

TechShroom Studios' Business Plan



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Academic Year: 2016-2017

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Introduction

Executive Summary

TechShroom Studios is a company dedicated to developing and selling video game entertainment. The games it creates will be unique, with gameplay and techniques that are not commonly seen in the gaming industry. TechShroom Studios intends to break new ground with every game it releases.

Company Description

TechShroom Studios is primarily a video game developer. It creates and sells video games to the general public. It was formed in Goleta, California, and is a sole proprietorship. The company has not yet opened for business, as no games have been written by it yet. The headquarters are located at the owner's house, 7170 Del Norte Drive, Goleta, CA. The organization of the company is simple: everybody is equal, except for the owner who manages everyone else. Employees are expected to work as peers, even with the owner. All employees must have some technical skills, as this is a very tech-heavy company. The goal of this company is to become a leader in the gaming industry, an example of the best there is.

Mission Statement

TechShroom Studios' mission is to develop awesome games that people enjoy. These games should break new ground, whether it be in technology, art, or other fields.

Statement of Purpose

Or: Why was this plan created?

This plan was created to lay out the specific goals and ideas that are a core part of TechShroom Studios. Even though this company is not yet fully formed, it is a good idea to write down the concept on paper so that everyone, employees and customers alike, can agree on what TechShroom is all about.

Key Personnel

Kenzie Togami

CEO & Main Programmer

Has plenty of programming experience, especially with games

Conner Dobson

Artist and Music Composer

Takes marching band, skilled at drawing

Patrick Knauss

Artist

Skilled at drawing

Kenyon Prater

Programmer and Music Composer

Has lots of programming experience

Ken Holm

Story Writer

Writes unique stories

Management Functions

Goals

Some goals of TechShroom Studios are as follows:

- Create one game
- Sell this game
- Buy/design/build the main office

These are goals that should be accomplished in the next 5 years. Other goals are important, but too far away to list here as a possibility.

Acheiving these goals will be done as follows. First, using the free time available to the employees, the art, music, code, and other misceallaneous data will be created for the initial game. Then, the game will be put on [Steam Greenlight](#) for acceptance into [Steam](#). Once it is accepted, sales will start. Hopefully, this is enough for TechShroom to get its own office, rather than just being "located" wherever the owner currently lives.

One thing that might cause trouble is that Steam Greenlight may be shutting down. Gabe Newell, CEO of Steam, stated in 2014 that he wanted to shut down Steam Greenlight in favor of something else ([Source](#)). However, no more news has come forward and Greenlight is still running today. TechShroom Studios may still want to consider selling the game itself to avoid Greenlight fees.

Organization, Directing, and Monitoring

In order to meet these goals, high coordination between all members of the company may be required. Programmers can work on the code for most of the game without the finalized textures, but delays can be created if the final art, sound, or other data causes bugs. All tasks will be divided among members who can take care of them. Goals could be tracked with either an issue tracker or with some sort of forum, but a weekly progress report is a must for all teams.

Marketing

Marketing is going to be handled by word-of-mouth, Steam Greenlight, and postings to various forums. The prices will be set appropriately for the amount of time and content that went into the game, as well as the average price for games of similar genres. Steam sales are also a popular option for promoting a game, as well as a free weekend. The owner is confident that generating attention for published games should not be too difficult. The hard part is making sure that people stay interested in the games they play.

SWOT Analysis and Risks

SWOT

Internal Audit

Strengths

Unique ideas, because they are interesting and something people haven't seen.

Small developer group.

Personal, the face of the company is the owner and employees, not the brand.

Weaknesses

Unique ideas, because they may flop.

Small amount of programmers, development will take longer.

No presence in the industry yet.

External Audit

Opportunities

People dislike playing similar games over and over, unique ideas fit right in

[Indie games](#) are popular right now (TechShroom is technically an indie company)

Threats

There are a lot of gaming companies to compete with, and gaining visibility can be difficult.

Competitors are also trying to find that golden unique idea that sells a lot of games.

Many games seem to be hit-or-miss: either they sell a lot or very few copies.

Business Risks

TechShroom Studios is currently running on employees' free time. This means that expected delivery times are easily missed if other responsibilities show up. To address this, once a game is released and making money the company will switch to requiring time at work every day. This shouldn't occur until the current employees are out of college, at which point this could be their sole source of income.

Another risk is having multiple games that are never written or don't sell. The first risk is easily solveable by creating specific tasks and goals for the game, but the second risk is harder to fix. It will require a lot of market research to determine what will make a unique idea also one that sells.