Business Deployment Plan

Company name: Flappy Jay Studio
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About Us

We are a passionate and creative game creation company. We create most attractive and fun games. Our team is growing day by day and we will be the leader in the gaming industry.
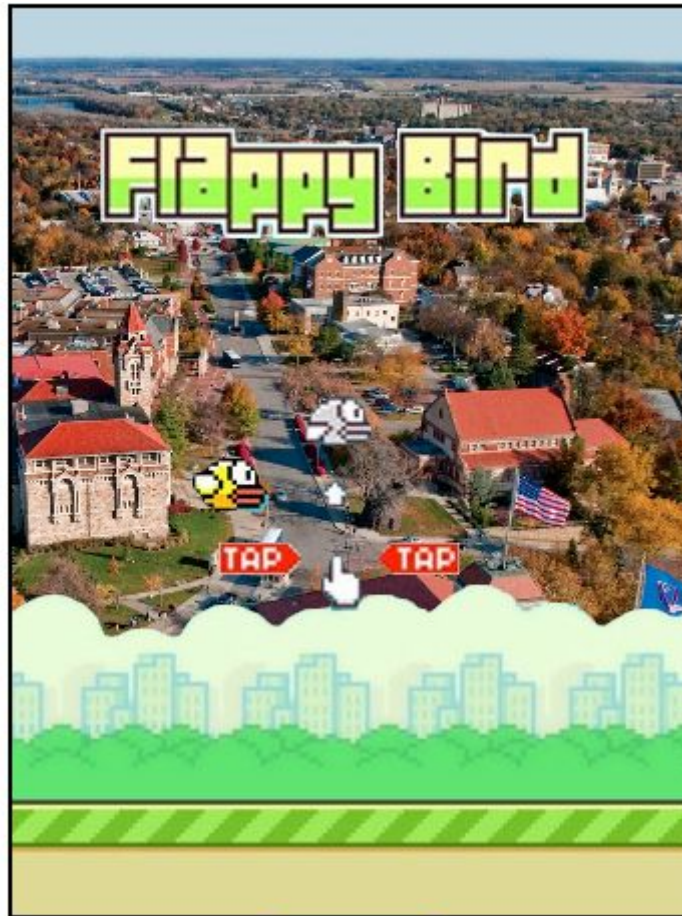
Flappy Jay Studio

II. Instructions: Company Description

Games are a collection of human art, which will be one of the most promising industries in the world. Our company is dedicated to creating the most interesting and influential games in the world. Our team is from KU students. We have talented game designers and great market assessment departments. We not only create the most interesting games, but also create the perfect choice for investors.

We are a brand new team, which means we have great plasticity and development potential. Our main product now is Flappy Jay xxxx power up

Timer:
00m 00s
(Timer starts
when the game
starts!)

GAME RESTART

START TESTING

☐ 2p (using space to control)

III. Instructions: Marketing Plan

Our first product to be launched to the market is Flappy Jay, This will be a full platform casual game.3A game became more and more boring during the time, Our company will use small games to occupy all major platforms.

According to our survey, in modern life, people are more willing to spend a lot of time to play small games on smartphone or webpage instead of masterpieces. So our main promotion fee will be the share from the Apple Store, and Google Mall. There is also a small part of the lease and maintenance of the server.

1. Apple store cost: Developer account :99 dollars/per year

Company account : 99 dollars /per year

2. Google mall cost: Google play developer account: 25 dollars

3. Xbox and windows 10 : 0 dollar per year.

4. Gaming server or domain rental: 300 dollar per year.

5.Advertising costs： 1000 dollars (500 for ios, 500 for google play)

The total cost : $1523 per year.

About the price of our game, it will based on different platform. In ios, the cost will be 3.99 dollar . In Google play, the cost will be 2.99 dollars. This game is free on Xbox and windows.

Base on IOS 30% Sharing agreement, We need to sell 663 copies to profit. However, Our main profit point comes from in-game purchases with games. We will gradually withdraw a lot of skin in the game, special effects stimulate consumers to buy. Our expected annual profit will be 600 dollar per year.

