**Executive Summary**

Marc Co. Studios is a company that creates unique, fun, and exciting games for all mobile devices. We specialize in creating old school games with a new school look and feel. 2D platformers, top down shooters, side scrolling beat ‘em ups, and fighting games are a perfect fit for mobile devices. We aim to create new school classics in the vein of Super Mario Bros, Raiden, Double Dragon, and Street Fighter II. Our current project is a 2D platformer that attempts to combine all the most classics games of that genre like Super Mario Bros, Mega Man, Metroid, Castlevania, and Contra.

Our target audience is primarily those that grew up during the golden age of 2D video games, they are now grownups with disposable income, and want to reclaim some of their youth with a little bit of nostalgia. The mobile gaming industry is one of the largest and fastest growing segments of the video game industry. With almost everyone carrying around a mobile device in their pockets these days, everyone is a potential new user. Old school 2D games are easily accessible to anyone from children to any novice gamer. They don’t require advance knowledge or skill, you just pick them up and start playing.

Our competitors are many, from top game studios to independent developers, but our company has a passion for creating these classic style games that we love and grew up playing. We not interested in creating clones or dumping pre-designed assets in to sloppy code to make a quick buck. We want to retain the integrity of these classic style games, while innovating and blazing a new path. One of our challenges is that we are competing in an oversaturated market and it can be hard to stand out. However, there is an opportunity to capitalize on an ever-expanding market and create the next Super Mario Brothers. In conclusion, I would recommend investing in the very large and fast growing market that is mobile gaming.