

For our Maintenance Strategy, Team 7 has determined that the team will maintain a rather loose strategy. For the first year of release, the team plans to devote its time to handling bug fixes and quality of life improvements as dictated by user feedback. The team determined that the overall cost of maintenance would be rather low, as this is not corporate software and therefore does not require near constant updates and system checks to ensure functionality. Another reason that maintenance was determined to be low was due to the team not planning to push any major updates/DLC within the first year of release. Post first year, any content updates would likely not require a great deal of extra maintenance outside of the standard bug fixes and quality of life improvements.

The cost for maintenance of the game is approximated to be rather high, however. Assuming that each team member takes the average salary of a game designer in Kansas of \$98,878, and that team composition does not change over the course of the first year of release, the cost in annual salaries will be \$494,390. The team has also elected to hire a Public Relations Manager. Should the Public Relations Manager take the average salary of Public Relations Managers in Kansas of \$76,258, then the total cost in annual salaries becomes \$570,648. In total, the calculation for the annual maintenance cost would be \$100 for the Steamworks initial fee plus \$570,648 in salaries paid plus Steam's 30% cut of all sales above \$1,000 in sales reached plus any additional costs accrued from purchasing additional assets, upgrading and repairing computers, other software licensing costs, and miscellaneous expenses plus taxes. Luckily for the team, the cost to maintain the Steam store page is non-existent, as that cost is covered in the initial \$100 fee and Steam's 30% cut of all sales.

To promote the game, the team has elected to hire a Public Relations Manager. The Public Relations Manager will be in charge of what content appears on the Steam store page and will manage the team's social media presence. Using social media, the Public Relations Manager will build excitement pre-release and endeavor to maintain continued interest in the game post-release. It is the team's belief that maintaining a healthy and positive social media presence will draw in enough customers to cover operational and maintenance costs.

Due to the team electing to use Steam and Steam Direct's Steamworks Distribution Program exclusively for the first year of release and due to the nature of the project, the team has managed to avoid accruing a large number of additional costs. The team will not need to pay any monthly or annual fees for servers or domains as the game is not planned to include any form of multiplayer and will be run exclusively from the customer's machine. The team will accrue no monthly or annual fees for using Steam as the distribution platform outside of Steam's 30% cut from all sales above \$1,000 in sales reached. The team has elected to forgo applying to other distribution platforms, as it could cause financial strain.