



THE MOD-CON

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



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CONCEPT



controller



modular



disabled accessible

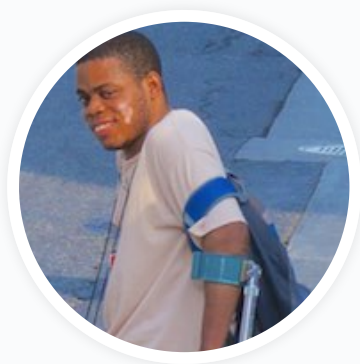
As the video game market continues to grow and expand, there exists a demand for a more accessible controller, tapped by a giant such as Microsoft but with little real drive to see it through, with greater access for those who may be otherwise physically unable to manipulate a controllers interface comfortably, with one very solid and simple unique selling point underpinning it; the ability to cater to those who otherwise are unable to enjoy a video game to its full extent due to the interface.

Most of the intended market likely are already playing video games, with a potential the markets comparatively untapped market when compared to the otherwise large demand for such a disabled friendly interface, given that there are likely a large percentage of disabled persons who would otherwise be pro-active or casual gamer within the market, but aren't able to enjoy the experience due to the lack of an effective alternative to the standard controller for a system. Enter; the Mod-Con.

CUSTOMERS

Age range of 7 - 30 Year Olds is the age range we intend to target, typically those with a physical disability, of which there are 11 Million people within the United Kingdom that suffer from a Physical Disability, of which 70,000 people in the United Kingdom suffer from muscle wasting conditions, often falling under the umbrella of those suffering with Muscular Dystrophy.

The scope of our Product stretches to a wide percentage of people who would also be affected by Muscle wasting conditions, Joint pains or motor inhibiting conditions. Our product, thanks to the modular construction, can be arranged prior to play by the user. This gives us a large potential consumer base to market our product to, as well as a market with plenty of room for competition.



'THE PUZZLER'

TRAVEL AGENT

28 years old



Social settings, Brain-games
Puzzle solving
Video Games, Board Games



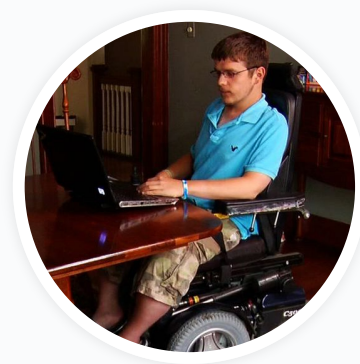
'SPORTY'

FULL-TIME EDUCATION

8 years old



Pets, Sports
Football
Video Games, Television



'THE STRATEGIST'

IT TECHNICIAN

26 years old



Quiet spaces, Strategy
Fishing, Role-playing Games
Strategy Games, Fantasy literature

Strategy

Thanks to the generally young age of our target market and their better understanding of exploring and interacting with the internet and it's social media platforms and video sites, the market can be advertised to via advertisements on social media platforms such as Twitter and Facebook, whilst short videos and in-depth videos discussing the benefit of our controller in Youtube, Vimeo or Dailymotion Videos, which are otherwise free to upload requiring no large costs which would otherwise arise in advertising through more traditional media, such as Print media.

Thanks to the controllers modular design, the Mod-Con is both easy to use and applicable to all types and genres of Video Games; such as Sports, Strategy, First Person Shooters and Side-Scrolling video games. This allows the Mod-Con to bridge the gap between those with disabilities that would otherwise hamper there enjoyment or interaction with the various game genres, allowing a more comfortable play style and more enjoyable experience.

COMPETITORS



<https://www.microsoft.com/en-gb>

What they're missing

Marketing of their product thus far has been slow, with the company otherwise focused on marketing it's primary products; the Xbox One and its library of games. This allows us to undercut them on price point for their own Adaptive Controller.

Lack of consumer awareness of the Xbox adaptive controller allows us to capture a portion of the market that would otherwise have gone to Microsoft, who are unaware of Microsoft's own Adaptive controller.



