UNIVERSITY OF CALIFORNIA
UC RIVERSIDE

Concept Pitch

R.P.G Version 1.0

RetroPi Gaming

Agenda for Tonight

- What is RetroPi?
  - Technical Specifications
  - User Features

- Why RetroPi?
  - Target Market Analysis
  - Costs and Finances
  - Current Roadmap

What is this Product?

- R.P.G = Retro Pi Gaming
- All in video game console with 4,500 games pre installed.
- Easy to use! Plug and Play
- Everything from NES, SNES, Gameboy … PS1

Overview of R.P.G

This product is simple when it comes to the hardware:

1. Raspberry Pi 3 b+
2. USB SNES Controller
3. USB Keyboard

How could it get better?

The R.P.G console comes preinstalled with Kodi application which can remove the need for paying for **cable.**

WHY PAY
$100+
FOR CABLE

Software backend:
Open source project

The operating system all R.P.G consoles will run is RetroPie OS, which is based in linux and is open source. The fact it's based linux is great when installing packages. A few packages come installed in the R.P.G which covers themes, startup screen, and kodi.

Client Implications:

A simple great looking video game console with no installation needed. Plug and play

Games

Currently R.P.G has 4,500 games in our database and looking to add more! This games range across many decades and consoles.

Client Implications:

All the games a user could want in one console.

The Problem

- Older technology fades out.
- Increase in number of devices needed to play games.
- Jump through hoops to play games from different consoles.
- Playing these games should just be as easy as plugging in and playing.

Some Solutions

- Purchase these older consoles online.
- Using emulators to play older games.
- Companies trying to market remade versions of their older consoles.
- Making your own retro gaming console.

The R.P.G Solution

- Do away with needing multiple devices to play your older games.
- Simplifies the process of having to set up your own hardware
- Cheaper method of playing older video games.
- The ability to choose from a wide variety of consoles.

Benefits of purchasing the R.P.G

- Save money that would have been spent acquiring older consoles
- Access to a few introductory titles, with the ability to add your own.
- Host of new features makes the device more than just a novelty item.
- Customization available for those ready to play around with the device.

Who is going to use this?

- We want to direct our focus on marketing towards an older demographic
- People wanting to experience their childhood games again.
- People looking to play games on a budget.
- Those interested in wanting to play older games.

Our Market: Early Adopters

- Can create, download, and play custom games
- Open source code
- Hardware can be modular and customized by users
- Can also be used as simple plug-and-play

- Starting at the Early Adopters phase in reference to the figure
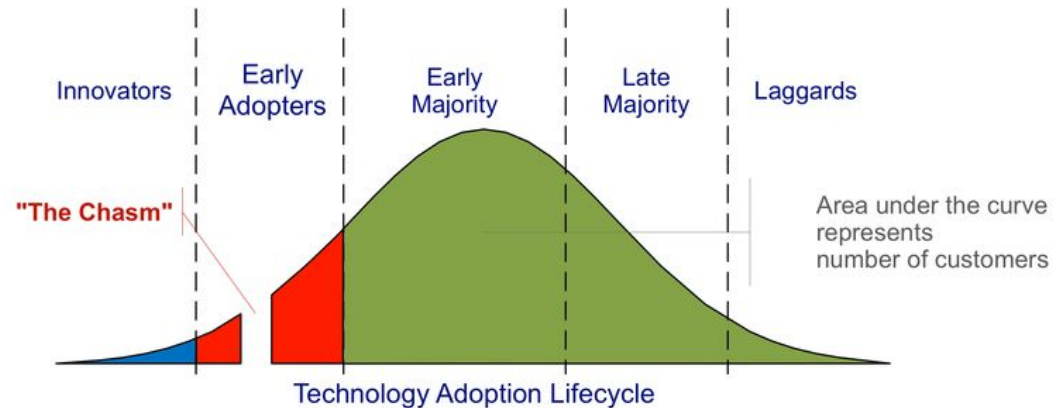
Projected Costs (1 year)

Materials: 600,000

Manufacturing: 337,500

Distribution: 0

Marketing: 100,000

Total Variable Cost: *1,037,500*

Team Salary: 1,000,000

Office Space: 61,000

Total Fixed Cost: *1,061,000*

Grand Total: ***2,098,500***

Projected Revenue

Year 1

Console Sales: 1,500,000

Operating Costs: 2,098,500
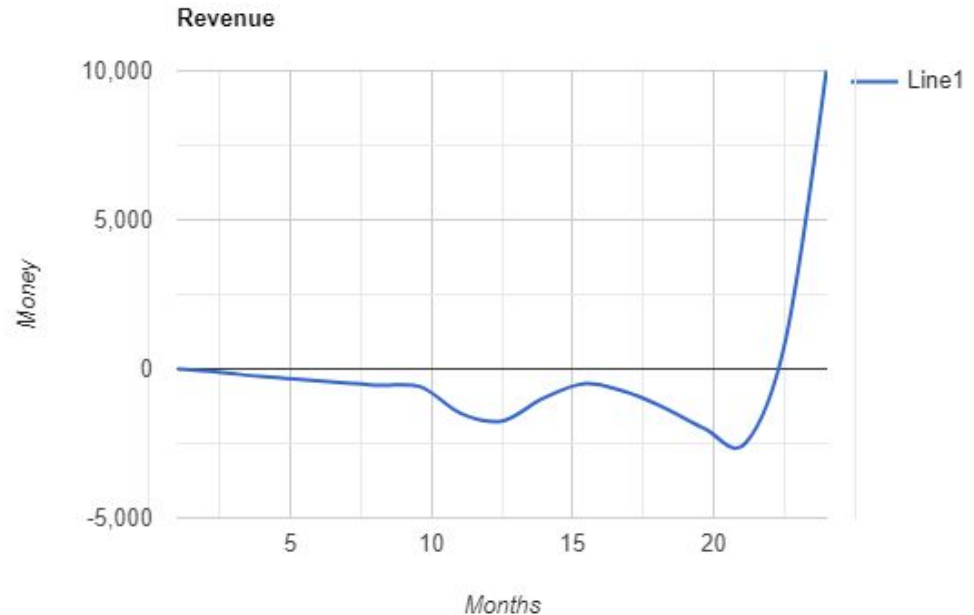
Total Revenue: 598,500

Year 2

Console Sales: 100,000,000

Operating Costs: 61,695,000

Total Revenue: 38,305,000

Questions?

Alpha Fuels

Series A Investment
35,000,000

Return on Investment
10% of Sales from Consoles
10 million/year after Y2 until repaid