

Daisy Chain Business Proposal

OVERVIEW

Business Name:Daisy Chain

Location: Carmarthen

Daisy Chain aims to create games with a strong focus on design,character and monster designs and story.

Our mission as a company is to work on the creative aspects of gaming .We also want to work on being a platform for artists to get into the professional workplace.

MESSAGE

Our game aims to immerse the customer into the experience of a linear storyline while interacting with the player. The metafictional element of our game will show that linear gameplay is still an immersive experience, in an industry where story based gaming is evolving into mainly non-linear gameplay. Our games will be of an accessible price allowing immersive story telling to be available to a broader audience.

As a result our customer will be able to experience a creative space within a linear game. The game will include the customer in a unique and artistic world while experiencing and immersive playthrough

With this and our games success, our company will be able to create a platform to bring new artists into the game design industry through hiring and apprenticeships.

Daisy Chain aims to be accessible to all gamers. While our first game is available to PC users, we intend to expand this to console and then to an online mobile game.

Daisy Chain is an artistically focused company. We have a passion for all things art and design. Gaming has become such a large part of the art and concept world that we want to be a part of a new and exciting expansion on concept design and art.

MARKETING

Our target market is anyone with a windows PC and accessibility to Steam. Our game will be rated PG. There will be elements of darker humour but the game will have elements that can relate to a younger audience. Our game will have a similar image to *Undertale*. Undertale has a huge target audience.

In terms of **psychographics** our game lends itself to a more optimistic mindset. A player with a large imagination and openness to new concepts would enjoy this game. As the game can be completed in roughly four hours the game is open to the casual gamer with an interest in retro and pixel styles. This is not to say that the game has to have an element of nostalgia, it is simply a visual style.

Our target market size is for this reason so broad however we intend to market towards all active Steam users. This being in the 90 million bracket.

Our visibility strategy is exclusively through social media marketing.

Our company will have its own **instagram page** where any potential customers can familiarise themselves with the developers personalities and relate to the journey to developing the game.

This will allow followers to feel invested in the game before its release. We will introduce polls for small decisions like an NPC's name for followers to have a connection with the games development.

We also intend to work on small 'teaser' concept work and designs, for a **DeviantArt** page.

Having different content across social media platforms encourages users to follow us on both pages.

PRODUCT.

Our primary product is the pixel graphic PC game (working title) ***Weatherless.***

Weatherless is to have the same visual feel and playthrough experience as games like *The the moon* and *Oneshot*.

The game will retail for £5.99 per download.

The games premise is: As you log into the game, the player is introduced to Meiji who explains that the players dream world is in a terrible state. She guides you into a place that she explains is your dream world. The aim of the game is fix the doom, gloom and disrepair of each place you visit and bring back colour, beauty and joy to the NPC's that live there.

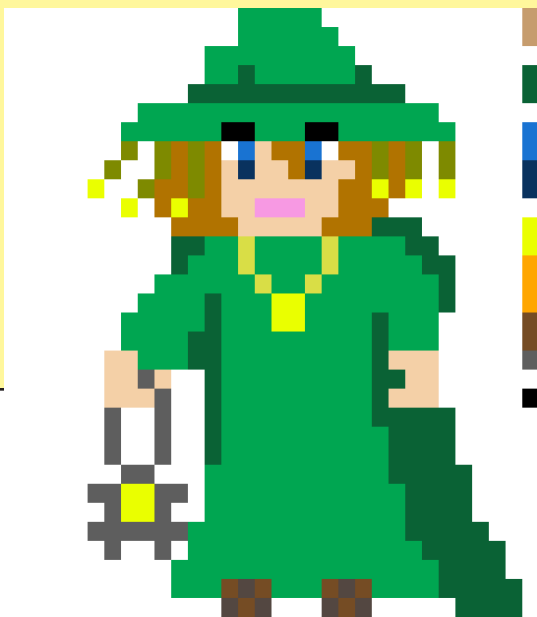
Opening line: *Meiji walks towards the screen. 'You! How could you let it get this bad? This place hasn't seen good rain in years! Let alone sunshine! Come on! We, no no.. YOU have to sort this out,'*

We chose pixel art because it doesn't age like a 3D VFX game would. It isn't a static medium that necessarily has to follow a certain play style of visual feel. Take a game like *Passage* in comparison with *Paper please*, both games have such a different playthrough experience and style while using the same medium. It has the ability to be expressive and emotive in an exclusively digital way.

