

# Indie Board Games: Unlocking Future Revenue

Phillip Richardson



# The Board Games Industry is Growing Rapidly



Missed Revenue Forecasts in Q1 2021 by:

~ \$6 M

Revenue Growth rate in Q1 2021:

~ 0.8%

Board Game Industry Projected Revenue by 2023:



~ \$12 Bn

Compound Annual Growth Rate for Board Games in 2021- 2026:



~ 13%

# KICKSTARTER

**\$409 M**

Raised in 2019 + 2020  
for table top games

**\$55 M**

Raised by top 10  
games in 2020

**300 + Games**

Looking for funding currently

# Kickstarter Limitations

“there are ‘upper limits’ to the size of the community on the site. While their engagement is deep, **it can only carry a game so far.**”

- Isaac Childres, Board Game Designer

Isaac partnered with Target to release his board game, “Gloomhaven: Jaws of the Lion” in 2020.



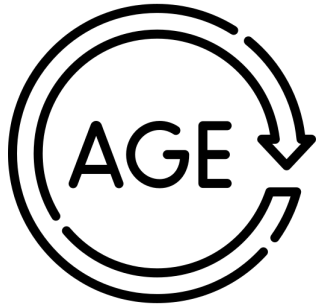
# How Can Hasbro Enter The Indie Market?

Acquiring indie board games  
that will be successful.

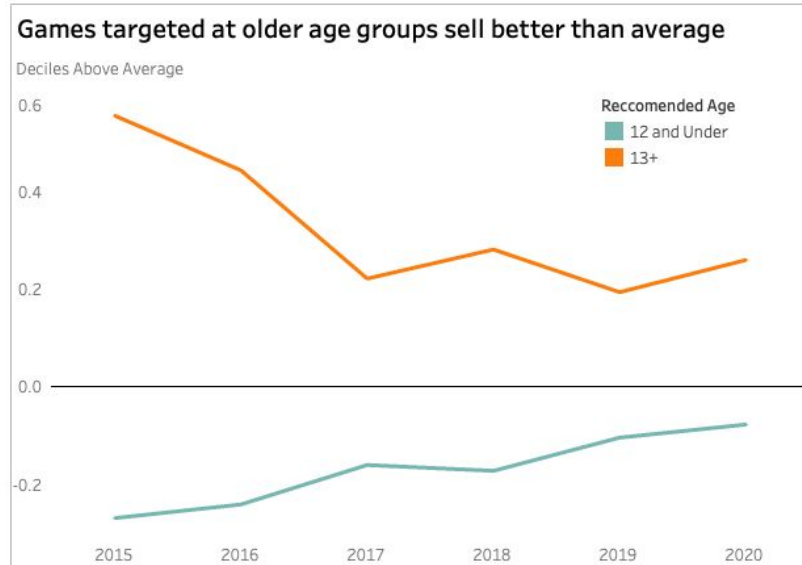
Step 1: Understand the  
current market



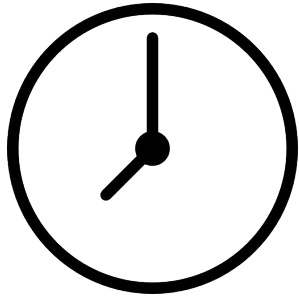
# There is Demand for More Mature Board Games



Median  
Minimum Age  
to Play  
**12**



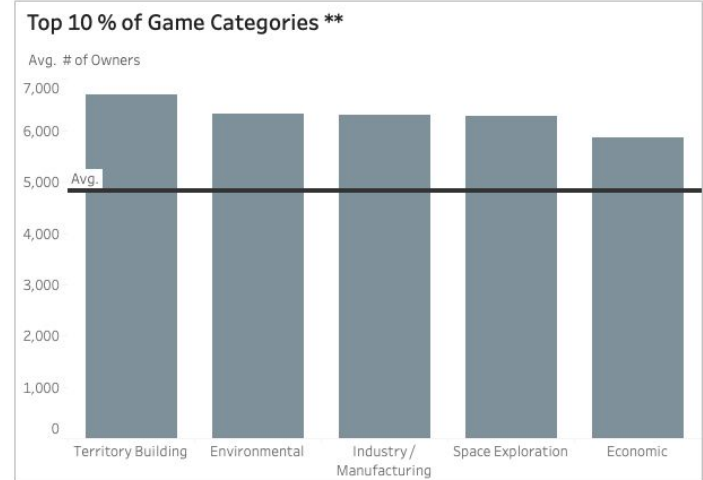
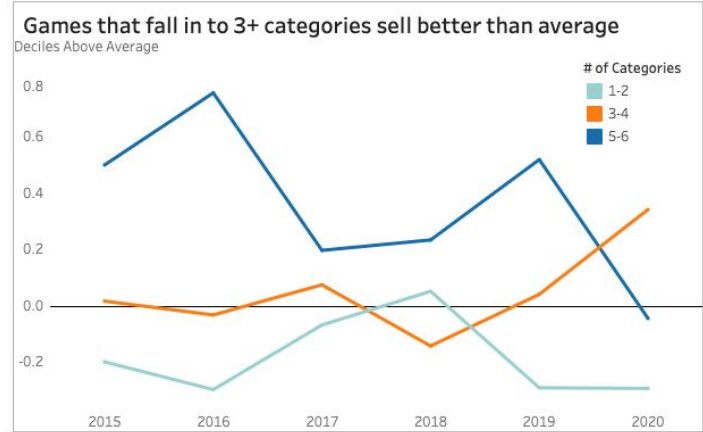
# Consumers Desire More Complexity in Board Games



Average Play Time  
Since 2010

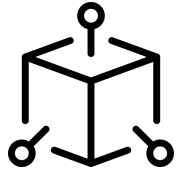


63.1%



\*\* Must exist in at least 50 board games

# Leverage Patterns Using a Classification Model



Develop classification model to determine board game acquisition priority



Target: Will the game be in the top 20% of sales for the year it is published?



Validation: Compare sales to # of Kickstarter backers for games of similar price point and design



# Risks of Acquiring Indie Board Games

- No indication of guaranteed interest like Kickstarter.
- On the hook for manufacturing costs.

# Impact Potential of Classification Model

- By prioritizing board games with the classification model, Hasbro can acquire high potential games and minimize risk.
- Through targeted acquisitions, Hasbro can increase their revenue and reputation





# Appendix

# Sources

Icons:

[Money bag growth model target validation age](#)

Articles:

[Isaac Interview CAGR 13% Revenue Kickstarter Funding](#)

Dashboard:

[https://public.tableau.com/views/BoardGameExploration/BoardGameTrends?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/BoardGameExploration/BoardGameTrends?:language=en-US&:display_count=n&:origin=viz_share_link)

Data:

<https://docs.google.com/spreadsheets/d/1N-DjsJLlZr47ExjPzLv-RoBvkZrRhgc6mOURbDNmqZw/edit?usp=sharing>