



The Mathetia Inc.

March 2024

THE MATHETIA BUSINESS PROPOSAL

Initiatives and projections for
the future of the game demo “The Mathetia”

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About The Mathetia Inc.

Do you find learning math painful? That's why I created this game demo, "The Mathetia" to make learning math more enjoyable.

Inspired by "Animation vs. Math" on Youtube, my company, The Mathetia Inc., has decided to develop a game about an imaginative land where everything is made of math, which means NPCs teach you math, monsters test your math, and you can even wield the power of math like "Trigonometry Slash"!

Organization and Management

**Id****Art Director**

Id has strong perception of what teenagers like, hence designing many cool characters and a profound world setting.

**Ego****Project Manager**

Ego can effectively balance the requirements from both Id and Superego.

**Superego****Tech Support**

Superego keeps calm and logical at all time to tackle with technical problems such as programming.

MISSION AND VISION

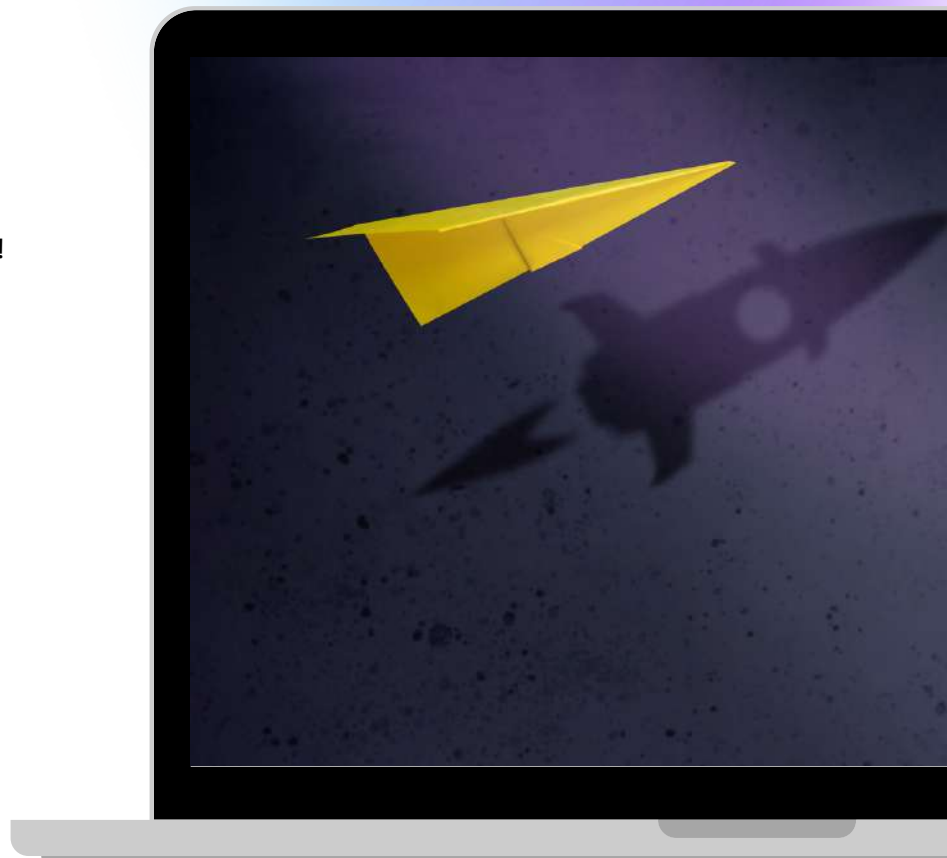
This is our future.

Mission

To make learning math more enjoyable!

Vision

To blend knowledge with gaming!



PROPOSED TIMELINE

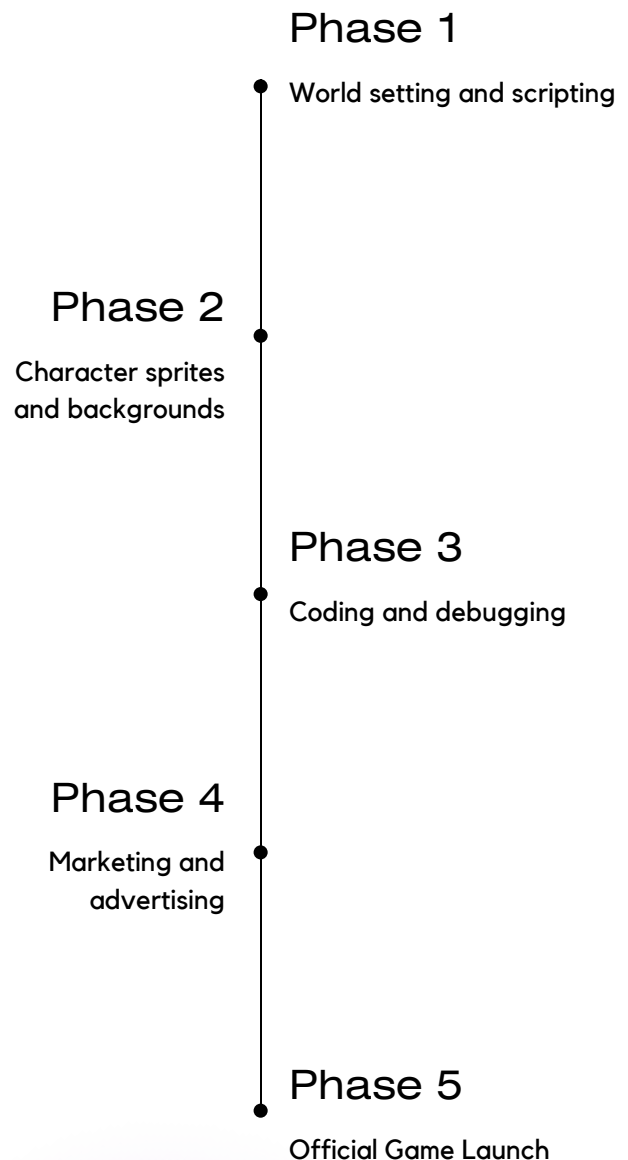
Phase 1 was marked by intense brainstorming sessions, where the plot was intricately woven to integrate mathematical concepts into an engaging storyline.

