

## Business Overview

• What kind of business is it?

- name: Snoking Games
- type/kind: video game developer + digital distributor
- when founded by whom: 2008, 5 international students from GUC
- nationality: european
- location of HQ:
- " " offices etc.: building: recently owned
- number of employees: 35
- consulting services/companies? (marketing): power/energy, water, cleaning debt, outsourced servers, accounting, alpha-tests, building security

• What is their mission/purpose/goal/plan?

→ Value: we're always creating/creative

• How do they make money?

- selling games through steam [set prices on their own?] → give a price range
- own games: full price
- 3rd-party games: cut of 50%
- cloud <sup>saving</sup> service? premium service

### - expenses:

- maintaining storage/servers
- internet bill (bandwidth)
- staff
- developing + releasing games
- electricity for servers etc.
- building
- buying licenses from 3rd-party licensors + publishers

• How are they organized?

• What needs to be done daily/weekly/monthly/yearly?

[motivate employees → rewards?]

Business procedures + processes

→ get money back if you develop faster  
"horizontal" organization

• What kind of assets do they have?

### Tangible assets

- rented/owned buildings? size/floors
- ~~vehicles?~~
- office equipment? servers/computers?
- cash?
- (own IT-system + file storage?)

## Intangible assets

- business reputation
- company know-how
- name recognition
- industry knowledge

→ intellectual assets:

- trademarks, patents, brand names, logos, formulas, inventions  
↳ copyright law