

IP OWNER IS CONSIDERING EXPANDING INTO THE GAMING/NEXT GEN TECH SPACE

Question

WHAT IS THE PURPOSE OF THIS EXPANSION

1 To Engage with the Audience and ideally direct fans to other products (Ex: consumer products, movie)

3 Both! Decide which purpose is taking precedence

2 To create a new stand alone source of revenue

Question

WHAT ARE The resources I'm ready to Assign to achieve this goal

1 Budget (\$100,000 <)

2 Dedicated team

3 Patience (When do you expect to see ROI)

4 Company Attention

2a Setup Live Ops
2b Performance marketing

To Consider

- # Out of Pocket costs are huge and are sunk cost to some degree
- # If you are unwilling to spend \$100,000 as a minimum, consider delegating to developers and publishers (see ahead)
- # If you own 100% of the risk and reward, the game will be 100% yours and a virtual real Estate to promote business objectives.

Develop in house & acquire expertise
How do I make the most of the acquired expertise. Does it apply to other platforms?
Delegate to a developer & publishers

Co-Dev - split the risk, split the reward

1 How do I find the right Developer/Publisher

2 How do I vet them

3 What is the best business model for this purpose?

MC is a calculation of:

- 1) Brand - Evergreen / rising star etc
- 2) Platforms - F2P (Ex: Google play) / Premium (Ex: Apple Arcade)
- 3) Territory - Global / domestic
- 4) Term
- 5) Exclusivity / roll out window
- 6) The official partner of....

Standard MC & RS

2 Work for Hire (How do I incentivize the developer to deliver outstanding quality?)

Question

Am I looking to be ahead of the curve, or let others test the water first
Red Ocean (Ex: PUBG)