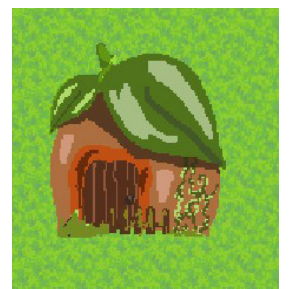
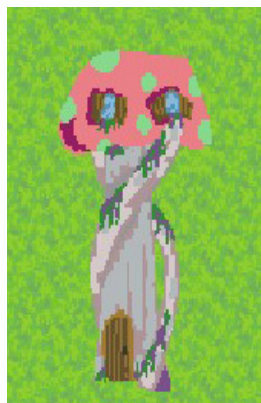
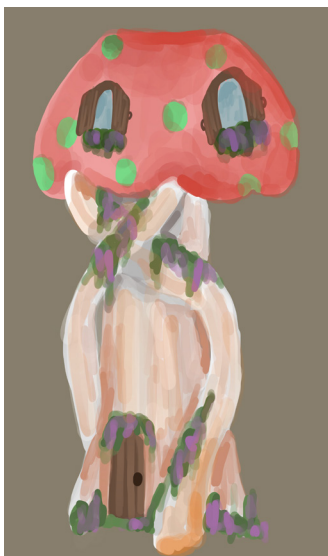
Currently in development we are working on the feeling and aesthetics of the game itself.

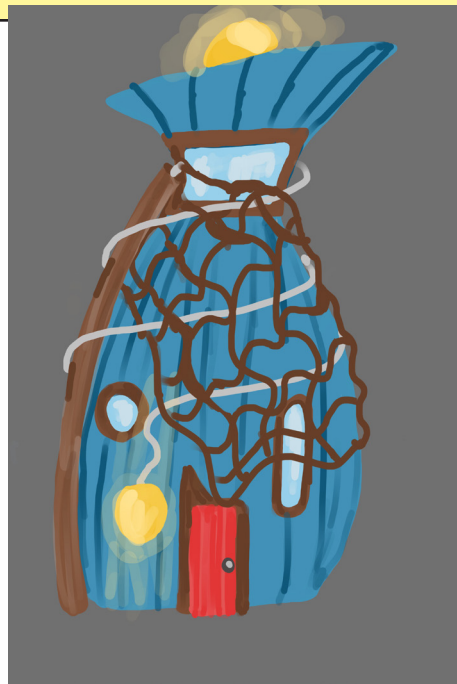
PRODUCT.

These are the concepts for our main characters Meiji.



Further to this we have created some designs homes in the world.





STEAM

Steam is an online platform from game developer Valve where you can buy, play, create, and discuss PC games.

Steam has 90 million active users

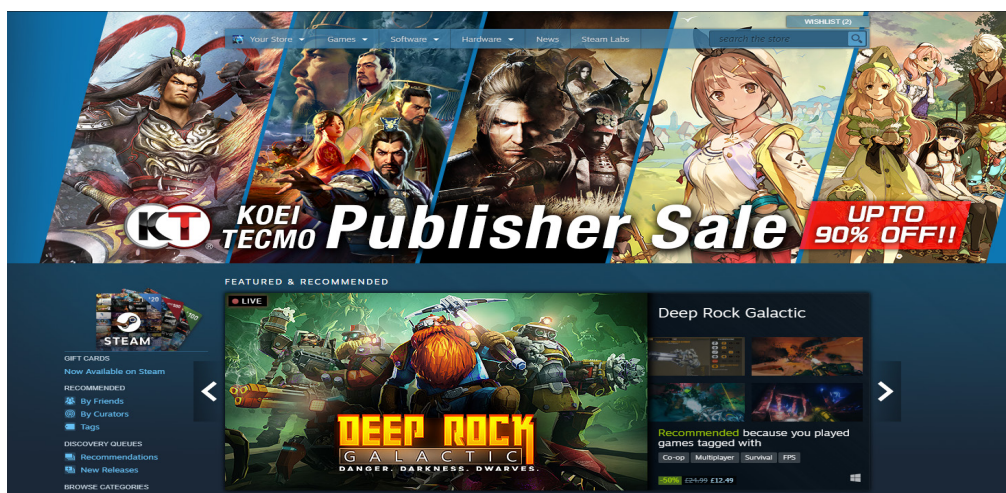
The drop-down menu breaks down games into genres and further into tags like 'single player'

Each page has a 'New and Trending sections,' and recommended games based on games the person has played with similar tags.

Weatherless will use tags: 'Single player', 'RPG', 'Pixel graphics', 'Meta-fictional,' and 'Story rich'

There is a £100 start-up fee for new games when publishing on Steam.

Steam will then take 30% of sales revenue.



GOALS

Year two

Weatherless will be published on Steam.

Estimated sales 10,000+

$(10,000 \times 5.99 = 59,900)$

$59,000 - 30\% \text{ steam cut} = 41,300$

$41300 - 4574 \text{ developer expenses} = 36,726$

Estimated profit for 10,000 = £36,726

Year 5

To have released a sequel to Weatherless

To be working on a third cross platform game using online RPG

elements (in game purchasing)

To have hired 5 members of staff,

including software manager,

software engineer, experienced developer and 2 apprentices.

Estimated yearly income: £95,000