BUSINESS IDENTITY

General Games Company



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# Business Objectives

## Objectives

* Stay funded/have a wage
  + **Contract work**: Soap Opera, Defence training sims / VR, Corporate VR training, App development and Game-ified systems, Corporate asset flips.
  + **Hypercasual**
  + **$400,000 income for paying wages, etc. by the end of next year.**
* Help improve the video games industry overall
* Be in a position to create larger, premium games with original IP by the end of first year of operations.

## Identification

* Discussions about our business goals
* Research into income streams in the form of hyper casual mobile games and contract work

# Market Identification

## Target Audience Description

Our target audience at large is flexible, and is dependable upon the project.

**Hyper Casual**

* People who are looking for a short, fun time killer or distraction.

**Adreptius Hotel**

* People looking to engage in an interactive story.
* Tablet users with quiet time available
* niche horror audiences

## Identification

**Hyper Casual**

* Research into similar games on the market place

**Adreptius Hotel**

* Mobile narrative games do exist but very few with the darker, more serious tones of this product. We believe this is a gap in the market that is not properly fulfilled.

# Business Summary and Self-assessment

## Business Model

Our primary source of income will come from Hypercausal releases in conjunction with any acquired contract work.

However, our main source of passion for what we want to do, is to make larger higher quality premium games.

* **Hypercasual**
  + Freemium model with banner, interstitial and rewarded ads. Also includes In-App Purchases, for various powerups, continues, additional content or the removal of ads.
* **Contract Work**
  + Funding from contract work will come from the companies hiring us to complete the contract.
* **Future titles**
  + In future we want to work on premium titles with our original IP.

## Team and Roles

|  |  |  |
| --- | --- | --- |
| **Member** | **Role(s)** | **Skills** |
| Amanda | Designer, Treasurer, Bookkeeper, Producer | Has formal design training,  Has experience bookkeeping |
| Bailey | Artist | 3D and 2D art |
| Chris | Artist, Secretary | * Has formal training in 3D art as well as experience in 2D art. * Has experience making art for mobile and VR. |
| David | Designer | Has formal design training,  Has formal graphic design training, |
| Edward | Designer, CEO, CCO |  |
| Felicity | Programmer, COO | Games programming  Mobile development |
| Gordon | Programmer |  |
| Harley | Designer, CTO, Programmer | * Has formal Programming training * Has experience with wide range of technology * Has experience in different development platforms |

## SWOT Analysis

|  |  |  |
| --- | --- | --- |
|  | **Positive** | **Negative** |
| **I**  **n**  **t**  **e**  **r**  **n**  **a**  **l** | **Strengths**   * Well-rounded team, diverse range of experiences * Prior team experience * Solid support network * Dedicated / Motivated * Have released titles * Talented * Have some marketing experience, which is currently ongoing * Large team willing to experiment on different ideas | **Weaknesses**   * Scope management * Financial fragility * complicated personal schedules * Professional Demeanor and practise * motivation outside of class * commuting * Lack of experience |
| **E**  **x**  **t**  **e**  **r**  **n**  **a**  **l** | **Opportunities**   * GDML * Incubator * Networking * Crowdfunding boon * Conventions (Pax etc) * NEIS * Pandemic induced increased mobile game market | **Threats**   * Funding * World Stability * High rate of game releases on common platforms * Pandemic induced work from home |

## Team Impact

* The size of our team allows for our team to approach different avenues, as well as granting freedom to try more experimental things.
* Larger team requires larger revenue stream