Strategic Plan

General Games Company



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# Long Term Goals

General Games Company will be taking advantage of multiple genres with a number of different development teams running in parallel.

Target Studio Size: approximately 35 staff by end of 6th year of operations

15 developers working on Hyper casual products and post release

15 developers working on a flagship product

5 miscellaneous staff focused on procedures, company direction and other integral tasks

Made games in 3 different genres by the end of the 6th year of operations, outside of our hypercasual development stream

Relationships with various relevant industry bodies (e.g. publishers, platform vendors)

Be accepted into a platform vendor console development program by the end of 3rd year of operations.

Been in talks with publishers for relevant products

# Long Term Financial Targets

We expect to be profitable by the end of 2nd year of operations due to establishing a working relationship with the publisher Storms.

In order to achieve this, our organisation must make approximately $40,000 AUD per month for 8 developers.

# Competitive Advantages

## Current Competitive Advantages

Rapid development of simple, quality experiences for market release

* Enables the maintenance of publisher deals around Hyper casual releases
* Gives us an advantage over our competition as products released maintain a high standard of quality
* Can also be used to support contract work and minimum viable products (MVP’s) for other projects

## Planned Competitive Advantages

Engaging mobile narrative experiences

* Allows the development of interesting flagship titles
* Can be used to entice new IP partnership deals that can attract new customers to our projects
* Diversifies our companies portfolio

Continuing to develop our existing advantages

* Improving and expanding our tools for rapid mobile development

# Growth Strategy

## Revenue

* Create partnerships with multiple publishers to deliver Hyper Casual Content
* Create novel IP and Flagship titles that deliver revenue directly to General Games Company
* Expand our titles onto new platforms, including PC and consoles such as PS5, Switch and Xbox Series S/X
* Search for contract work for short term influxes of capital that can fund advertising for our other titles.

## Employees

* Employ Development teams rather than individuals to maintain revenue growth and company cohesion

This generally means one designer to at most 2 artists and 2 programmers

* New staff should be employed when the work is guaranteed to be available, to avoid revenue shortfalls or unpaid hours.
* Expand into independent offices to manage increased staff needs

Must accommodate tech, space and software needs for each new staff member

To expand operations, General Games Company would need to have a financial position of $12,000 AUD per developer after bringing the additional developer on board plus an additional $2500 for equipment costs. This covers 3 months employment for the team. This is conclusive of an hourly rate that is approximately $25 per hour for a 40 hour week (It isn’t exact because General Games Company is focused on providing revenue share from projects for developers, but it’s a close minimum).

Alternatively, General Games Company can contract on developers at a reduced cost for individual projects, which means $4000 AUD available in addition to running costs, prior to a project’s commencement. Ideally, General Games Company will expand in groups of 3 to enable the simultaneous development of additional hyper casual projects per month.

# Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Income** | **Employees** | **Activities** |
| ***1st year*** | $0 | 8 | Setting up business  Releasing a number of mobile games |
| ***2nd year*** | $700,000 | 11 | Working with a publisher to publish mobile games  Complete and release our narrative mobile project, also release on PC |
| ***3rd year*** | $1,300,000 | 15 | Release a second narrative mobile project |
| ***4th year*** | $2,000,000 | 18 | Self publish and market hypercasual projects |
| ***5th year*** | $3,200,000 | 25 | Implement a placement and intern program to hire on more employees  Complete and launch a project onto consoles |
| ***6th year*** | $4,500,000 | 35 | Work on large, expansive games |