



Accessible Gaming

ACCESSIBLE GAMING - 1702480

AN IDEA FOR THE CHALLENGE: [VENTURE PLAN PITCH](#)



Joseph Blanchard 1702480

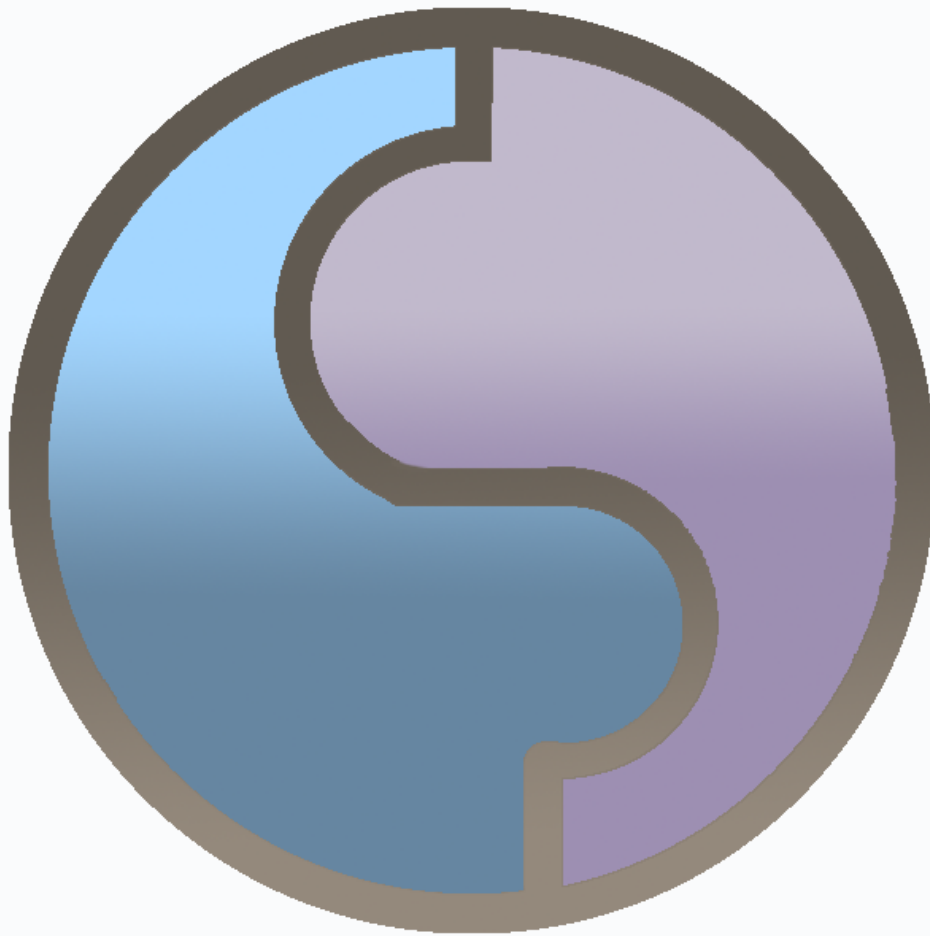
CONCEPT

gaming

disability

specialised controller.

We want to make controllers for people with Duchenne Muscular Dystrophy. It's most common in male teens/young adults (this age range and gender is also perceived to be the most common gamers). As of the condition, these people have less of a chance to get involved with video games as the controls are made for able bodied people. We want to help bridge the gap so that gaming is for everyone.

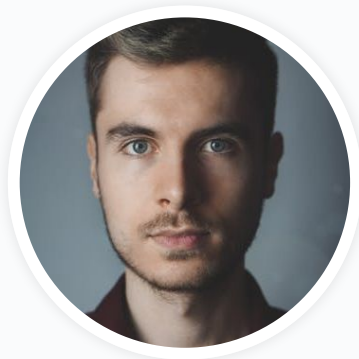


CUSTOMERS

The target audience would be people with some sort of disability, where motor functions are affected.

Duchenne is the most common type of Muscular Dystrophy suffered by Teens and Young adults, this is the main target audience as teens and young adults are the prime target for games. As there is no way for these people to interact with gaming consoles, they are unable to engage in the industry, that is where our product comes in.

This market is relatively untapped as of yet, with only one other company in talks about a modular styled controller.

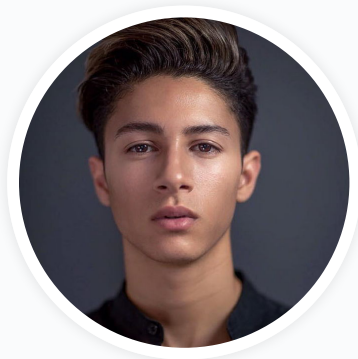


JORDAN
N/A

13-30 years old



Gaming, Comics, Geek Stuff.
Low Severity Disability, motor skills affected.
Wants to play games, but has difficulty with controls, has a lot of spare time for games.



ALEX
N/A

13-30 years old



Gaming, Comics, Geek Stuff.
High Severity Disability, motor skills affected.
Wants to play games, but has difficulty with controls, has a lot of spare time for games.

COMPETITORS



MICROSOFT

<https://www.microsoft.com/en-us/store/collections/xboxadaptivecontrollerac>

What they're missing



SONY

<https://www.sony.co.uk/electronics/playstation>

What they're missing



VALVE

<https://www.valvesoftware.com/en/>

What they're missing

-The price point of the product is too high for the target demographic.

-Each part has to be bought individually, rather than in a bundle.

-They have very little advertising out for the product, meaning many of their target demographic is not seeing their product in the first place

-They have little to no experience working with motor function disabilities.

-They would need heavy rounds of research before releasing the product.

-It's a very niche market they may not want to take a risk on.

