



MODULAR VIDEO GAME CONTROLLER

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



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CONCEPT

gaming

disability

local manufacturing

We at Accessible Gaming have designed a modular controller for people to customize based on different physical disabilities. Many controllers in today's society are only functional in the hands of able-bodied individuals, and we want to change that. The Mod Con allows anyone to enjoy video games.

CUSTOMERS

Our target market includes young adults and teenagers in the UK with a physical disability that prohibits them from playing video games. The market is huge, even though it's only a portion of the eleven million people suffering with physical disabilities in the UK.

Strategy

An obvious marketing option is going to be online advertising, using social media algorithms to target the people potentially interested in our product.

COMPETITORS



MICROSOFT

www.xbox.com

What they're missing

The price is far too high, meaning that it limits sales.

Original price is for a base controller, without any additional content, limiting its market.



EVIL CONTROLLERS

www.evilcontrollers.com/accessible-gaming

What they're missing

Their marketing isn't well conducted.

Each component is an addition onto a regular controller, rather than an alternative.

COMPATIBILITY

MARKETING MANAGER

Team Worker
Creative Thinker
Interpersonal Skills
Communication Skills

PRODUCT DEVELOPMENT

Creative Writing
Creative Solutions
Creative Thinker
IT Experience
Graphic Artist
Team Worker

COMPANY BRANDING

Computer Skills
Experience with Customers
Team Worker
Hard Worker
Company Driver

NOAH BROOME

OPERATIONS MANAGEMENT

Computer Skills
Video Editing Skills
Creative Thinking
Communication Skills
Hard Worker

4

Passion

6

Resilience

8

Communication

5

Planning

9

Network

*WE'RE 64% COMPATIBLE WITH THIS
IDEA*

CONTENTS



Software Programmer

Ensures that the product works to a quality standard before sales.



Accessible Gaming Website

A website to showcase our product and explain its functionality, before customers would decide if they would like to purchase the product.



Product Manufacturer

Ordering our product in bulk means cheaper sales for our customers as well as more product being readily available.



Social Media Presence

A small part of our marketing and promotion team, to ensure the right people are seeing the advertisements applicable to them.



Video Platform Presence

Visual media to be used to promote and market our product to the appropriate audience, as well as an efficient way of interacting with our customers.

CASH

Making money

We'd sell the controller at the lowest possible price we can, in order to ensure we can make our money back and keep the business afloat, without keeping any of the money for ourselves.



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