

# KYB Paper Assessment

Group: No-Name-Group

GameLab project: Nobody's Life

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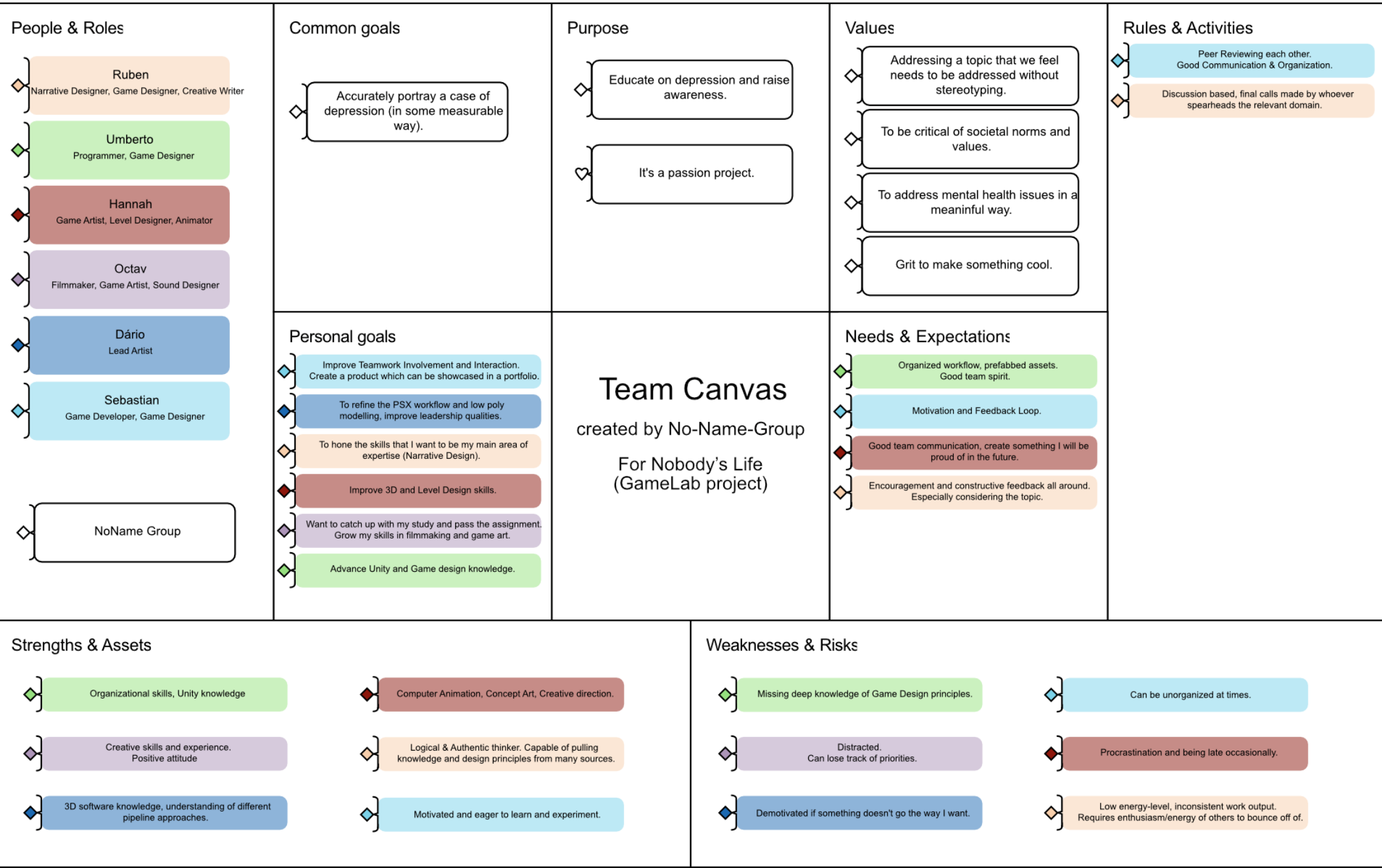
Semester: Summer semester 2021

