

Final Report Zach

by Zach Port-Lincoln

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Enterprise and Innovation

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The market and competition

- Analyse the industry including relevant statistics. Is there a market for your Product?

We believe that there is a market for our product, as businesses are slowly starting to come round to the idea of making cross platform games. Even though there are competitors for us, there are not many of them.

- Who are your competitors, similar products, their price and USP?

Competitors

Overkill, they make the game Payday 2, they have recently created a free VR update to the game where people who just have a keyboard and mouse can now play alongside people who own a VR headset. This works for both the HTC Vive and the Oculus Rift in both standing and room scaled mode.

Although the update is a free one, the game itself, which is a AAA game, is priced at £7.49

Their USP would be the cross platform itself, also the essence of the game where you can rob banks with your friends in VR is pretty unique.

PlayStation Couch Co-op

PlayStation has revitalised couch co-op from everyone playing a game with a controller to now someone with a PS VR headset joining in too. In these games, particularly "The Playroom VR" the person with the VR head set has a role on their own and the people with a controller team up.

In order to play these games, you will have to have a PlayStation 4, VR kit and the game. If you take away the price of the VR kit and PS 4 then you are looking to spend around £20 for the VR games themselves. Which is more than double for the cross-platform game that Overkill have released.

Their USP would be that it is easy to pick up, you don't have to spend a lot of money to get started. Another USP would be that the genre is party games, this VR cross-platform party game is pretty unique too.

The Micro and Macro Environment Factors

Micro –

- The Suppliers – We won't be buying any goods from any other business or using any outside group, we will supply our own code and such, therefore we will not have any suppliers.
- The Resellers – On possible reseller of the game, if we choose to use them, would be Steam, we would pay steam to sell on their market and they would in turn get a commission for this. Otherwise we would sell the game directly from our website.
- The Customers – These will be anyone who can access wherever we are selling the game and have a VR headset
- The Competition – As mentioned above, the main competitors will be Overkill and PS VR, we can get a price advantage over PS VR as their games are £20+ by making our game in the same price range as Payday 2
- The General Public – We will take into account what the public think about our game and release updates with resolutions if needed to prove we understand them

Macro –

- Demographic Forces – We will try not to put so much violence in the game to make it's as low an age rating we can to increase the audience for the game to sell more units.
- Economic Factors – We will not price the game to expensive so we can fit into the economic environment.
- Technological factors – The group will need understanding in how the game will run and how the game will be made in order to spend less time in production, in order to start selling the game as soon as possible.
- Political and Legal forces – When marketing the products, we will not slander other companies in order to make our product look better in the eyes of the consumer.
- Social and Cultural forces – As the business is making a game, we will not be producing harmful gasses or other pollution to the environment, but in regards to the social aspect we will be creating a game to have fun in not to cause and violent or destructive behaviour.

Feedback on product idea from potential users and or customers

We have pitched the idea to our lecturer and he has replied back saying that the idea we have is interesting and likes the direction we are taking with it and that he hasn't heard of this before so is interested in where we are going to take this.

We have also let a mutual friend play our prototype of the game and he said that the game looks interesting and wants to see more, which is a good sign to see early on. He also gave us some things he would like to see incorporated into the game. This is good to see that we are getting public involvement so early on.

Financial plan

Cash flow forecast

Sales –

Per unit £5.00

Expenses –

Self-publishing fee of \$100 [1] (One off payment per game)

Out sourcing an artist to create 3d models for maps and avatars £25k - £35k per year. £2,083 per month. Will only be hiring on the occasional month. [2]

Out sourcing an animator to create animations for the characters £34k – £44k per year. £2,833 per month. Will only be hiring on the occasional month. [3]

Advertising on Facebook, paying to increase the amount of people see the page. £14.00 per 7 days. Will advertise every other month. [4]

Wix website hosting £2.55 per month. [5]

