

# BUSINESS PLAN FOR PLAT-TECH STUDIO

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### Business Details

Business Owner:	Jacob Brown
Business Owner Address	
4 Fernley Road Southport Merseyside PR8 5AU	
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### Executive Summary

Plat-Studio is a sole trader, structured as a for-hire game development studio.

#### **Management Team**

NAME: Jacob Brown

Role: Executive Director, Executive Producer

NAME:

Role: Art Director

#### **Ownership structure of business**

Owner(s): Jacob Brown

### Business Overview

Overview: The business is available for hire to public or private clients to deliver on the clients brief

Description: The studio can be hired by a client(s) to produce a GDD which is used to produce deliverables for the client for the client's private use. The development studio holds no copyright or ownership of the developed product upon its delivery, the product will be withheld until the cost of production has been paid by the client(s). Production engine and platform is to be set per the request of the client(s), Virtual Reality, 3D, and 2D games are available options, all built using Unity unless stated otherwise in the contract.

#### **Unique Selling Point (USP)**

- Varied options for platforms – 2D 3D VR
- Available to produce prototype or complex deliverables as the client(s) requests.
- Converting your ideal game into real game

## Market Analysis

### **Target Market Description**

The studio follows the path that the client(s) decide, we create games in line with a brief. Due to the multi-platform nature of the games industry and the studios' ability to develop for PC, Console, Mobile, and VR, our studio is also in the market of porting games to different platforms (Game-Ace, 2021). This service is mostly aimed at indie studios as changing the platform of a AAA game is a much larger project that the studio is not equipped to handle. Games developed by the studio will be created with digital publishing being the intended form of delivery, trends in distribution show that most game sales take place online (GameByte, 2023). Creating physical copies in order to effectively distribute the product will lead to largely increased cost. Consumer purchasing patterns have gone from physical to digital sales. The studio will not handle physical distribution due to these factors; this leaves outlying groups of people who are interested in physical distribution. Before development is started, the client(s) will be informed of industry trend and demographics of the industry, targeting the audience and streamlining the market information that backs the game will help ensure that the client(s) game has the highest chance of success (GamesIndustry.Biz, 2020). By aligning a game to a market before development, that market can influence the design of the game.

### **Specific segment of market to be targets.**

For a game, the demographic would be the market segment that is being targeted, the game idea that the client(s) bring will dictate the demographic that the game is aimed towards (DataProt, 2023). The focus of the studio is to create the game set by the client, those clients are singular people outside of the games industry. A role the studio would fill is working with a local government and creating a game themed around issues with the area such as littering or working with an interested individual and working on a project for their own business or personal use. The studio has uses outside of games development, rather than being outsourced for the development of a game, we can work with a realtor to create a digital house for a Virtual Reality showing or a similar experience with a car showroom (ImmersionVR, 2020). This is a tertiary market, the focus of the studio is primarily the production of games followed by porting pre-existing games to a different platform, creating a non-game experience is a possibility, as what we do is decided by what the client(s). The studio will target Individuals interested in making their game real but do not have the knowledge to do so, indie studios with games on single platforms and with an interest of having those games on other platforms, and non-game businesses to digitise their market.

### **Advertisement**

Targeting the outlined audience will be accomplished through the advertisement of the studio. The primary clientele of the studio is people or businesses outside of the games industry, these people are less likely to be influenced by certain viral marketing such as Twitch, ARGs, AMAs, and influencer. Advertisement for this audience will consist of digital marketing based on websites and target people with an interest in game industry market analysis as these people are possibly looking into the industry as an investment. The studio has a secondary and tertiary audience, porting games to alternate platforms and working with businesses interested in digitizing their market with VR.

There are studios not unlike this studio where advertising for a game can be handled by a professional team which understands marketing and advertising (Combo Strike, 2006), (Iron Source, 2010). Advertising for a game will not be handled by the studio due to the additional complexity and budget that advertisement requires. It is the client's choice whether to advertise the game themselves or use another studio to handle the advertising for them.

**Market trends of other development studios**

Software development is a wide area that is covered by many more factors than just games development, at PlatTech, other forms of software development can occur which is dictated by the client's needs. The software development industry as a trend is a growing industry, over the past year there has been an uptick of 130% more job listings for software development (Robert Walters, 2023). Job listings are indicative of industry growth and the rate that jobs have increased show that software development as a market trend is on the way up, giving an open opportunity for small start-up studios a change to grow rapidly. Venture capitalist investments favour technology related start ups (Financial Times, 2023), with PlatTech utilizing VR, an emerging technology, the chances of venture capital investment into the studio is at an increased likely hood as more money is put into the software development industry.

**Competitive Landscape**

Set out below are the names of the business’s key competitors with a summary of what they do and why they are key competitor.

Competitor Name(s)	Summary of the competitor’s business	Why are they a competitor?
GenlTeam	Freelance development studio working mostly in android-apple mobile game market	Direct crossover in services rendered
Fiverr	Site hosting various freelance developers available for hire	Large quantity of for-hire developers, varied price points lead to cheaper prices then this business can provide

Marketing

**Pricing Plan**

Price is dependent on the deliverable requested from the client, 2D prototypes to VR experiences will fluctuate the price from £1000 est. to upwards of £6000.

Estimated pricing points in GBP (£), subject to chance as per client(s) proposal:

	2D	3D	VR
Prototype	£1000	£1500	£4000
Complex	£2500	£5000	£6000

**Sales and marketing techniques**

We will us the following marketing techniques:

Online Marketing – advertisements placed on website focused or including information on game development, Fiverr for example.

Other Marketing Techniques – Credited in the various games that the studio will develop.

### Marketing techniques

Choose all the marketing techniques that the business

- Direct sales
- Radio advertising
- TV advertising
- Outdoor advertising
- Print advertising
- Online marketing
- Point-of-sale advertising
- Direct mail
- PR
- Other marketing techniques

### Sales Processes

Selling online will be the main process, advertising on sites related to for-hire studios and sites with a portion of game development information which will lead to prospective buyers coming to the studios site where a consultation can be requested before the sale is made, in order to understand if the clients request is feasible.

### Sales methods

Choose all the sales methods that the busir

- Over the counter
- Online
- Phone selling
- Other sales methods

### Operations

#### Employees required

Employee role	Number	Duties
Executive Producer	1	Mechanic development & implementation,
Art Director	2	Asset development, 2D artwork, 3D modelling, texturing

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## Financial Overview

### **Financial requirements:**

Total funding required: £25,000

Investment categories: Rent, overheads, salary, computers (high end, per employee), VR Headsets (multiple models to account for different technical specifications)

The business will need the fc

Choose all that apply. If you select 'Other insuran

- Public liability
- Product liability
- Professional indemnity
- Environmental liability
- Employers liability
- Other insurance