<https://www.nintendo.co.uk/>

What they're missing

Presently does not have a product in the market that could be considered as competition for our own adaptive controller, the Mod-Con.

Not a major player in hardware, having become less prominent in the market when it comes to consoles, thus having lost some of their edge when it comes to the console market.



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

What they're missing

Their competitive edge is somewhat lacking, with a tendency to overspend on development of their hardware, particularly in recent generations of the Playstation Consoles, such as the Playstation 3 and Playstation 4.

Doesn't manufacture it's own accessible gaming controller, otherwise having shown no interest in the potential market that could be tapped in to, or simply not wishing to innovate in the industry, preferring to stick with it's primary asset; the Playstation consoles.

Strategy

Our product can be superior in relation to our competitors, thanks to our ability to undercut the competition on their Price points, specifically the often large costs associated with the product to maximise profit, or recoup any incurred loses, rather than aiming to improve upon the product due to the market being regarded as a largely negligible one thanks to the perception of it's relatively small size, when compared to the more marketable and mainstream market, leaving the market for adaptive controllers relatively untapped. Some 70,000 people in the UK living with Muscular Dystrophy, that our product would prove useful to, by improving their interaction with a commonly used medium.

Our ability to market the controller, will also be assisted thanks to the improved awareness in today's society, particularly regarding disabilities, as well as our intention to push the product on various social media and multimedia platforms to ensure consumer awareness of our product, appealing to our demographic through voicing and displaying the benefits of such a controller, when compared to other controllers.

COMPATIBILITY



GARETH TITLEY
PRODUCT DEVELOPMENT

Creative writing

Creative solutions

Creative thinker

IT experience

Graphic artist

Team worker

NOAH BROOME
OPERATIONS MANAGEMENT

IT experience

Communicative

Team worker

JOSEPH BLANCHARD
COMPANY BRANDING

IT experience

Artistically inclined

Financially savvy

Team worker

Independent operator



DREW COWAN
MARKETING

Team worker

Inter-personally skilled

Creative thinker

Communicative

8

8

5

6

8

Passion

Whilst I like the idea of being my own boss in a business, the uncertainties related pose the most prominent factor that would otherwise

Resilience

I think I can be quite determined to accomplish tasks when the task demands it, usually committing to completing the project within a set time frame

Communication

I'm not an overly confident speaker when addressing large audiences, though I am more suited for addressing smaller audiences. When I get in

Planning

I believe I keep on top of tasks and assignments very well, getting them completed within reasonable time frames. I don't plan exceptionally well

Network

I feel I'll get ample support from my immediate family, though in terms of wider family and friends, they'll provide criticism needed to develop the

would otherwise
disuade me from
running a business, but
that can be mitigated by
hard-work and ample
planning.

within a set time frame,
as well as allowing for
breathing room if set-
backs arise.

audiences. When I get in
to a flow however, it's
much easier to
communicate my ideas
and thoughts in a fluid
manner.

exceptionally well
however, often having to
make adjustments as I'm
completing the task and
assignment.

needed to develop the
idea successfully
without becoming
locked in a echo-
chamber for my
business idea to
develop.

WE'RE 70% COMPATIBLE WITH THIS
IDEA

CONTENTS



Software Programmer

Ensures the functionality and quality of the product before retail.



Social Media presence

Marketing and promoting our product over easily accessible platforms, to ensure our product is seen the most.



Video Platform presence

To be used for the purpose of marketing our controller to a wide audience, and to interact more with our customer base.



Bulk Orders of product

Placing Bulk Orders of our product to ensure availability as well as a cheaper cost of manufacturing. Some factories will only accept bulk orders from customers such as our company.



Accessible Gaming Website

A website to market and showcase our product to potential customers, as well as present a professional image of our Company and Product.



Customer Service line

A Phone line to provide customers with a facet through which to communicate with the company, which can provide an avenue for customer feedback, troubleshooting or order placements.



Molded Plastic, Bulk supply

Majority of the controller, particular the exterior, will incorporate plastic in it's design.