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Strategy

As the product is still in development we have the ability to put more time and effort into the research to have the controller specifically designed for the intended market. We also plan on having a more affordable price point than the already established Microsoft X-Box adaptive controller.

As it's a niche market we plan on expanding across the EU, however in the beginning stages of the company we will be focusing on sales within the UK.

COMPATIBILITY



JOSEPH BLANCHARD
COMPANY BRANDING

-Computer skills: Word, Excel and Power Point; Autodesk Maya, Unreal Engine 4 and Z-Brush; Adobe Photoshop, Lightroom and Illustrator.

-Holds valid driving licence, owns one car and has use of another vehicle.

-Has worked with customers and tended money.



DREW COWAN
MARKETING MANAGER

-Works well in a team.

-Very creative in development process.

-Developed interpersonal and communication skills.

-Works well independently, but adept at working in a team.



NOAH BROOM
OPERATIONS MANAGER

-Computer skills: Word, Excel and Power Point; Autodesk Maya, Unreal Engine 4 and Z-Brush; Adobe Photoshop and Premiere.

-Has good communication skills and works well in a team.

-Has worked with customers and tended money.

-Works well independently, but adept at working in a team.



GARETH TITLEY

PRODUCTION DEVELOPER

-Computer skills: Word, Excel and Power Point; Autodesk Maya, Unreal Engine 4, Z-Brush and Adobe Photoshop.

-Very creative in development process.

-Creative writing skills.

-Works well in a team.

5

Passion

5

Resilience

8

Communication

5

Planning

9

Network

**WE'RE 64% COMPATIBLE WITH THIS
IDEA**

CONTENTS



PLA

PLA plastic reel for a 3D printer



Workshop

A place to develop the prototype.



FB/Twitter/Instagram profiles

Social media presence to promote the product.



3D printer

For making prototypes.



Research

Working with disabled individuals to develop the modcon prototype.



Electricians

Training on working with electrical components to produce modcon prototype.



Laptop

With CAD software to work with 3D printer.



Electronic components

For making the prototype.



Manufacturing plant

We take the prototype to them to have it mass produced.

Who

-Disability adviser: We would need someone with knowledge of motor function disabilities, while we would also work alongside volunteers that live with these disabilities,

-Product testers: These would be people with motor function impairments that could give us relevant feedback on the design.

-Accountant: Although Joe is capable of accountancy he has no experience and therefore the company would benefit from a professional accountant.

What

-Computer- Able to run CAD software, as well as a hub to run social media presence.

-3D printer- Used to create basic prototypes for testing and to also show to a manufacturer for mass production.

-CAD Software- Used with 3D printer to create the basic prototype.

-PLA plastic- Used in the 3D printer

-Electrical components- Used to create the basic workings of the modcon.

Where

-Disabled access offices- this is a space where we can develop and create a prototype; the space is disabled access for conducting tests on the prototype.

-Storage unit- a place to store the product after being mass produced before sales, also somewhere we could store servers for a website.

Additional information

-3D printer- bought from an online retailer.

-PLA plastic- bought from an online retailer.

-CAD software- bought from an online retailer.

-Electrical components- bought from an online retailer.

-Computer- bought from an online retailer.

-Product tester- we will advertise online looking for volunteers, however they would be allowed to keep the prototype as reimbursement.

-Disability advisor- Either someone on the team will take a course to become our disability advisor or we will look at advertising for a

commissioned consultant that specialises in motor disabilities.

-Accountant- this would be a paid position, sourced from advertisement.

-Disabled access offices- we would look at the surrounding area of Swansea for a suitable building to rent.

-Storage unit- we would look at the surrounding area of Swansea for a suitable lot to rent.

CASH

Making money

Initially we would look at selling one basic modular controller that has at least four separate components that can be interchanged as needed by the user. At a later date as our design evolves and improves we would look at other components to sell alongside the basic pack focussed more on specific motor function problems.

We have a few ideas on how we would be able to sell our product, the primary method being sales through our own online store. We would create and host our own domain that customers can visit and browse our products, access our technical support anytime and view the development of our related products. To go alongside this, we would advertise across various social media platforms, as we can easily engage with our customer base and answer queries they have in a very timely manner.

Alternatively, we know of a few gaming events conducted throughout the UK that we could attend to raise awareness of our product, while also selling during the convention. The benefit this has is mainly advertisement, as a small time company it's better to get our product out there to the people who need it, rather than to search for our audience on a larger platform.

Spending money

-3D Printer- a general desktop unit, as it would be used for prototyping, not final design. Potentially a hobbyist unit. (Average price: £200-£600.)

-PLA Plastic- generalised filament used with 3D printers. (Average price: £15-£40 per spool.)

-Computer (x4)- a computer capable of running CAD software, running a website and social media. (Average price: £500-£1500 each.)

-CAD software (2 copies)- for creating 3D model to print. (CADline Autodesk CAD price for 1/yr= £1465) However, as a starting business, we could look at free/cheaper alternatives.

-Electrical components- For year one of making prototypes (Projected price= between £1200 and £2400.)

-Product testers- nor to be paid by commission, but can keep the prototype unit provided.

-Disability advisors- Based of an hourly rate, between £100-£300.

-Accountant- Based off an hourly rate, between £30-£100.

-Disabled access offices- Between £10-20 per square foot per month.

-Storage unit- Approximately £10 a week

Funding

-CIC funding

-Business finance or loans- start up loans, government scheme

-Grants or bursaries- Welsh government (Business Wales), Big Ideas Wales (competition), third sector sources (Unltd, National Lottery, Community chests,

etc)

-Angel investors (capital investors)- A type of private investor looking for ownership equity or convertible debt.



This idea was created using [Simply Do](#)