# Financial plan

The project is a desktop based card game (Hearthstone inspired).

In the beginning no capital is required, everything will be done by two people that will not be taking salary. The game will use a free engine, and the initial coding period for a working demo will be 2 months.

Placeholder art will be placed in the demo, and it will be put up on kickstarter.com. Goal will be 20k euro (for the goal reached there will be 100 cards, that will be in 4 tiers, and art from a person that has a good portfolio on devianart (someone line <http://scratcherpen.deviantart.com/> for example)).

There will be additional stretch goals, for a soundtrack by a famous artist, additional cards, custom backgrounds and further art. And for a very high stretch goal there can also be a printed version of a deck with the highest tier cards.

The game will be given free to everyone that kickstarted, and after release (6 months after finishing the kickstarter), it will cost 7 euro or the regional equivalent on Steam.

It is expected that by the time the game is finished all of the money will be finished (or the project will be in a debt, no more than 3k euro).

While the game is being developed tester copies will be sent to gaming journalists and youtube channels that handle video games. The releases given to them will be more stable, and they will be allowed to showcase the game on their channel.

Also Twitch streamers will be contacted with the same offer to get the word further out. There will also be smaller scale facebook, and twitter campaigns.

It is expected that any debt during development will be removed by 1 week after sales begin. The target demographic will be gamers that are between 12-30 years old and are interested in the genre.

After release other online stores will be contacted to also sell the game (like gog.com, or greenmangaming.com).

Only the coders will be continue to work on fixing any bugs etc and providing support.

Depending on how the release goes profits can reach up to 100k euro for the first two months.