost £3000.

Adobe Creative Cloud will cost £708 per annual year meaning it’ll cost £59 per month.

Office 365 Business Premium will cost £112.80 per annual year meaning it’ll cost £9.40 a month per user. So, for six users it’ll cost £676.80 per annual year.

## Legal – check as a partnership, self employed …..

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 and commercial motor insurance.

Stage 2 when you employ Employee’s liability insurance will cost £43 a year per employee so it’ll cost £215 to cover all our employees.

Commercial motor insurance will cost £979-£1958 a year which will cover all employees.

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

## Total costs and Funding – hard to read, table, bullet points

For our company to start business it’ll cost us £4245 a year to rent our building, £4384.80 for our software £1194-£2173 arriving at a total of £9,823.80 to £10,802.80.

To fund these costs, we will acquire a start-up loan of £15,000 from the UK government. The government will then charge us 6% interest per annual year on top of the loan meaning we must pay back a minimum of £1250 for the year. We will acquire this through crowd funding, mainly from Kickstarter and other 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 on our loan funds.

There are three factors we must consider when taking out a government loan and they are Credit worthiness, Personal affordability and 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 – no wages - owners of business, shares based on profit, future growth will deternmine living wgae or higher slarues for future employees, or expantion of profit share process.

From our government loan remains £4197.20 and between five employees each person would get £839.44 each. For the first 4-6 weeks of business this will help cover any flat rent, food and travel expenses for all the employees’ whist we get our company on the map.

After this period, we will have a fully functioning game which we then unload online on websites like Kickstarter to gather feedback and funding to continue our game. All profits remaining from each month will then split evenly between all employees. Once our game has been completed, published and starts to make money we will then consider a fixed annual yearly wage.

For a junior programmer and developer earn on average £20,000 per annual year which is around £1670 per month.

For junior researchers earn on average £22,000 per annual year which is around £1834 per month.

We will consider paying our staff this when we calculate all our funds from advertising, Kickstarter and purchases.

**Word Count: 741**