**A) Company Name**

Somnium.

**B) Long-Term Vision Statement *(Make this into paragraphs)***

The goal of our company, Somnium, is to sell video game products that are accessible to those who can't use controllers, keyboards, and mice. Our company wants to make custom-made accessories that will provide accessibility to help people who can't use those products. The way we got our idea is from our group's similar interest in video games and wanting to help people. The purpose of our company is to sell the best accessibility products for people who love video games and our mission is to have an impact on the gaming community to provide easier access for the use of gaming products.

The key questions that will guide us are:

* How will our company have an impact?
* We will hopefully impact the gaming industry by making other companies be aware of this topic and hopefully, they will also create products that are accessible to people who are disabled.
* What's our goal?
* Highlight the struggles that disabled people experience and empower their voices in the industry.

**C) External Opportunities That Exist**

Our company, Somnium, has many possible external opportunities in our modern world. First, our controllers can be marketed with any kind of console or computer being sold for gaming as they are cross-platform. We will have official bundles with companies like Sony, Microsoft, Steam, and Nintendo that will have our controller included.

For funding, we look to places like NOD, the National Organization on Disability. They would be open to this investment because the data shows that most physically disabled people spend a lot of time playing video games as it is hard for them to do any other hobby, with video games having a low barrier of entry. We aim to lower that barrier even more. A controller that could make them feel immersed within the stories of the video games they play would be valuable for them and we strive to facilitate them reaching that immersion.

We will hold eSport tournaments with our controllers, which will provide a league of their own for disabled people, and be good for the use and advertising of our product. Through social media, we will regularly hold giveaways for our products for fans/followers, and events for them to personally play test the controllers to get user feedback.

**D) Teams**

*Zayd Ali (CEO)*

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Zayd is a transfer student at California State University East Bay for Computer Science. He transferred from Chabot College. He serves as the CEO and founder of Somnium. He has expertise in C++ and Data Structures alongside having managerial and team-leading skills to manage the company.

*Michael Kvashin (COO)*

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Michael is in his 3rd year at California State University East Bay and is majoring in Computer Science. Michael is the COO of the company, Somnium. Michael has expertise in C++ and Python along with having leadership and communication skills to help manage the company and bring the plans to life.

*Zackary Stephens (CFO)*

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Zack Stephens studied geology for 3 years at CSUS, took two years off due to the pandemic, and transferred to CSUEB for computer science. Zack serves as the CFO of Somnium. Zack has expertise in C++ and Python and testing products.

*Agamjot Singh (Manager)*



Agamjot is a freshman at California State University East Bay and is majoring in Computer Science. Agamjot is a manager of the company, Somnium. Agamjot assists in managing the business and implementing the goals because of his proficiency in C++ and Python.

**E) Strategy**

1. Understand the needs of our main customers (handicapped gamers) to improve our relationships.
   1. Interview 50 gamers to see what they need in a gaming controller
   2. Create an improvement plan that has all the managers agree upon
   3. Check with the 50 gamers again to see if they are satisfied with the plan
2. Improve brand engagement initiatives to increase conversion rate
   1. Develop a strategy to promote the brand starting with 10 initiatives every quarter
   2. Recognize 20 high-priority profiles and develop strategies to engage with them
   3. Reduce spending by 25% on marketing and advertising.
3. Improve alignment of quarterly marketing goals with the sales team
   1. Implement 3 workshops to increase alignment with the sales team
   2. Work with the sales team to define ICP, MQLs, and SQLs and define scoring criteria
   3. Conduct regular meetings with the sales team to achieve a close rate of 25% of SQLs(Sales Qualified Lead).

**F) Slogan**

Turning Dream Fantasy into Reality Fact