Trivial Season Games

A Technical Writing Sample from Steven Jackelen

Trivial Season Games is planning and extension of office space to accommodate for the recent success of their new game: Mass Draft. This new success on the indie-gaming circuit has shown the demand for Trivial Seasons unique brand of games and the need to grow the company. To do so Trivial Season is requesting:

- **Desired amount:** $500,000
- **Reason:** To build a west wing onto their already existing office building, to update and add new computers to the office, and to hire new talent.
- **Payments:** Trivial Season will pay back the loan within a six-year period in monthly payments of $6944.00.
- **Cash-flow:** Trivial Season will be able to meet the monthly payments due to the success of their past three releases. Each game has an initial payment to download the game with two of them having a monthly subscription to continue playing the game.
- **Setbacks:** If something should go wrong with Trivial Season's cashflow, the company has $500,000 of reserve funds that it can draw from. Previous server issues have been resolved no later than three days out and new sales of Trivial Season's catalogue have remained steady for the past five years.

Trivial Season:

Trivial Season is a video game company that was founded by three college dropouts in 2015. The initial idea for the company was to create engaging games with great stories that would allow the players to interact with each other to go on quests, level-up their characters, and engage in commerce that would have real time effects on the virtual world.

Daniel James, Robert Williams, and Liam Greyson would spend two years coding, designing, and writing their first game: Marble Haunt. Marble Haunt was greeted with some success within the realm of horror games and was recognized for its story and gameplay. The trio would gross $175,000 in their first year selling the game for $14.99 a copy.

With their first success behind them and steady cash coming into the company the trio began work on their second game: Spirit Shortage. Spirit Shortage would bring Trivial Season into a new bracket of success selling 10,000 copies in its first month. The
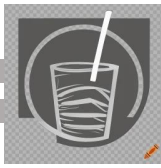
game would also be recognized by several gaming blogs as a step forward in the realm of interactive gaming.

Trivial Season would begin to expand the company which included buying some office space and hiring new staff to assist in growing the company. Their latest game, Mass Draft, has shown that Trivial Season has not only staying power in the industry but also the ability to create games that some are already hailing as a triumph in the world of independent MMORPGs.

Future Operations

With the loan of $500,000, Trivial Season plans to expand its office space, hire new talent, and buy new equipment which includes: computers, servers, and furniture.

Office Extension

According to homeadvisor.com the average cost to expand a home varies between $25,000 and $73,000. With the current labor and material shortages, Trivial Season is fully prepared, and anticipates, paying upwards of $100,000 to $125,000. The new office space would have measurements of 20' x 20' x 20'.

Computers

To fully develop new products, we will need to upgrade our hardware which includes not only computers to code and design, but also computers to test gameplay. To fully update the computers, we will need ten Legion Pro 7i Gen 9 Intel (16") with RTX 4090 graphics cards. Each computer costs $2,564.99 direct from the Lenovo website.

Monitors

Each programmer will also require two additional monitors for their computer which is why we intend to purchase two Sceptre 24-inch Professional Thin 1080p LED Monitor 99% sRGB 2x HDMI VGA Build-in Speakers, Machine Black (E248W-19203R Series) which cost $100 a piece on amazon. The total would come to roughly $2000.

Servers

To support our new games and online play we'll need to update our servers to account for an influx of online traffic. To do this we'll need to purchase four ThinkSystem ST650 V2 Tower Servers which cost around $8,419.00 a piece, or a total of $33,676.00.

Staff

For our expansion we'll also need new talent which includes four new programmers, an accountant, and a specialist in cyber security. The average salary for a programmer is $50,000 per year, for an accountant its $50,000 per year, and for a cyber security specialist its $60,000 per year.

The total expense comes to $496,325.90.

Any remaining money will be used for office furniture and equipment.

Trivial Season $500,000 Loan Budget

Expense	Count	Cost
Building Extension	1	$ 125,000.00
Legion Pro 7i Gen 9 Intel (16") with RTX 4090 graphics card	10	$ 25,649.90
Sceptre 24-inch Professional Thin 1080p LED Monitor 99% sRGB 2x HDMI VGA Build-in Speakers, Machine Black (E248W-19203R Series)	20	$ 2,000.00
ThinkSystem ST650 V2 Tower Server	4	$ 33,676.00
Entry-level Programmer	4	$ 200,000.00
Entry-level Accountant	1	$ 50,000.00
Entry-level Cyber Security Specialist	1	$ 60,000.00
Total		**$ 496,325.90**

Current Cash Flow

Trivial Season Games has developed a customer base that provides steady and reliable cash flow on a monthly basis. During the last fiscal year, we were able to bring in an average monthly gross income of $30,782.20.

