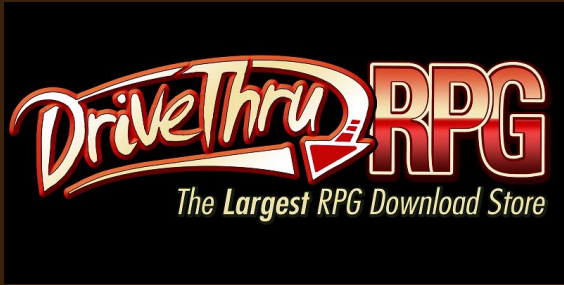




BrewForge

Find and share quality role-playing
content, all in one place.

Why BrewForge?



Finding content for role-playing games is expensive and time consuming

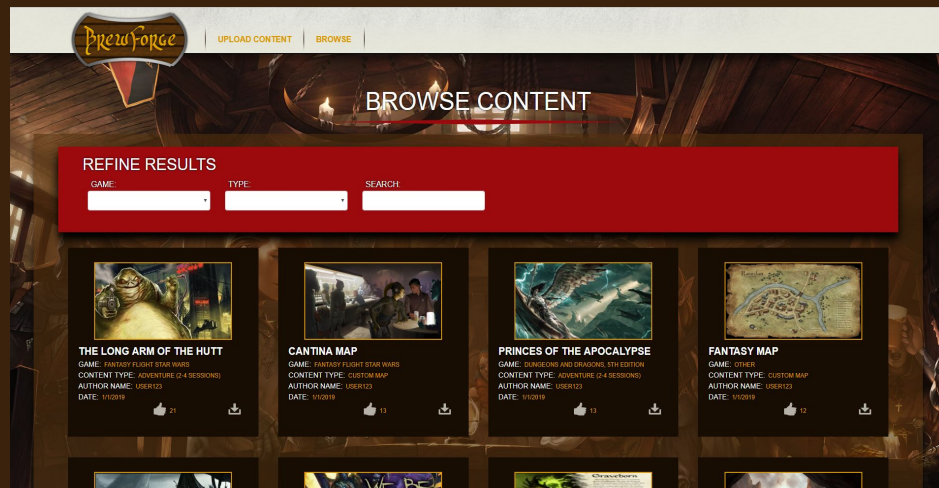


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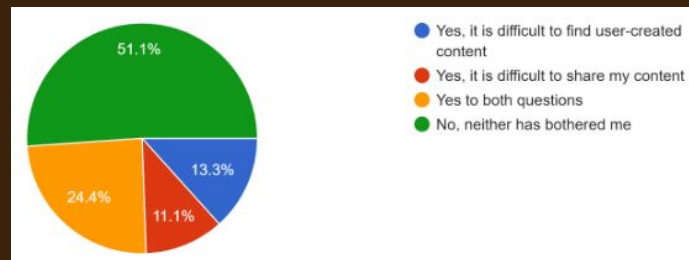


The Solution

- Host content for ANY and ALL role-playing games
- Free downloads
- Small monthly subscription for players to upload their own content, adventure modules, etc. to share with the world
- Support creators with donations



- ~50% of players and GMs surveyed have trouble finding/sharing quality content for their games.



Competitive Advantage

- Variety -- All RPGs, All types of content
- Free Downloads
- Quality (Feedback, upvotes, support quality content creators)

The screenshot shows the DriveThruRPG website, which is described as 'The Largest RPG Download Store!'. The top navigation bar includes links for 'Log In', 'My Library', and 'Wishlists'. On the left, there are 'Browse Categories' with dropdown menus for Rule System, Product Type, Genre, Format, and Languages, as well as a list of Publishers including Catalyst Game Labs, Chaosium, Modiphius, Onyx Path Publishing, Sine Nomine Publishing, Ulisses Spiele, White Wolf, and Wizards of the Coast. The main content area features a 'Keywords' section with a search bar containing 'star wars' and a 'Start Over' button. Below this, a table lists 'Products found in this section...' with columns for Title, Publisher, and Price. The first product is 'Ready to Roll: Star Wars' by Catalyst Game Labs, priced at \$19.99. The second product is 'Nova Praxis: Savage Worlds Edition' by Void Star Studios, priced at \$9.99.

