MOD CON

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

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CONCEPT

accessibility | disability | gaming | controller

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 plarforms

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 chairty and ask them to promote the product or possibly a gaming torment

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 controler designed for people with disabilities currently on market

Strategy

Our controller will be more resonbally 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

Passion	Resilience	Communication	Planning	Network
8	4	8	5	10

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

SIMPLY DO IDEAS

This idea was created using Simply Do