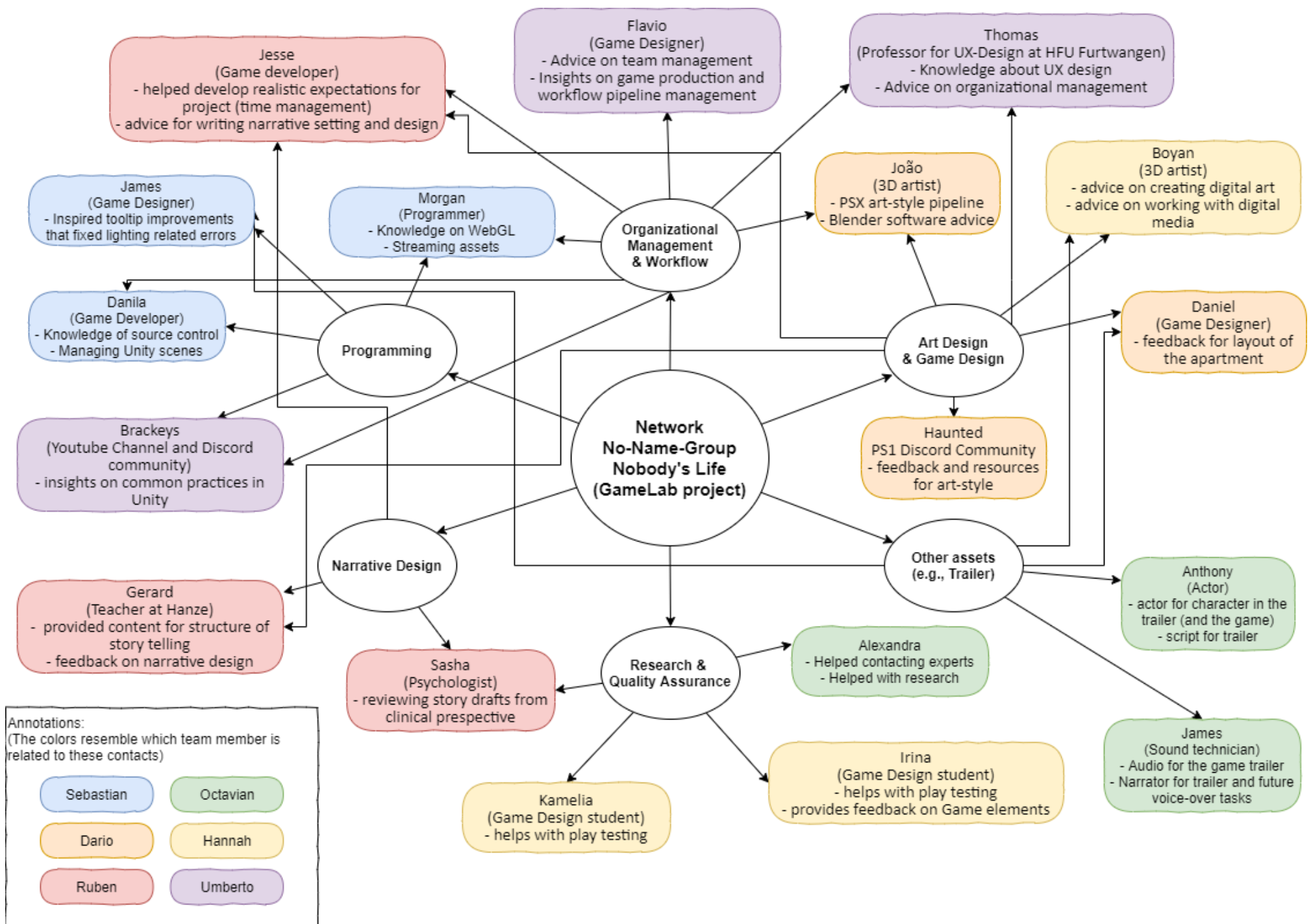
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