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue												
Per Unit	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00	£5.00
Amount sold (estimated)	100	125	150	175	200	225	250	275	300	325	350	375
Kickstarted units	250.00											
Total Revenue	£1,750.00	£625.00	£750.00	£875.00	£1,000.00	£1,125.00	£1,250.00	£1,375.00	£1,500.00	£1,625.00	£1,750.00	£1,875.00
Expenses												
self-publishing fee	£100.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Out sourced artist	£2,083.00						£2,083.00					
Out sourced Animator	£2,833.00						£2,833.00					
Facebook Ad	£56.00		£56.00		£56.00		£56.00		£56.00		£56.00	
Wix website hosting	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55	£2.55
Business bank	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Expenses	£5,074.55	£2.55	£58.55	£2.55	£58.55	£2.55	£4,974.55	£2.55	£58.55	£2.55	£58.55	£2.55
Net Cash flow	-£3,324.55	£622.45	£691.45	£872.45	£941.45	£1,122.45	-£3,724.55	£1,372.45	£1,441.45	£1,622.45	£1,691.45	£1,872.45
Opening balance	£150.00	-£3,174.55	-£2,552.10	-£1,860.65	-£988.20	-£46.75	£1,075.70	-£2,648.85	-£1,276.40	£165.05	£1,787.50	£3,478.95
Closing balance	-£3,174.55	-£2,552.10	-£1,860.65	-£988.20	-£46.75	£1,075.70	-£2,648.85	-£1,276.40	£165.05	£1,787.50	£3,478.95	£5,351.40

The picture above is the Cash flow forecast created in Excel, this table shows we will make a steady profit from the month of September.

Start-up funding

We can all save and put £50 in each which will give us the start-up fund, of £150, this is also going to be our opening balance.

Crowd funding

We are going to use the Kickstarter platform and let people pre order the game 3 months early. We are expecting to see a pre order of 250 units minimum.

How will business finances be managed?

HSBC has a great business bank plan with no fees to pay for the first 18 months, then once this time has expired we will be charged a running cost of only £5.50 [6]

References

- [1] "Polygon," [Online]. Available: <https://www.polygon.com/2017/6/2/15729276/steam-direct-fee-valve>.
- [2] "Game careers," [Online]. Available: <http://www.gamecareers.biz/?p=103>.
- [3] "Indeed," [Online]. Available: <https://www.indeed.co.uk/jobs?q=animation&l=Wales&vjk=043b0fa1df7a9dda>.
- [4] "Facebook," [Online]. Available: www.facebook.co.uk.
- [5] "Wix," [Online]. Available: <http://www.wix.com>.
- [6] HSBC, "HSBC Business Banking," [Online]. Available: <https://www.business.hsbc.uk/en-gb/everyday-banking/business-accounts/start-up-business-bank-account>.

Appendix

Appendix 1 – Team progress reports

Weekly Progress reports - George Thomas

Group & Roles -

Group Name - **EZGcrew**

George Thomas - Team / project leader, developer

Ethan Randall - Marketing, business description

Zach Port-Lincoln – Finance, market research

Week 1 -

Date 19/02/2018

In Attendance -

George, Ethan, Zach

Individual Updates -

George - Thought of possible business ideas

Zach - Thought of possible business ideas

Ethan - Thought of possible business ideas

Team Discussion -

Talked about potential business ideas and ultimately decided on our project idea. Chose to VR game which will allow vr and non vr players to play together. The gameplay is inspired by a popular "Garry's mod" gamemode called Death Run.

Team has been decided on team name EZGcrew. This is a combination of initials for our team.

Actions -

All group members should decide what their desired role in the group would be and some further ideas to the project

Week 2 -

Date 26/02/2018

In Attendance -

George, Ethan, Zach

Individual Updates -

George - Thought about group roles

Zach - Thought about group roles

Ethan - Thought about group roles

Team Discussion -

Roles decided - George will do the games development and also will be project leader.

Zach will be in charge of the financial plan and the market research.

Ethan will be in control of the business description and marketing plan.

Worked through exercise on moodle. Created weekly progress reports and made it up to date.

Project name decided on rush of death.

Initial idea has been discussed more but needs to be explored in more detail.

Jobs have been assigned suitable to member roles.

Actions -

George - design basic game structure and basic design.

Zach - research into competitors

Ethan - create mission statement

Week 3 -

Date 05/03/2018

In Attendance -

George, Ethan, Zach

Individual Updates -

George - basic game structure idea created

Zach - provided some research into competitors and similar products.