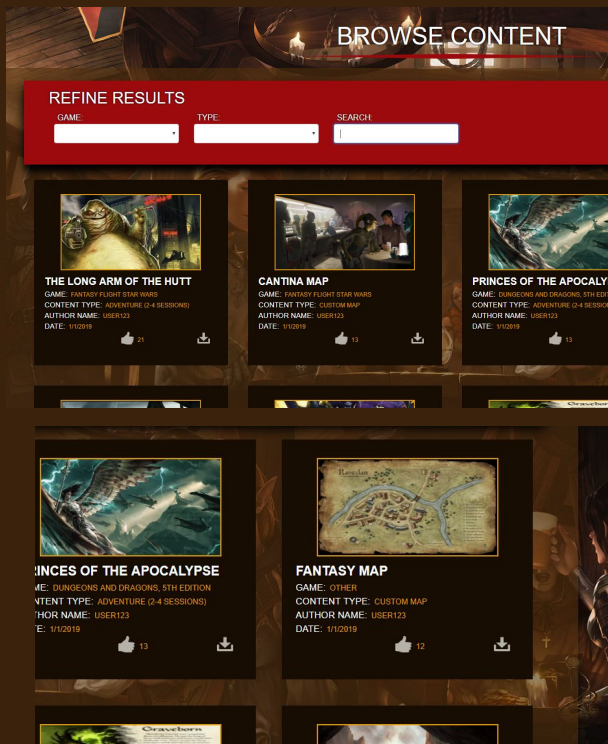


VS.

The screenshot shows the BrawlForge website's search results for 'star wars'. The top navigation bar is red and features a 'REFINE RESULTS' section with dropdown menus for 'GAME:' and 'TYPE:', and a search bar containing 'star wars'. Below the search bar, there are two product cards. The first card is for 'THE LONG ARM OF THE HUTT' by USER123, priced at \$19.99. The second card is for 'CANTINA MAP' by USER123, priced at \$9.99. Both cards show a thumbnail image, the product title, the game name, content type, author name, and date. The 'CANTINA MAP' card also shows a '13' upvote count. The BrawlForge logo is visible in the bottom right corner.

How It Works

Browse Content



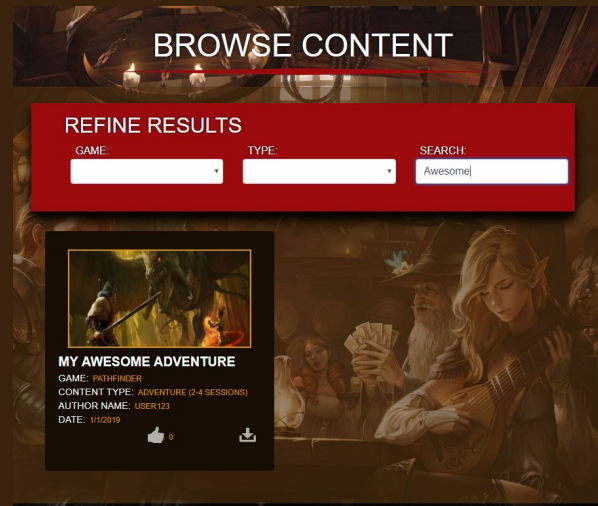
Upload Your Content

The 'UPLOAD CONTENT' form is set against a background image of a dragon. It includes the following fields and elements:

- UPLOAD CONTENT** (Section Header)
- Title:** My Awesome Adventure (Text input)
- What game is it for?** Pathfinder (Dropdown menu)
- Content Type** Adventure (2-4 sessions) (Dropdown menu)
- Suggested Party Size (if applicable)?** 4 - 6 (Text input)
- Suggested Level Range (if applicable)?** 0 - 10 (Text input)
- Preview:** (Image thumbnail of a character)
- Upload Content (PDF, jpg, etc.)** (Text input with 'awesome.txt' and a 'Browse' button)
- SUBMIT** (Yellow button)



