

Business plan

For Capstone

Project title: Happiness plus 1

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Table of contents

Table of contents	2
Introduction	3
Potential Profit	3
Profit at \$5 sales cost	3
Profit at \$10 sale cost	4
Pricing factors	5
Costs	5
Table 1.1 initial expenses	5
Table 1.2 Hours inputted	5
Table 1.3 Cost of Developer time	6
Table 1.4 Overall Current costs	6
Note on Table overall current costs:	6
Table 1.5 Expected cost at project completion	6
Break even point	7
Conclusion	7

Introduction

The value of any indy game is very dependent on its popularity. The value of an indy game is also influenced by if the game is a one time purchase to get the game, or if the game is free to play with in game purchases creating revenue.

Similar games on steam range in the value of less than a dollar up to 20 dollars. When Happiness plus one is completed i would ideally like to market it around 5 to 10 dollars. In its current state it would be released as a free to play demo to increase popularity and awareness.

The game would be available for purchase on the game store steam. Steam does not release sale information on the games available on their website so the following estimates are made up using a broad range of variables that might not properly represent the actual sale values for current indy game titles.

Potential Profit

Graph showing number of games sold vs profit for 5 dollar sale price and for a 10 dollar sales price

Profit at \$5 sales cost

Profit (\$) vs. Number of copies sold At \$5 per copy

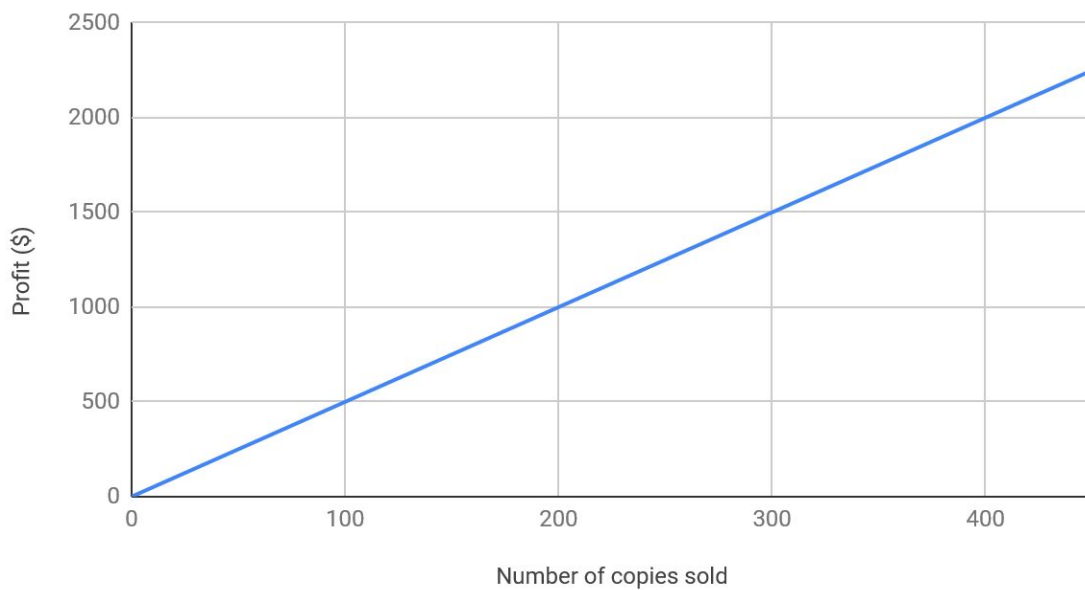


Figure 1.1

Profit at \$10 sale cost

Profit (\$) vs. Number of copies sold

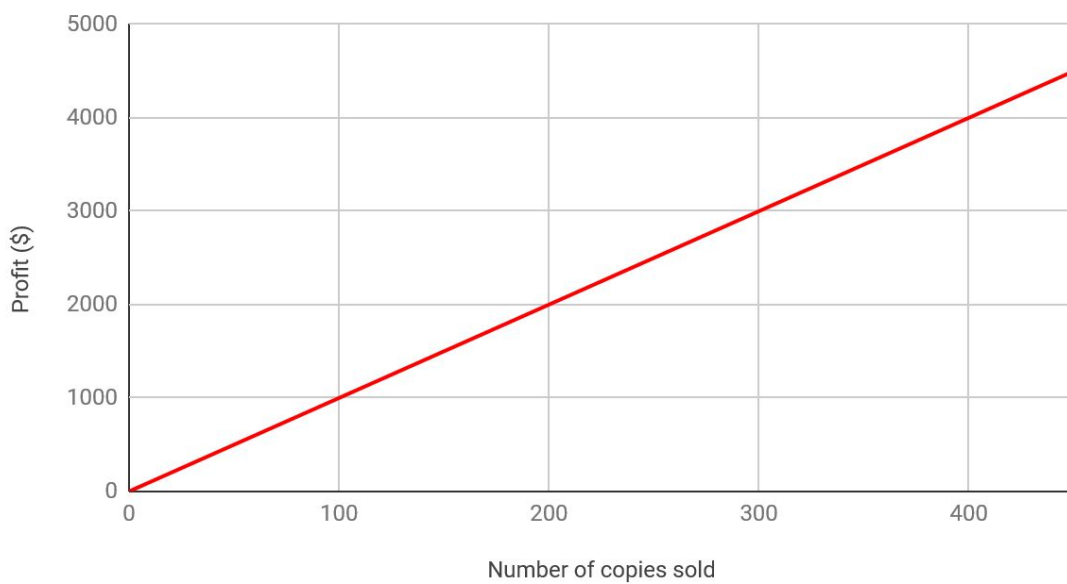


Figure 1.2

Since the sales of an indy game are so influenced by its popularity and currently there is no good way to determine how popular the game will be there is no definite answer on how profitable the game will be until it is released.