Electronic Components

Required for the functionality and interactivity of our controller, with the guts of the controller itself being orientated towards storing said components.

My own skills that can help market, develop and successfully grow the Mod-Con product and business are creative writing, Creative solutions, Creative thinking, IT experience, Graphic artist and a Team worker. These skills allow me to more effectively navigate the makings of a website and social media platforms, produce promotional material to lower costs of otherwise hiring third party artists to produce promotional materials and work effectively in a team environment to push our product to market. We will likely require additional staff, such as IT technicians for troubleshooting and general maintenance, as well as an accountant as our business develops over time.

The requirements for our product to be successful will include a website to market our product, creating a storefront for our product and to give a professional image for our product, the Mod-Con, to be marketed, with the inclusion of it's benefits, User-friendly nature and the price point being primary to the Website. We may use traditional advertising, though on a much less regular basis, to display our company and improve brand awareness, such as the use of TV advertisement slots, though the expenses associated with this method of advertisement would need to be accounted for.

Primarily, our business will be online based. We will however, have a small Office space for manning phones to provide support to customers, as well as IT services for general management of inventory and distribution. Stocks of the Mod-Con will likely be held in a rented storage space. These will most likely be located in the City of Swansea, with our product and business developing over time, requirements for office and storage space may expand.

Additional information

We'll initially be seeking advice and support from Business Wales via their Website and Helpline, which will be of great help in securing the required resources and knowledge to successfully advance the company and develop the Product. We'll be able to do our own research in to securing the required material and infrastructure to make our company and product a reality.

This research can include estate or letting agencies, who would be able to suggest ideal locations for office and storage spaces, that would suit our companies requirements. As for the materials used in the controllers, thanks to the abundance of independent agents who would be able to assist in the assembly process, as well as our own experiences, such as 3D printing or experience in the concept development of our controller.

CASH

Making money

The purpose of our company is to exist as a not-for-profit community interest company, instead re-investing the proceeds of controllers in to the company to allow for development of our product, improved customer service and providing a product to fill the gap in interaction, encountered by those with conditions that would otherwise inhibit or obstruct their ability to enjoy the product.

We will be selling our Modular Controller, the Mod-Con, as the primary product of the company. Our price is marked up at

Spending money

We'll be spending funds on first producing the Mod-Con controller itself, ordering in bulk to limit expense, such as the renting or purchase, depending on the cost to benefits ratio, of storage spaces to house the inventory we'll have of the Mod-Con. This will hopefully lower our costs, as a bulk order would be more cost effective. We'll also be looking in to an renting an office space to act as Accessible Gaming's primary business offices, as well as place of work for the staff working for Accessible Gaming.

around £55.00, with room to modify this price to account for competition in the market or market changes. We may sell additional components, that can be attached to the controller to improve the experience or cater to different styles of video games, such as racing games having a component to grant the player a better experience. We'd only consider further additions to the main controller, if the controller performed well as a product and proved viable.

The expenses of the controllers manufacturing will likely consume a sizeable chunk of our expenditure, particularly on the ABS Plastic that would be used in the creation of the controller itself, primarily the casing itself. ABS Plastic being the best choice due to it's durability, will cost around £1.18 per Pound to use for the 3d printing. Due to the variety of electronic components that will be utilised on the controller as well, we'll be factoring this in to the final price, aiming to still make a profit with the controller, by weighing up expenditure of various components versus the profit we'd make from the sale of the controller.

Funding

As we are a Community Interest Company, we would proceed with attempting to secure funds from the Welsh Government or from the United Kingdom Government. Securing grants from the Welsh Government as a CIC would require, as recommended on the Welsh Government website, recommends waiting for confirmed agreements on funding from the grants provided by the Welsh Government and the UK before proceeding with the idea.

We can also do our own separate campaigning for funding, such as creating a Kick starter to announce our product, by which point we would have a functional Mod-Con controller to display in a video or image, pushing for the controller as a viable alternative to a traditional controller, which we could advertise over social media platforms such as Twitter or Facebook, as well as aiming to get publicity from the Media.



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