

Indie Business Plan

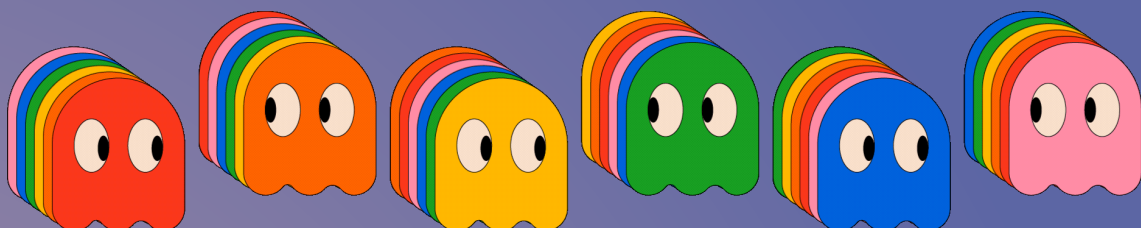
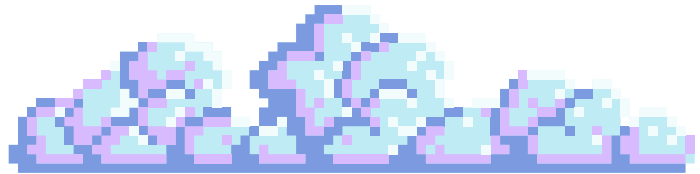


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Summary



MISSION

- To create an amazing game that we all enjoy working on
- Make money from it
- Get portfolio items
- Get more work experience in the industry



VISION

- More projects together
- Future Indie Company
- Creating future games we actually want to make
- To have jobs in the future



GOAL

- Publish a game on steam
- Learn to work on long term projects
- Work on this project consistently for a year



VALUES

- Positive community
- Friends working together
- Everyone can work on what they want to