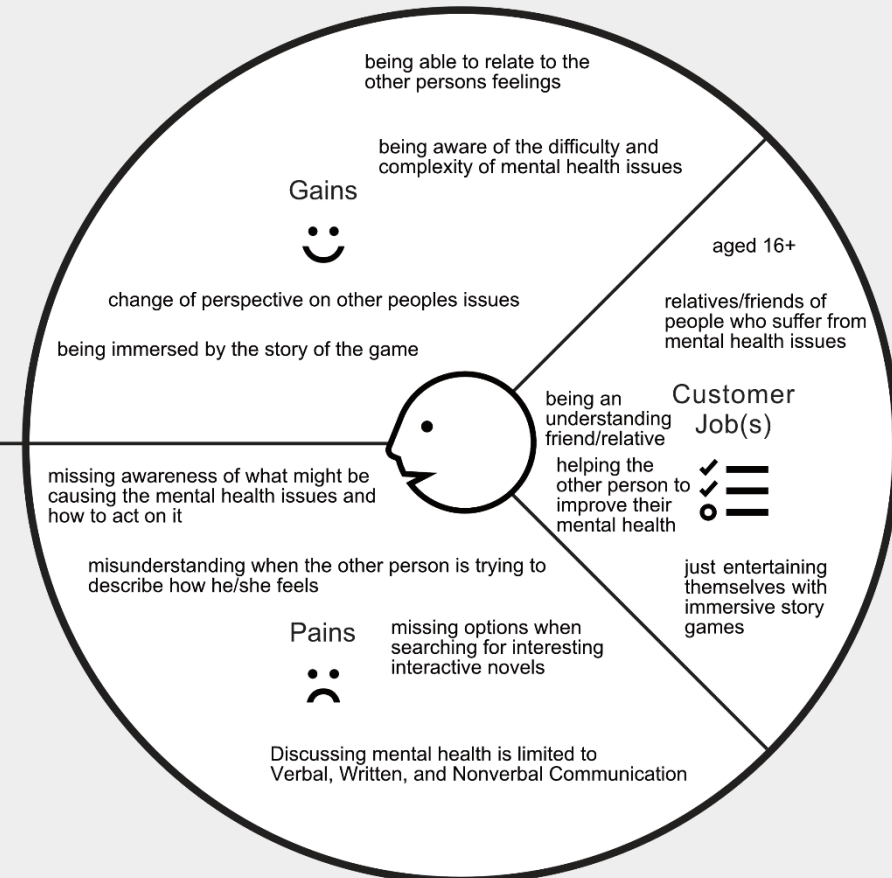
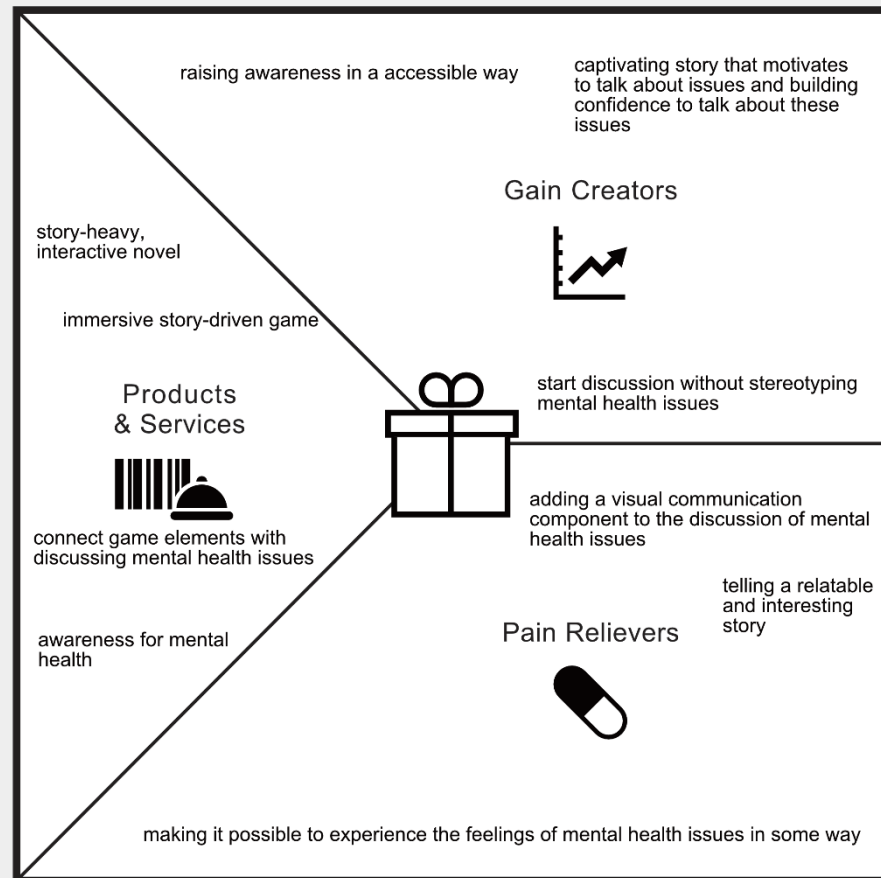
# The Value Proposition Canvas