Ethan - mission statement created as well as some objectives

Team Discussion -

Showed off the work that has been done through the week,

Worked on exercise in class,

Discussed further product ideas and basic selling ideas.

All contributed to possible ideas and improvements for game development.

Actions -

George - Finalise game design

Zach - Finalise research of competitors and research the market

Ethan - Finish business description

Week 4 -

Date 12/03/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

George - Game design finalised

Zach - Research was made into the market and found gap in market for product

Ethan - business description completed

Team Discussion -

Group met and discussed work that has been done. Zach provided information on Market which allowed us to have more improvements to the game. Possible branding ideas and possible costs discussed. More research into cost needed before decision is made.

Actions -

George - start development of the project or write up the USP

Zach - Continue working on market and competitors

Ethan - Start marketing plan, decide on target market and possible start to branding.

Week 5

Date 19/03/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

George - USP was written up.

Zach - Market and competitors section completed

Ethan - Marketing plan was started, target market decided but no start to branding or online presence.

Team Discussion -

Discussed completed work so far, Game Logo was created by George's Partner, permission and use of logo for business have been permitted. Ethan looked into how he will make the website, he decided wix as its easy to develop on. Zach showed his complete section and asked for feedback.

Actions -

George - will start game development

Zach - will start cash flow forecast

Ethan - will start website

Week 6

Date 26/03/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

George - Prototype was started but not much headway made

Zach - cashflow half completed

Ethan - website development has started

Team Discussion -

Team have all started tasks, zach asked for feedback on cash flow so far and asked for any detailed he may have missed, ethan asked for feedback on the website design, we decided on colour scheme.

Actions -

Continue with last weeks assigned tasks

Week 7

Date 02/04/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

George - Much more progress to game was made

Zach - cash flow completed

Ethan - website nearly complete. Few additions to be made including screenshots of demo (requires finished prototype) and a few cosmetic details

Team Discussion -

All reviewed each others work. Looked at website progress, zach suggested some changes to website design and some feedback to game development was provided

Actions -

Ethan and george - continue work
Zach - start startup funding.

Week 8

Date 16/04/2018

In Attendance - George, Zach, Ethan

Individual Updates -

George - game completed
Ethan - branding finishes
Zach - completed finance section

Team Discussion -

After a 2 week gap members showed completed work. Suggestions were made to improvement to work and final decisions made

Actions -

Zach - complete report write up for completed sections
Ethan - finish marketing section
George- write up Development section and start report for operations manager

Week 9

Date 23/04/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

Zach - finished write up
George - write up for development finished and operations manager write up almost complete
Ethan - write up for business description section complete and marketing write up started

Team Discussion -

Team have started to discuss presentation and started to produce a few slides

Actions -

Finish report sections and think about presentation

Week 10

Date 23/04/2018

In Attendance -

George, Zach, Ethan

Individual Updates -

All have finished write up and all have started slideshow ideas

Team Discussion -

In this meeting work was confirmed by all and presentation was finalised and slides were created. Work is now complete and ready for submission and presentation

Actions -

N/A

Final Report Zach

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

70/100

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GRADING FORM: UWT SD GRADING FORM

ZACH PORT-LINCOLN

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



- Citations: ///// Good use in the expenses section, - could be used throughout report. + Reference list: + Relevant reference list - could include accessed on dates. And extended to cover all report areas,

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2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



+ Market and Competition. + Environment factors. + Financial management. + Funding. - Additional research / citations would enhance knowledge and understanding in some sections.

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3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



Market analysis. Good. + Environment factors: Micro. - Suppliers of production hardware and dev software could be considered here. - Target market could be specified. + Macro. Some very good considerations here. Good. - could be enhanced with citations and background research e..g specific legal factors, stats, price, dev method and software. + Feedback. Good. - could be extended to additional test participants and feedback more formally documented e.g. in the appendix. + Cash-flow key points.

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4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



+ Market analysis applied. + Cash-flow forecast. + Funding applied.

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5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



+ Title page. + ToC. - page no. incomplete. + / - Overall good structure - short intro. and conclusion could be included. + Good presentation and format. - although section numbers should be used. + Team progress sheets. + Good team contribution.

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