Upload Appears on Browse Page



Business Model

Revenue Model

- Free downloads with account
- \$5 monthly subscription - premium content, no ads, help grow BrewForge
- \$15 monthly subscription - Game Master membership, get all benefits of basic membership, host ALL of your content, become eligible to receive donations from users
- 5% of donations
- Ad revenue

Target Customer

- GMs and casual players with little free time to prepare adventures/characters/etc.
- GMs looking to share their content

Marketing Plan

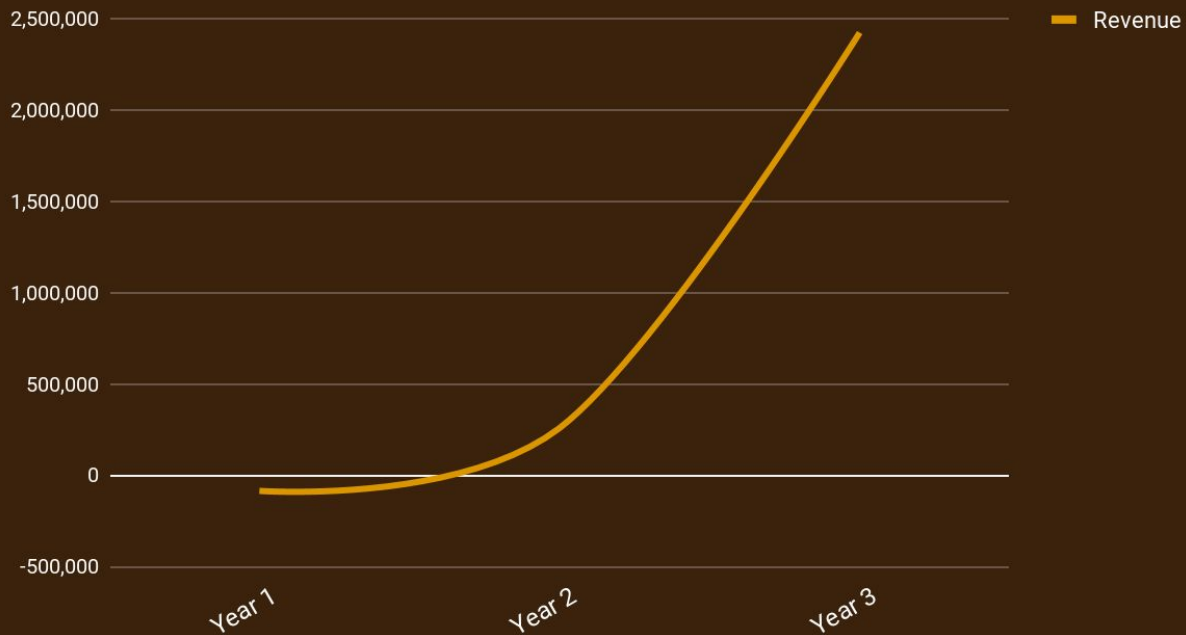
- Connect with users and potential customers through website, online RPG communities and forums
- Come for the free downloads, stay for the community of creating quality content