No-Name-Group

Nobody's Life  
(GameLab project)

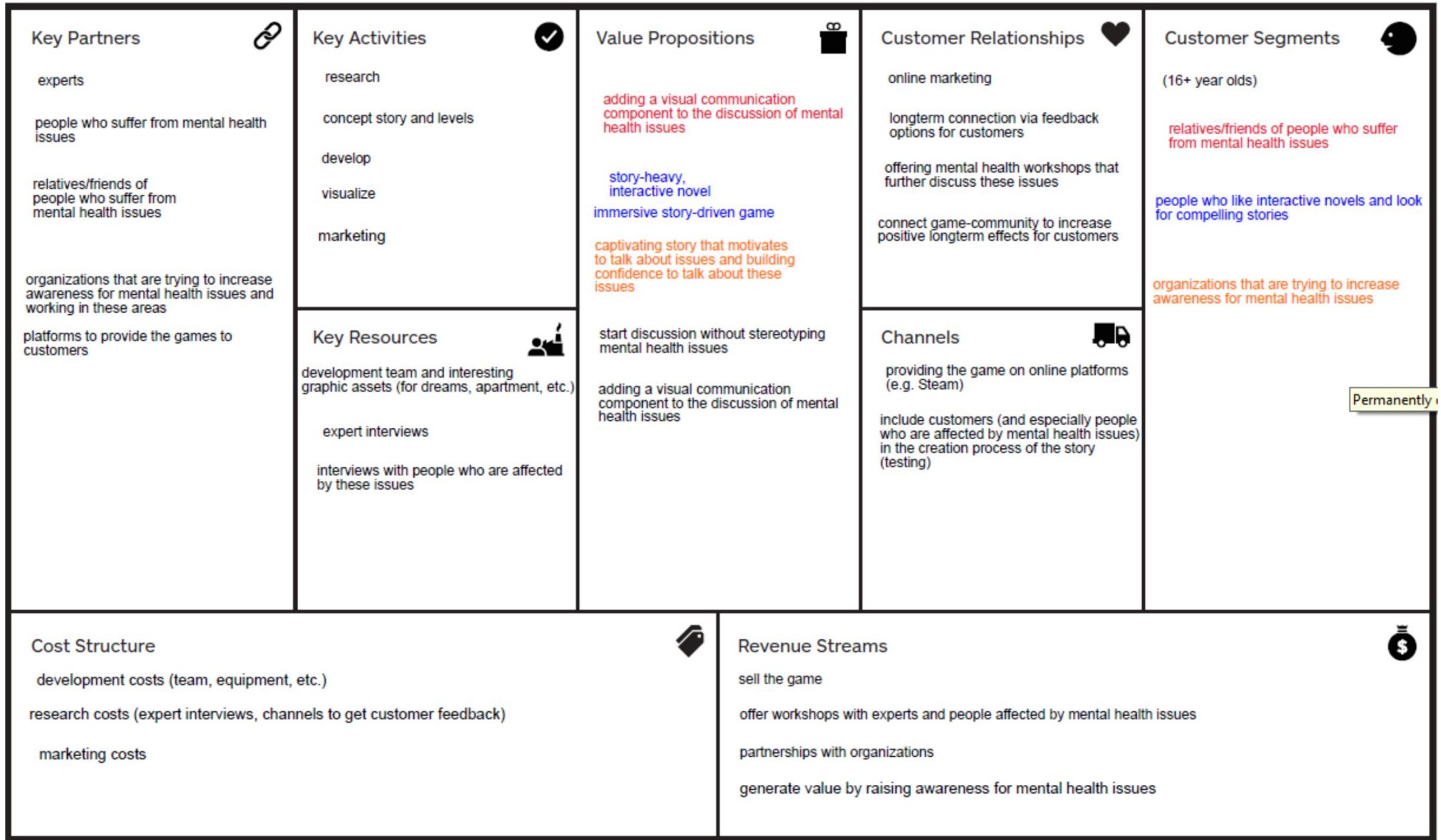
Value Proposition

Customer Segment



# Business Model Canvas

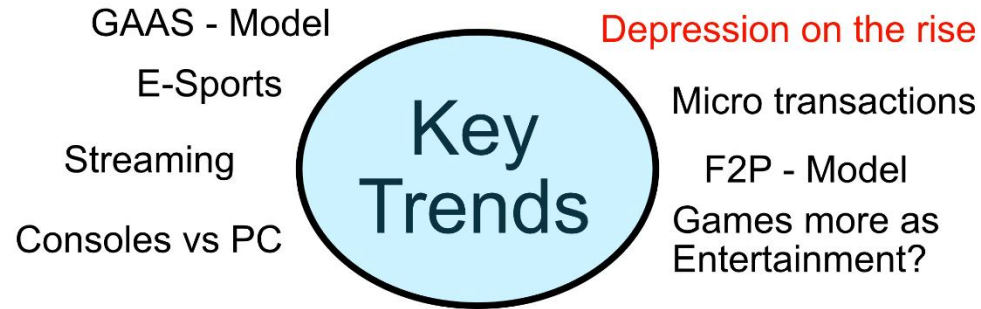
No-Name-Group  
Nobody's Life (GameLab project)



Permanently



# Business-Model-Canvas with Environment



**No-Name-Group**  
**Nobody's Life**  
(GameLab project)

Books/movies about depression

Other Publishers:

- SquareEnix (Life is Strange)
- Sony (Beyond: Two Souls)

- > Weakness:
- Bound to profit
- ... not to passion?

**Industry Forces**

Getting help from psychologists

<b>Key Partners</b> experts people who suffer from mental health issues relatives/friends of people who suffer from mental health issues organizations that are trying to increase awareness for mental health issues and working in these areas platforms to provide the games to customers	<b>Key Activities</b> research concept story and levels develop visualize marketing  <b>Key Resources</b> development team and interesting graphic assets (for dreams, apartment, etc.) expert interviews interviews with people who are affected by these issues	<b>Value Propositions</b> adding a visual communication component to the discussion of mental health issues story-heavy, interactive novel immersive story-driven game captivating story that motivates to talk about issues and building confidence to talk about these issues start discussion without stereotyping mental health issues adding a visual communication component to the discussion of mental health issues	<b>Customer Relationships</b> online marketing longterm connection via feedback options for customers offering mental health workshops that further discuss these issues connect game-community to increase