The Structure



Simon Duckham
Founder

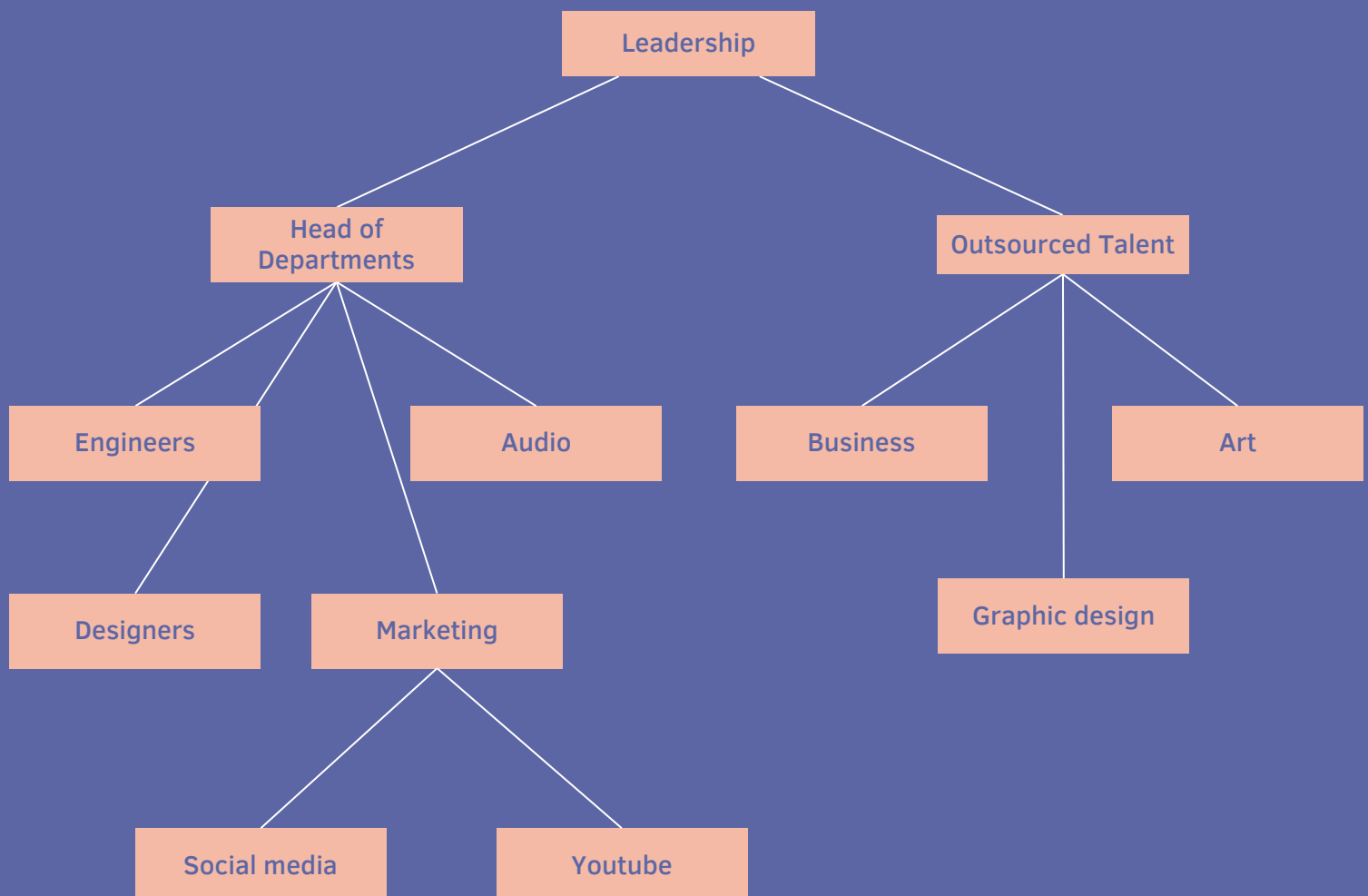


Oebe Rademaker
Head Developer



Mitchell Hartwig
Head Artist

STRUCTURE



Concepts



Cops and Robbers

Prison game where players either play as a guard or a prisoner.



Co-op Light Horror

Players need to get light sources in order to stay safe while trying not to die.



Troll Olympics

Players compete in olympic styled events but with a twist in each game.



Moving Base

Player play on a co-op moving base having to defend it every night from enemies.

Industry Background

THE INDUSTRY

- AAA Companies have a huge market share.
- Way more indie games than AAA games.
- A lot of over populated genres and categories.
- Incredibly hard to break into.

THE TRENDS

- Multiplayer (Co-op)
- Casual
- Survival
- Fun

PAST EXAMPLES

- Valheim
- Cuphead
- Among Us
- Lethal Company
- Crab Game
- Risk of Rain
- Pummel Party

Competitor Analysis

CO-OP MULTIPLAYER GAMES

STRENGTHS

- People like to play with their friends.
- Varied gameplay due to multiple people in a game.
- Replayability due to varied gameplay.
- Cross-Platform Compatibility.
- Community

WEAKNESSES

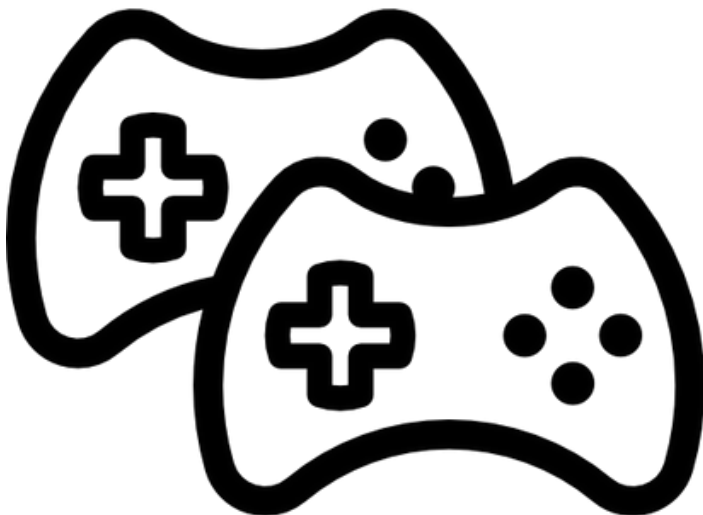
- Has a big dependency on Player base and the amount of people that are playing.
- Communication barriers in online lobbies.
- Server Stability.
- Game can be imbalanced due to varied skill levels of players.

OPPORTUNITIES

- Expanding platforms, which can mean the game can be expanded to any platform.
- Future themed events.
- Collaborate with content creators.

THREATS

- Gaming market has a lot of competition in this field recently.
- Monetisation could be challenging.
- Technical limitations with graphic intense games.
- Could create a toxic community, cheating or harassment.



