

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

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

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)

3. HOTDOG HUSTLER REMAINING COSTS

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

Marketin	\$200–\$
g	500

TOTAL REMAINING COST: \$300 – \$4,600

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

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

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

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.

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.

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

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.

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.

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

You provide:

- Hustler data
- Early prototype
- Pitch deck

Publisher funds demo → retains revenue share.

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.

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.