If the revenue reaches $1,000, we will start making the flappy jay of the Unreal 4 engine. believe this new game will set off the entire game market and bring a wave of small game renovation.

Basic Profit list based on 100 copiys:
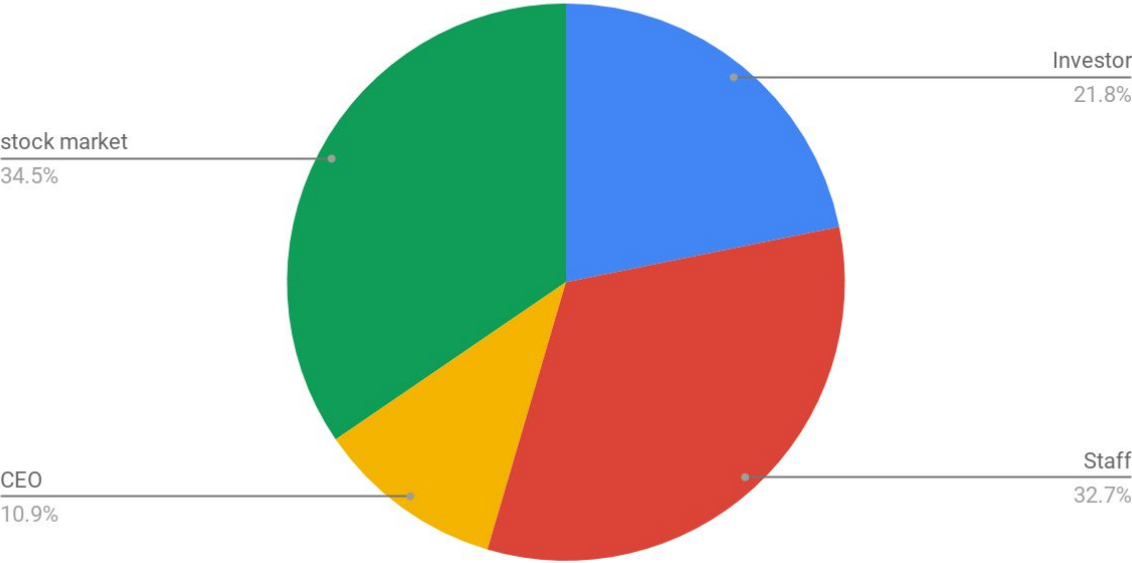
Ios: $100*0.7*3.99$

Google play: $100*0.7*2.99$

Xbox and windows: 0

Total profit : $483.2

In order to strengthen research and learning for the market, The company will take 30% of the profits to conduct market research and promotion.

Our company will be investor friendly, We will share certain equity based on excellent company employees and developer who are optimistic about the development prospects of our company. The company believes that only a large amount of investment can capture the market more quickly.

Company share

Investor
21.8%

stock market
34.5%

Staff
32.7%

CEO
10.9%

V. Instructions: Maintenance Plan.

Our game maintenance costs will be very low,   The main cost will come from the rental of the server. Our game is not a multiplayer online game which means less stress on the server and no major interaction pressure. Small servers can meet all the needs of our games The average annual consumption should be around $300.

The development team of the game is also responsible for the maintenance and update of the later period.This is part of their salary. When our games are getting bigger and bigger, and we have more types of outsourcing companies, we will have an outsourcing company. One year's maintenance costs will be around $1,000

The company will also establish an employment system. The salary of the employee will be graded.

Ordinary developer will be paid around $1,000.
The salary of senior creative developers will be around $2000.

Title	# of hiring	salary
Ordinary Developer	5	$500-1000
Senior Creative	3	$1000-1500

Developers		
Creative Director	1	$2000-2500
Chief financial officer	1	$3000-3500

Title	# of hiring	salary
Chief Executive Officer	1	$3000-3500
Tester	1	$1000-1500
Network security consultant	1	$1000-500
Server maintenance staff	2	$2000

The total salary ：$17,500-25,550

Office rental fee (including water and electric)：$3500 per month