Pricing factors

Factors that will influence the initial cost of the game. I will factor in the average play time of the game into the pricing, If the overall play time is less than 10 hours the game price will be set at 5 dollars or lower and if the playtime is over that, it will increase the price to 10 dollars or more.

Costs

Table 1.1 initial expenses

Initial Expense Name	Initial Expense amount (\$)
Gamemaker studio 2 licence	99
FI studio 2 license	99
Akai Professional MPK Mini MKII	129
Huion New 1060Plus Graphics Drawing Tablet	90
Total Initial Costs	417

Table 1.2 Hours inputted

Activity	Hours spent (approximately)
Game Development	90
Music Development	40
Game/Project Planning	200
Total hours	330

Table 1.3 Cost of Developer time

Continuing Costs	Continuing cost amount (\$)
Developer time	40 \$/(hr)
developer cost up to this point (330 X 40)	13,000

Table 1.4 Overall Current costs

Overall current costs	Amount (\$)
initial expenses	417
developer costs	13,000
Total costs	13,417

Note on Table overall current costs:

The game is still not done and i am projecting that it will take another 200 hours of From working on the first few levels it took around 15 hours of development (creating art, inserting assets) to make each level with 10 - 20 extra hours for level specific finishing touches. From this estimation i can guess that the remaining 6 levels will take approximately 210 more hours to complete. And that is without factoring in the time it would take to create music for each level.

Table 1.5 Expected cost at project completion

Expected overall cost	Cost (\$)
Current costs	13,417
Projected future cost (210 hrs x 40(\$/hr))	8,400
Expected Total overall cost	20,817

Break even point

From this information we can see what the break even point will be for the game after it is completed.

Break even point

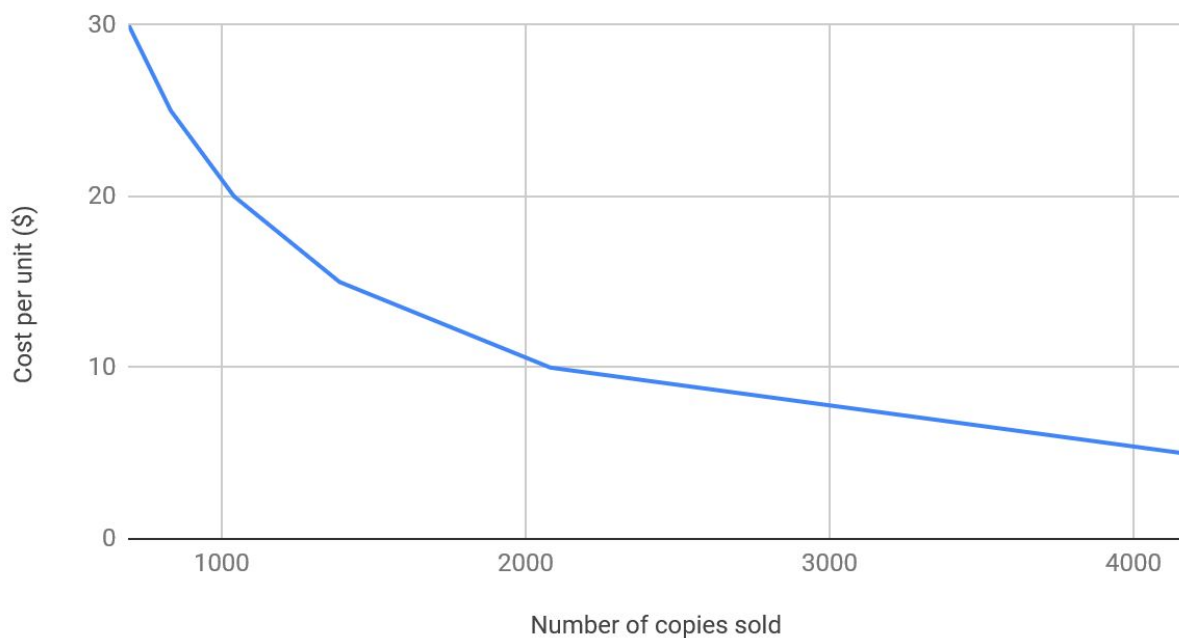


Figure 2.1 Break even point

Conclusion

In the games current state it would be marketed as a free demo but after the full game is released it will possible to make back costs and then make profit.