Cooperative games have surged in popularity within the video game industry, marking a significant trend in recent years. This proliferation underscores the heightened competition in the market, distinguishing exceptional games from mediocre ones. Various factors contribute to the success or failure of a cooperative game, making it imperative to consider key elements that influence its outcome.

Market Analysis

CO-OP GAMERS

Cooperative games target social gamers who prioritize multiplayer experiences centered on teamwork, communication, and shared achievements. This market segment values connecting and collaborating with friends or online communities in virtual environments, preferring cooperative gameplay over competitive or solo experiences. They span diverse demographics, from casual players to dedicated enthusiasts, united by their shared interest in social gaming.

GENERAL USER PERSONA

LIKES

- Social interactions within a virtual world.
- Shared accomplishments.
- Varied gameplay each playthrough.
- Working together to solve a problem.

DISLIKES

- Toxicity
- Unreliable servers
- Poor communication tools
- Unbalanced gameplay
- Lack of content

BEHAVIOURS

- Organise gaming sessions with friends in their free time or with online communities.
 - Continuously seek out new cooperative games, expansions, updates, or stay informed online.
 - May participate in organised tournaments or events. Frequently engage in discussions, debates, and theory crafting about game strategies, mechanics, or content updates.
-

Our Strategy

REACHING A WIDER AUDIENCE

Our aim is to develop a basic co-op game for a small group of friends to enjoy together. We'll achieve this by prioritizing simplicity and rapid development, focusing on a strong core gameplay loop to drive success.

THE 4PS OF MARKETING

PRODUCT

Cooperative game

- Engaging cooperative gameplay mechanics that encourage teamwork.
- A consistent gameplay loop
- Regular updates to keep the gameplay fresh and exciting.
- Designed for a small group of friends.

PRICE

discounts, bundles

- Affordable price for a group of friends to all purchase.
- Or free to play with in-game purchases for cosmetic items.
- Bundle deals for friends to buy.

PROMOTION

Steam, Social media, Youtube

- Social media and Youtube content to share development progress and updates.
- Content creators collaborations.
- Promotional events like early access or beta testing.

PLACE

Steam

- Launched on Steam.
- Possibility of expansion to other platforms.

Plan

CAPITAL REQUIREMENTS

At the start of the project there will be no money involved for anyone. There will only be a small budget of 1000 Euros allocated for game assets and tools for early prototypes.

WORK SCHEDULE

The team will operate in two-week sprints. During each sprint, individuals will allocate their available time in a spreadsheet and are expected to fulfill those hours by the end of the sprint. Tasks will be monitored to ensure that each person spends a realistic amount of time on them. This system enables individuals to track the hours they've worked on the project throughout the development process.

FINANCIAL DISTRIBUTION

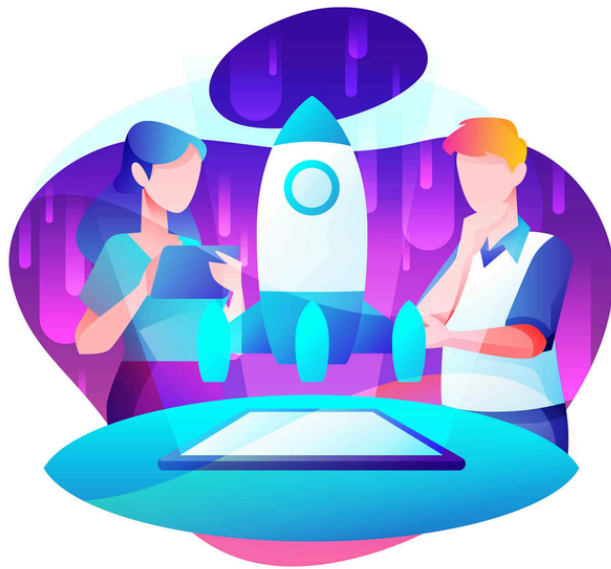
If the game generates revenue, the funds will be distributed based on the hours contributed during each development phase. Compensation will be determined by the amount of time each person invested in the project.

Pre-development	Development	Pre-release	Post-release
16,67% € 1.667,00	42% € 4.200,00	16,67% € 1.667,00	25% € 2.500,00

Future Plans & Milestones

AIMING HIGH

The plan for long term would be to start a indie start up with actual money involved. This could only be achieved if the game release is able to fund the company, which would allow us to work on the game further or a new game.



2024

Start production

2025 - Start

Game release (Early Access)

2025 - End

Official game release

2026

Start a company