<Insert Company Name Here> Business Plan

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# Executive Summary

Place holder text.

# Company Description

<Insert company name> is an interactive electronic entertainment development company based out of Eastern North Carolina of the United States. <Insert company names> creates products at the aim of providing entertainment to all individuals in the world to make life more enjoyable and easier to get through. The first product to be created will be an electronic game to be distributed to the Android and Personal Computer (PC) market, with goals to release to iOS, Mac OSX, Linux, and gaming consoles.

To give the first project a higher chance at succeeding, the company has decided to break the project into multiple steps and goals to achieve the end goal of releasing the first product. The goals are listed in chronological order as follows:

* Create a detailed design document covering story, game mechanics, art and music style, targeted platforms, technologies used, and financial strategy.
* Create a demonstration application implementing a first iteration of the game with the intention of ensuring the team members can handle the work load, as well as identifying any critical skill gaps. Based off of this step, a more detailed funding plan will exist based off of newly identified requirements, such as the need for a contractor to cover a skill gap. The demonstration will also give source material for outside investors and potential crowd sourcing opportunities.
* Create an alpha version of the game, further developing the demonstration application. This version will primarily be used to start receiving early feedback from test players, as well as further develop technologies or concepts/mechanics.
* Create a beta build of the application with the intent to begin releasing more information to the public for marketing purposes. Play testing will be more rigorous and critical at this stage. Quality in key features will also be tested thoroughly to ensure the game functions as intended.
* Release the finalized application to the Android market and the PC (potentially utilizing Steam).

The intended goal is to release the final build of the game application by 8-12 months after completion of the demonstration application and necessary operating funding is acquired.

<Insert company name here> is primarily a telepresence based company, but is physically leasing office space at <insert someone’s address here> at no cost.

<Insert company name here>’s mission statement is:

**Provide entertainment to all while putting a smile on their face (or something lame like that).**

# Organization and Management

<Insert Company Name> is currently owned and operated by three individuals with equal shares of the company. The company is project based in that roles, responsibilities, and income are determined per project. The owners can opt to participate in joining a project or not. If they opt out of a project, they receive no direct income from that project and have no roles or responsibilities. When projects are set up, an escape clause will be created in the case that a member decides to leave the company or project prematurely.

<Insert company name> comprises of James Marcelin, Kathrine (Kate) Morgan, and Dustin Swisher. James Marcelin has 10 years of programming experience in various languages, has a Master’s in electrical engineering, and has been involved in the game development industry since 2005 and is familiar with the tools and development required to create a game. Kate Morgan <insert relevant experience here>. Dustin Swisher <insert relevant experience here>. When additional experience and skill is required outside of the skillset of the members of the company, contractors may be brought in to close the experience and skill gaps to accomplish goals.

James has interest in art production, storytelling, software development, robotics, and automated systems. Kate <insert interest and specialties?>. Dustin <insert interest and specialties?>.

Projects will have a project manifesto that will non-inclusively contain:

* Project name and description
* Project organization and management
* Financial plan (including income distribution and escape clause)
* Market research
* Marketing and sales strategy
* Funding strategy and financial projections