3 Year ProForma

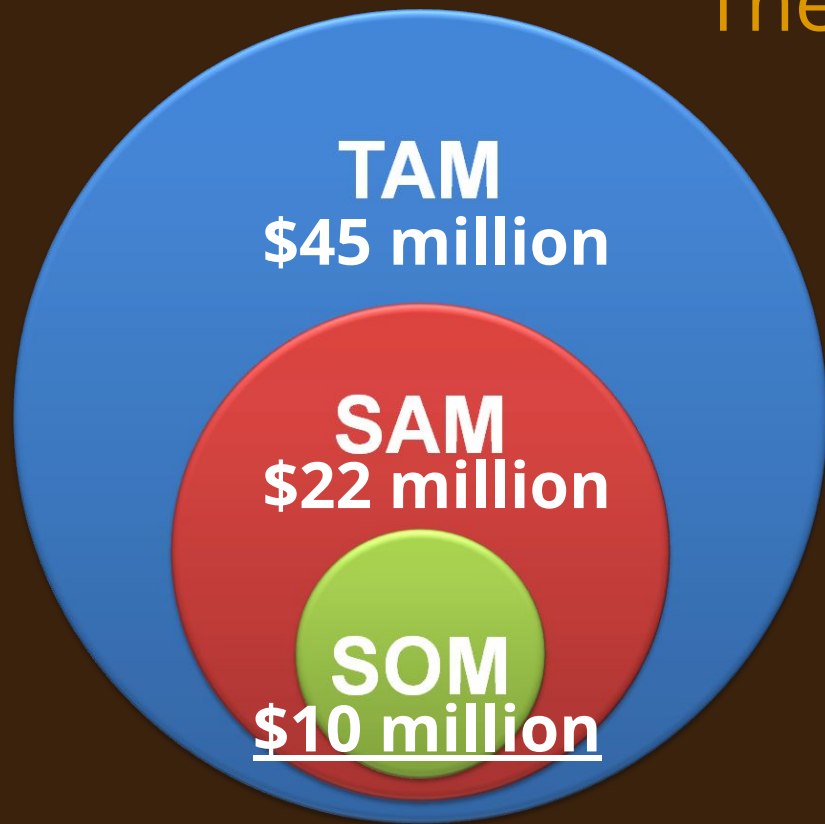
<u>BREWFORGE</u>	Year 1	Year 2	Year 3
Revenue			
Price/Unit	120	120	120
- Cost of Goods (COG)	1	1	1
= Net Price/Unit (L3-L4)	119	119	119
* Customers/Sales	1,000	5,000	25,000
= Total Ann Revenue (L5*L7)	119,000	595,000	2,975,000
Monthly Expenses			
Salaries	15,000	25,000	40,000
+ Rent	2,000	3,000	6,000
+ Other			
= Total Annual Expenses (L11+L12+L13)*12	204,000	336,000	552,000
= Gross Profit (L8-L14)	-85,000	259,000	2,423,000
- Tax (L16*20%)	-17,000	51,800	484,600
= Total Net Income	-68,000	207,200	1,938,400

Revenue Projection

BrewForge Revenue



The Market



- RPGs = \$45 million dollar industry (in US and Canada alone)
- Fastest growing hobby game 2016 category (up 29%)

The Competition

					
Free downloads	x				
All Role-playing Games Supported	x				x
Dungeons and Dragons Materials	x	x	x		
Independent Games	x	x		x	
Maps and play aids	x	x	x		x
Characters	x		x		
Tools for Sharing/Group play	x		x	x	x
Supports Donations	x	x		x	

Pivots

- We thought that maintaining ownership of content would be a bigger selling point.

PIVOT: After talking with potential customers we found they cared much more about variety and quality of content rather than giving ownership to a publishing company. We chose to focus more on the variety and quality.

- We thought more people would recognize the differences between our site and independent publishing sites like DriveThruRPG and Itch.io but found a lot of GMs try to sell their lore and what not on those sites.

PIVOT: We differentiate ourselves by highlighting that we are a service for sharing and downloading content. We are not a middle-man publisher, but a tool for people to find and share content. Also it made us focus more on our free downloads.

The Team

- Samuel Nuttall
 - Passionate full-stack developer
 - Fan of RPGs
- Philip Horton
 - Software Developer
 - Game Enthusiast

Advisors

- Jared Bearss
 - Entrepreneur
- Seth Dodge
 - Experienced Hobby Games Manager

The Ask

- We are seeking \$150,000 in funding:
 - First year of costs: monthly burn → \$6,000
 - This will be about 1 year of runaway



BrewForge

For all fans of role-playing games

BrewForge, A better way to role-play

