

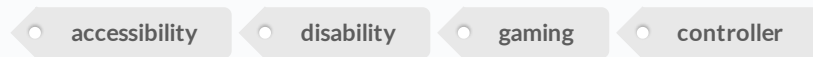
MOD CON

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



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CONCEPT



The Mod con will be a modular controller designed to be customisable to support a wide range of disabilities who play videogames for a variety of platforms

CUSTOMERS

Our customers will be gamers who have various disabilities that inhibit their motor functions

JAMES HOWLET

TEACHER

30 years old



Gaming
History
X-MEN

ALPHONSE ELRIC

SCHOOL

7 years old



Gaming
Anime
Science

STEPHANIE BROWN

UNI

20 years old



Gaming
Ghost hunting shows
Comics

Strategy

Some ways of advertising the product would be to go to charity and ask them to promote the product or possibly a gaming tournament

COMPETITORS

MICROSOFT

What they're missing

Their controllers are very expensive
and only sell the base component
with no bundles

PLAYSTATION

What they're missing

Have no controller designed for
people with disabilities currently on
market

Strategy

Our controller will be more reasonably priced and come with some by bundles

COMPATIBILITY

GARTH TIDLY

PRODUCT DEVELOPMENT

Creative writing
Creative solutions
Creative thinking
IT experience
Graphic Artist
Team Worker

JOE BLANCHARD

COMPANY BRANDING

Computer Skills : These include
Microsoft Word, Excel and
Powerpoint; as well as minor skills in
AutoDesk Maya, Unreal Engine 4 and
Zbrush.

I can Drive and have my own Vehicle
and use of another.

I have worked with customers and
tendering money.

I can work as part of a team and
independently

DREW COWAN

MARKETING

Team Worker, Creative Thinker,
Interpersonal Skills and
Communication Skills, let me know if
you need more than that

8

4

8

5

10

Passion

Resilience

Communication

Planning

Network

8

**WE'RE 70% COMPATIBLE WITH THIS
IDEA**

CONTENTS



Delivery Service

We would need a way to ship the controllers



Manufacturing Facility

We would need some place we would need to manufacture the controllers



Research

We would need research into making the controllers as comfortable and easy to use as possible

Who

I have some experience computers and video editing.

We will need researchers to test and advise on the usability of the controllers

What

We will need raw material to manufacture the controllers

We will need a website to sell our product and get customer feedback and support.

Where

We would need a storage facility for our controllers/components and server This could double as an office

CASH

Making money

We will make money buy selling the base controller in a bundle

Spending money

Gonna need to spend money on research and manufacturing of the product

Funding

We plan to be a CIC company so we will be able to get government funding we could also get funding from tech and game companies.

We will also most likely do some crowd funding events



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