Phase 2 focused on designing character sprites, including both player characters and NPCs, each embodying various mathematical concepts and themes.

Phase 3 was crucial for integrating gameplay mechanics with educational content. It also included extensive testing and debugging phases, where the game was rigorously tested for any technical flaws.

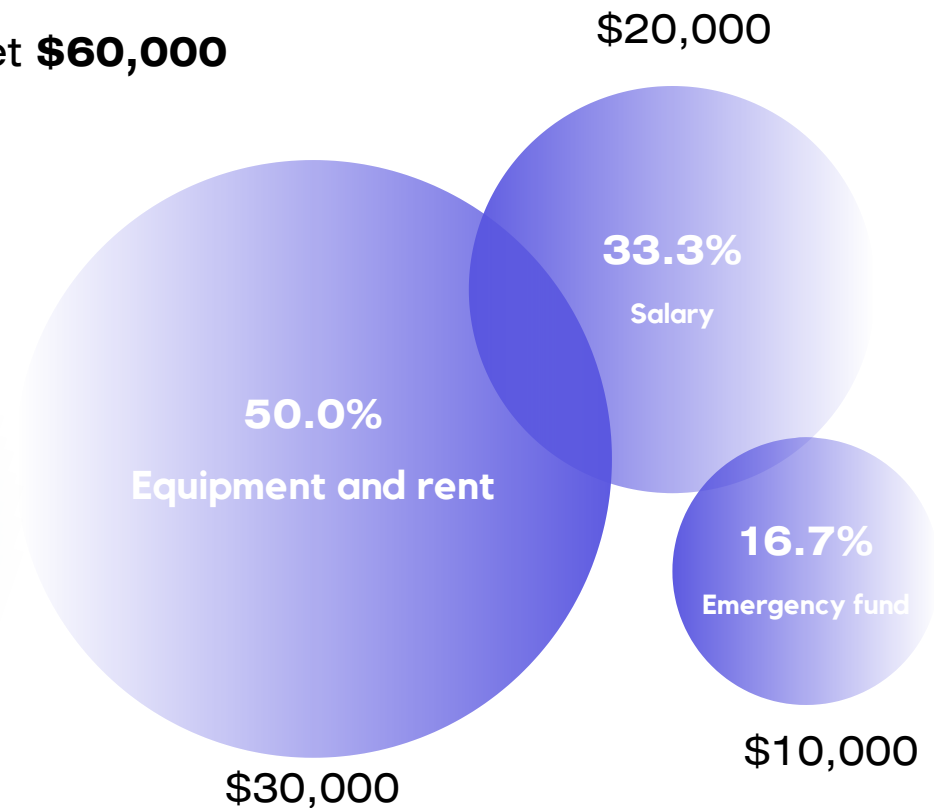
Phase 4 was crucial for integrating gameplay mechanics with educational content. It also included extensive testing and debugging phases, where the game was rigorously tested for any technical flaws, gameplay imbalances, or educational inaccuracies, ensuring a smooth and engaging user experience.

In Phase 5, the launch was celebrated with online workshops for educators and demo sessions for students.



Proposed budget for fiscal 2024 projects

Total budget **\$60,000**



The budgeting strategy for the development of The Mathetia was meticulously planned to ensure a balanced allocation of resources, essential for the game's successful creation and launch. Half of the total budget was dedicated to equipment, primarily investing in high-quality laptops and other necessary hardware and software. This significant investment in technology was crucial to provide the development team with the tools needed to design, program, and test the game efficiently.

A further one-third of the budget was allocated to salaries, ensuring the recruitment of top-tier talent across various domains such as game design, educational content development, programming, and graphic design.

Lastly, one-sixth of the budget was set aside as an emergency fund. This contingency planning was a strategic move to safeguard against unforeseen expenses or challenges, such as unexpected technological hurdles, additional debugging needs, or market fluctuations.

TARGET AUDIENCE



1st Person: An Italian man:
Cultural characteristic: Italian;
Personal characteristics: mature, suit, standing
Psychological: Confident, optimistic
Social: Outgoing

2nd Person: A Japanese man (cartoon):
Cultural characteristic: Japanese
Personal characteristics: Short hair, clerk
Psychological: Introverted, pessimistic
Social: Isolated



The first person, as an investor in video game industries, might be interested in the creative idea about combining mathematical concepts with elements in video games to earn profit, hence investing in my game as a “consumer” of my idea from a business perspective.

On the other hand, the second person, as a member of my game's target audience, would be more interested in the game’s content instead of its commercial use. He might be attracted to the aesthetic elements such as the various designs of monsters, and the turn-based battle system in the game.



Summary

My business is:

Resonant, with people who struggle with math,
Innovative, as similar game concepts are not widely
discovered in the market,
Profitable, by selling DLCs about different topics.



CONTACT US FOR INQUIRIES

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The Mathetia