positive longterm effects for customers  <b>Channels</b> providing the game on online platforms (e.g. Steam) include customers (and especially people who are affected by mental health issues) in the creation process of the story (testing)	<b>Customer Segments</b> (16+ year olds) relatives/friends of people who suffer from mental health issues people who like interactive novels and look for compelling stories organizations that are trying to increase awareness for mental health issues
<b>Cost Structure</b> development costs (team, equipment, etc.) research costs (expert interviews, channels to get customer feedback) marketing costs		<b>Revenue Streams</b> sell the game offer workshops with experts and people affected by mental health issues partnerships with organizations generate value by raising awareness for mental health issues		

Increasing publishing frequency

High marketing effort

**Market-forces**

A lot of gamers aged under 16

Games are still a relatively small group in society

Unconventional way of handling depression

Many people struggle as they lose jobs

Bound to stay at home

Decreasing will to spend money

**Macro-Economic Forces**

Digitalization

CoVid-19 crisis

Increasing revenue of videogames

## Revenue Model

When it comes to the revenue model of our company, one thing that should be stated clearly: The Nobody's Life project is a passion project, that aims for raising awareness for mental health issues. It is of high importance to us, to not scare customers with a price for our product. It might sound philosophical but the core revenue that we generate for us lies in reaching people, talking about the problem, and creating awareness – and by that generating a sort of social value.