Trivial Season Monthly Cash Flow

Game	Initial Cost	Monthly Purchases	Monthly Subscription Charge	Active Users	Gross Monthly Income
Marble Haunt	$ 14.99	150	$ -	500	$ 2,248.50
Spirit Shortage	$ 14.99	200	$ 4.99	986	$ 7,918.14
Mass Draft	$ 24.99	346	$ 7.99	1498	$ 20,615.56
Total					$ 30,782.20

Market Analysis

According to insiderintelligence.com, during the pandemic video games became the hobby of choice for most. In addition, hourly gameplay per week soared 16.5% between 2019 and 2020 from 12.7 to 14.8 hours. In 2021 that weekly time stayed steady at 16.5 hours.
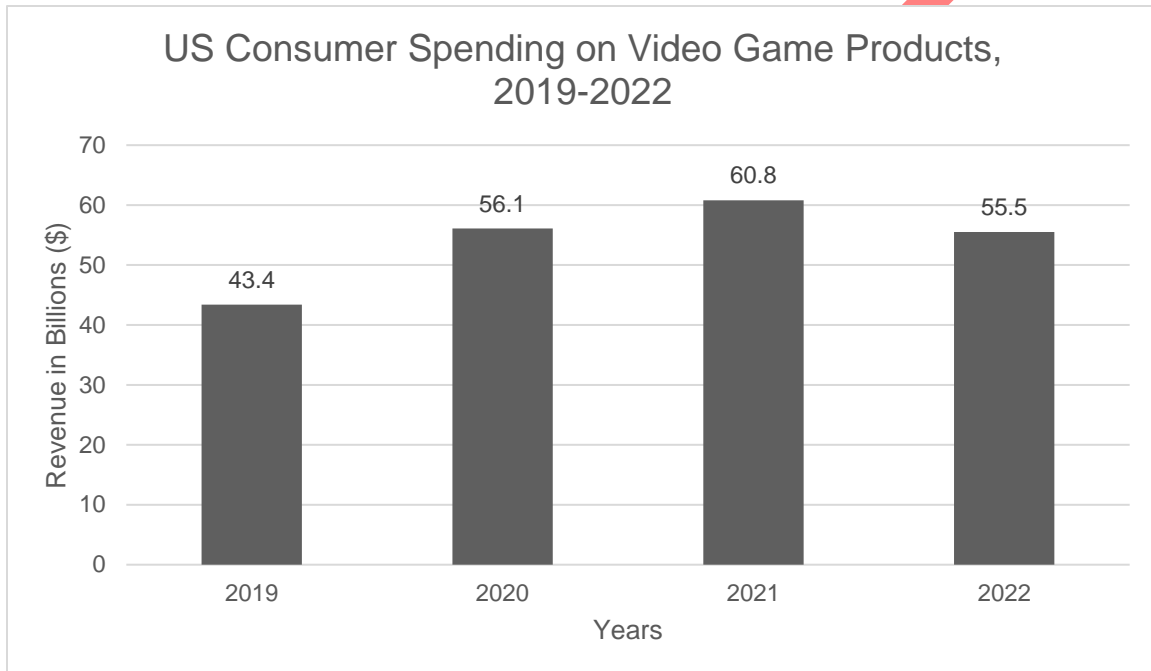
It is also estimated that 74.2% of those ages 18 to 24 play videogames beating traditional television viewers of the same age group at 58.2%.

According to Deloitte's 2022 media trends report, videos games are Gen Z's favorite past time as polled from five different countries which includes the United States, the United Kingdom, Germany, Brazil, and Japan. Gen Z is reported to spend one-quarter of their leisure time playing video games.
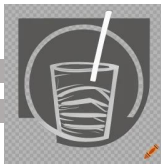
Revenue is also up for the gaming industry with $11.3 billion dollars generated in online sales on Cyber Monday in 2022 alone. This is 5.8% increase year over year (YoY). With inflation falling in 2023 it is believed that some people will be more willing to purchase games and consoles.

Below is a chart illustrating the total revenue in billions ($) for the gaming industry for the past four years.

US Consumer Spending on Video Game Products, 2019-2022

Year	Revenue in Billions ($)
2019	43.4
2020	56.1
2021	60.8
2022	55.5

Contact Information

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