

# Kato.8 Studios Funding Roadmap: Hotdog Hustler → Last Light Demo + Studio Setup

*(Updated with Pricing Scenarios, Studio Financial Goals, Risk Analysis)*

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## 1. OVERVIEW

Kato.8 Studios will use **Hotdog Hustler revenue**, **lean reinvestment**, and **optional outside funding** to build:

1. **A fully established studio foundation (Kato.8 Studios LLC)**
2. **A polished Last Light demo** ready for publishers and investors

This roadmap covers:

- Complete cost breakdown
  - Realistic revenue models (including \$1 pricing scenario)
  - Multiple funding paths
  - Financial goals
  - Risks & mitigations
  - Timeline
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## 2. PHASES

**PHASE 1 — Release Hotdog Hustler (Revenue Phase)**

**PHASE 2 — Establish Kato.8 Studios (Operations Phase)**

**PHASE 3 — Build the Last Light Demo (Production Phase)**

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### **3. HOTDOG HUSTLER REMAINING COSTS**

<b>Category</b>	<b>Estimated Cost</b>
Art Assets	\$0–\$2,000
SFX & Music	\$0–\$1,500
QA	\$0–\$500
Steam Direct Fee	<b>\$100</b>

Marketing	\$200–\$500
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**TOTAL REMAINING COST: \$300 – \$4,600**

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## **4. HOTDOG HUSTLER REVENUE SCENARIOS**

### **A. \$4.99 Price Point**

**Steam Net Per Unit: ~\$3.40**

Units Sold	Kato.8 Revenue (50% share)
500	\$850
1,000	\$1,700
3,000	\$5,000
10,000	\$17,000

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### **B. \$1 Price Point**

**Steam Net Per Unit: ~\$0.70**

Units Sold	Kato.8 Revenue (50%)
1,000	\$350
5,000	\$1,750
10,000	\$3,500
25,000	\$8,750
50,000	\$17,500

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### C. Hybrid Model (Recommended)

- Launch at **\$4.99**
- Use **\$1 sales events** to spike visibility

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## 5. FINANCIAL GOALS REQUIRED TO SET UP THE STUDIO

These goals are **separate** from Last Light demo development.

### Goal 1 — Legally Establish Kato.8 Studios

Item	Cost
CA LLC Filing + Registered Agent	\$500–\$1,200
Business Bank Account Setup	\$0–\$100
Accounting/Bookkeeping Setup	\$150–\$300
Domain + Website Infrastructure	Already built (no cost)

### Total Needed for Legal Setup:

**\$650 – \$1,600**

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## Goal 2 — Core Studio Operations (3–6 months runway)

Item	Monthly Cost	6-Month Total
Unity Pro (optional)	\$0–\$150	\$0–\$900
Adobe Suite (optional)	\$0–\$60	\$0–\$360

ClickUp (free–\$12)	\$0–\$72	\$0–\$72
Misc subscriptions	\$20–\$60	\$120–\$360

### **Total Studio Ops Goal (3–6 months):**

**\$120 – \$1,692** depending on subscriptions chosen.

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## **Goal 3 — Minimum Studio Launch Budget**

To legally establish Kato.8 AND have 3–6 months of operating runway:

### **Minimum Target:**

**\$800 – \$3,000**

### **Ideal Target:**

**\$3,000 – \$5,000**

(Provides cushion + allows contracting small tasks.)

These goals can be met entirely from Hotdog Hustler revenue in moderate sales scenarios.

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## **6. FINANCIAL GOALS FOR LAST LIGHT DEMO**

This is separate from studio setup and must be funded via:

- Hotdog Hustler revenue
- Small personal investment

- Or angel/publisher funding

## Demo Cost Breakdown

Role / Category	Estimated Cost
Unity Developer	\$2,500–\$6,000
Artist	\$1,000–\$3,000
Sound Design	\$300–\$1,000
QA + Testers	\$200–\$600

**Total Demo Cost Goal:**

**\$4,000 – \$10,600**

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## 7. COMBINED FINANCIAL GOALS (STUDIO + DEMO)

This is the realistic capital needed for both:

**MINIMUM PATH (Barebones + Rev Share Help):**

**\$4,800 – \$8,000 total**

**COMFORTABLE PATH (Contractor Support + Smooth Production):**

**\$8,000 – \$15,600 total**

### **EXPANSION PATH (Publisher-quality demo):**

**\$15,000 – \$25,000 total**

These numbers give investors clarity and keep the plan grounded.

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## **8. FUNDING PATHS (Updated With Financial Goals)**

### **SCENARIO 1 — Self-Funded + Hotdog Hustler Revenue**

- Studio setup funded via Hustler (\$800–\$3,000)
- Demo funded by Hustler + small personal investment (\$4,000–\$10,600)

**Requires Hustler to sell:**

- **At \$4.99:** ~1,500–4,000 copies
  - **At \$1.00:** ~7,000–22,000 copies
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### **SCENARIO 2 — Micro-Angel/Micro-VC Raise (\$20K–\$50K)**

**Funds:**

- Full studio setup
- Last Light demo
- Small marketing push

Ideal for accelerating development and reducing personal workload.

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## **SCENARIO 3 — Publisher Prototype Deal (\$15K–\$75K)**

You provide:

- Hustler data
- Early prototype
- Pitch deck

Publisher funds demo → retains revenue share.

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## **SCENARIO 4 — Hybrid Funding (Recommended)**

1. Hustler revenue pays for studio setup
2. You build 10–20% of demo
3. Use traction + prototype to secure outside funding

Low-risk + high leverage.

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# **9. RISK ANALYSIS (WITH FINANCIAL IMPACT)**

## **Risk 1 — Hustler Underperforms**

Impact: Limits funding for studio + demo

Mitigation:

- TikTok daily challenge
  - Aggressive \$1 discount events
  - Improve Steam capsule art
  - Community building on Discord
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## **Risk 2 — Demo Overruns Budget**

Impact: Extra \$1–3K needed

Mitigation:

- Fixed-price contractor agreements
  - Narrow scope: 1 biome only
  - Reuse art and assets
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## **Risk 3 — Production Bottlenecks**

Impact: Slower timeline increases costs

Mitigation:

- Delegate art + SFX
  - Weekly sprints
  - Strict scope control
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# **10. UPDATED TIMELINE**

**MONTH 0–2: Hotdog Hustler Release**

- Steam launch
- TikTok posting
- Marketing push
- Collect revenue
- Start LLC filing

### **MONTH 2–3: Studio Setup + Prototype**

- Finalize LLC
- Open business accounts
- Start early Last Light prototype
- Pitch deck drafting
- Discord community launch

### **MONTH 3–6: Build Last Light Demo**

- Contract dev + artist bandwidth
- Build 1 biome + core gameplay loop
- Add SFX + UI polish
- Playtest feedback cycles

### **MONTH 6+: Fundraising**

- Pitch investors
- Pitch publishers
- Negotiate deal terms

- Plan full production roadmap
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## 11. FINAL SUMMARY

K.8's financial roadmap is lean, realistic, and data-driven.

### **Studio Setup Goal:**

**\$800 – \$3,000**

### **Demo Production Goal:**

**\$4,000 – \$10,600**

### **Total Capital Needed:**

**\$4,800 – \$15,600** depending on path chosen.

Hotdog Hustler, priced smartly at **\$4.99** with **\$1 sales spikes**, can realistically generate the early capital required to establish the studio, build the Last Light demo, and move into the investor-pitch phase with real traction and proof of capability.