However, to reach this goal we would still need money to work on the project, as “bills still have to be paid”. Therefore, we have decided to use two ways to generate ‘financial’ revenue with our game. On the one hand, we will sell our product via single transactions, offering it on a platform like “Steam” (a video game digital distribution service by Valve). There, we will sell it at a possibly low price to prevent losing customers because of a high-priced game/product.

Since selling it there (on a platform) for a low price still presents the issue of generating only small revenue, even if the game is bought many times, we decided to use another revenue practice as well. To compensate the mentioned issue, we want to look for partnerships with companies and organizations that are dealing with mental health issues. We want to offer them our game as a tool for visualizing depression. With this we could generate revenue by giving licenses to our partners, so that they can use these licenses for their customers, while we get money from them to further develop the game. This will also help us to reach more people and by that generating more of our core revenue – reaching people and discussing the problem.



# SWOT-Analysis

No-Name-Group

Nobody's Life (GameLab project)

Team members have the same goal  
Easy communication (small team)

## Strengths

Not bound to profit

Unconventional approach to communicating depression

Depression/mental health getting more attention

Due to global pandemic, mental health issues are more spread  
(Since people all under more pressure, lose their jobs, etc.)

Small amount of competing games

## Opportunities

Games industry has been growing constantly throughout the last years (despite CoVid-19 crisis)

Missing certain skills (e.g. Marketing, Management, etc.)

## Weaknesses

Losing even a single team member is difficult  
(small team)

Relatively low skill level

Little / no budget to pay partners/marketing/...

Large competitors

Selling games is often depending on a high marketing effort

Gamers are still a relatively small group in society

## Threats

Unconventional approach to communicating depression may not be received by target group

## SWOT

## Confrontation Matrix

		Opportunities			Threats			
		Growing games industry	Increasing mental health awareness	Few directly competing games	Large competitors	Gamers are small part of society (not reaching parts of target group)	Unconventional approach may not be received by target group	Total
Strengths	Not profit bound	++	+	++	+	0	0	6
	Easy communication	0	+	+	++	0	+	5
	Unconventional approach	+	++	++	+	0	-	5
Weaknesses	Missing skills/ low skill level	-	0	-	--	-	0	-5
	Small team (losing team members)	-	0	+	-	0	0	-1
	No budget	+	-	+	--	-	--	-4
Total		2	3	6	-1	-2	-2	

## Conclusion

Dealing with our project within this course helped us to understand, that even the most passionate project needs a solid foundation if it should survive in the environment of today's society and economy.

We started off with creating a team canvas, that helped us to understand how our team can work together, what we have in common, what our strengths are and where we should be cautious of our weaknesses.

Following that we had to find people that could help us in the development of our project. Those people are displayed in our network, which is built on many people from different areas within the game industry and but also from the outside.

After we knew how we as individuals could support our team and who could help us externally, the next step was to analyze what our target group is and how we can adjust our product to fit the needs of these people. By creating a value proposition canvas, we identified our customers to be mostly the relatives and friends of people who suffer from depression, so our goal was to help them better understand how depressions feel like and adding a way of visualization to the discussion of such topics.

After those first steps we had a general outline for our product, however, to be able to work on that product we had to further analyze what kind of business we would build around it to be successful. This happened through designing a business model canvas, that helped us to summarize other business components like customer relationships, revenue streams and key partners, and made us think about how we can generate proper revenue without giving up on our goals. Through that we came up with the idea to search for partnerships with organizations (that deal with mental health issues). They could help us to finance the development of the game and reach more customers, and by that create a revenue model that also generates a social revenue instead of pure financial one.

After creating an internal structure for our business, we had to widen our view and look at our surroundings. By adding the environment to our business model, we were able to look at factors that might influence us from the outside and from that

conclude a SWOT-analysis which components we then weighted in a confrontation matrix. All of this helped us to understand what advantages on our competitors we have, but also in which areas we must be cautious.

After all, it can be said, that with our product we have the chance to introduce an innovative visualization for mental health issues. We are aware that we might have issues introducing the product to some of our customers and need to find partners that can help us. However, if we can achieve that, then we can help people to better understand one another, raise awareness for this important topic and maybe also use our skills to build on that in the future with other products.