



ITI S. Cannizzaro - CT

BEING YOUNG ENTREPRENEURS



B.Y.E.



Erasmus+

OUR BUSINESS IDEA



BUSINESS IDEA

The business idea we have chosen is original, fresh and innovative.

It is a Company that creates videogames for private people and distribution companies that provide us with concepts, ideas or thoughts about specific videogames, and we make it happen.

Basically, our company manages all the technical work.

There is potential for growth for our idea because the market is expanding thanks to the increasing number of devices on which videogames can be played.

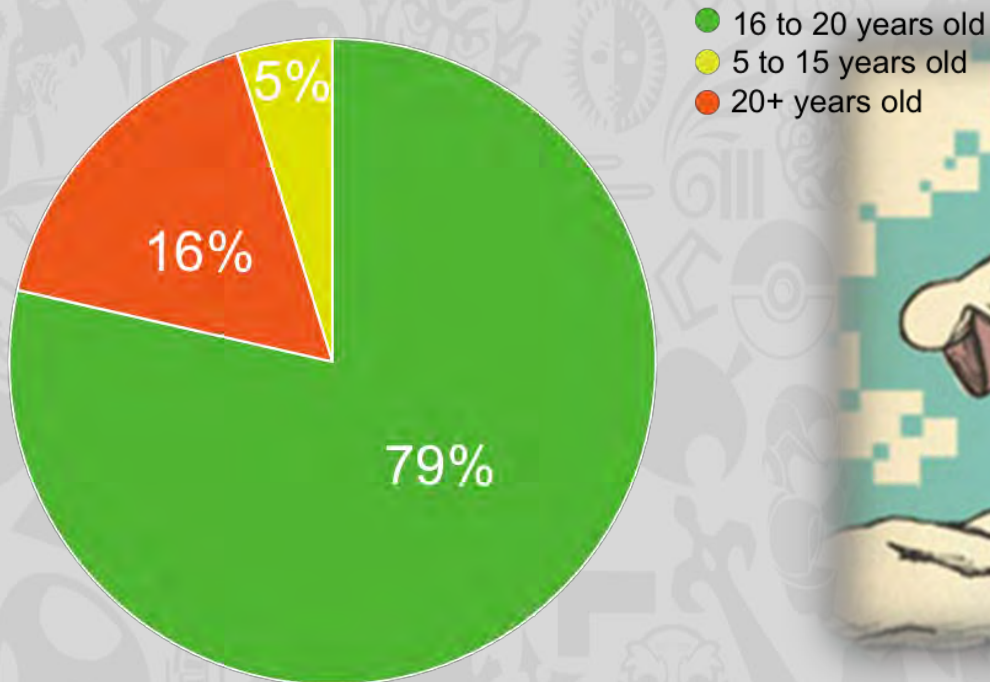


MARKET RESEARCH

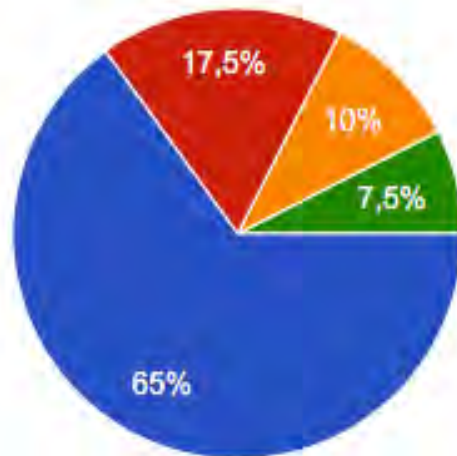
The video game market has been analyzed through the use of primary and secondary sources

Primary sources: survey whose results are the following:

Average Player age

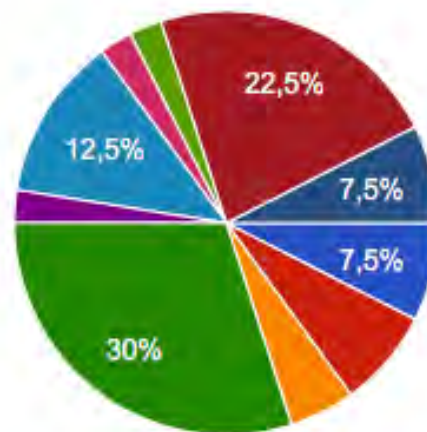


How many hours do you play games every week?



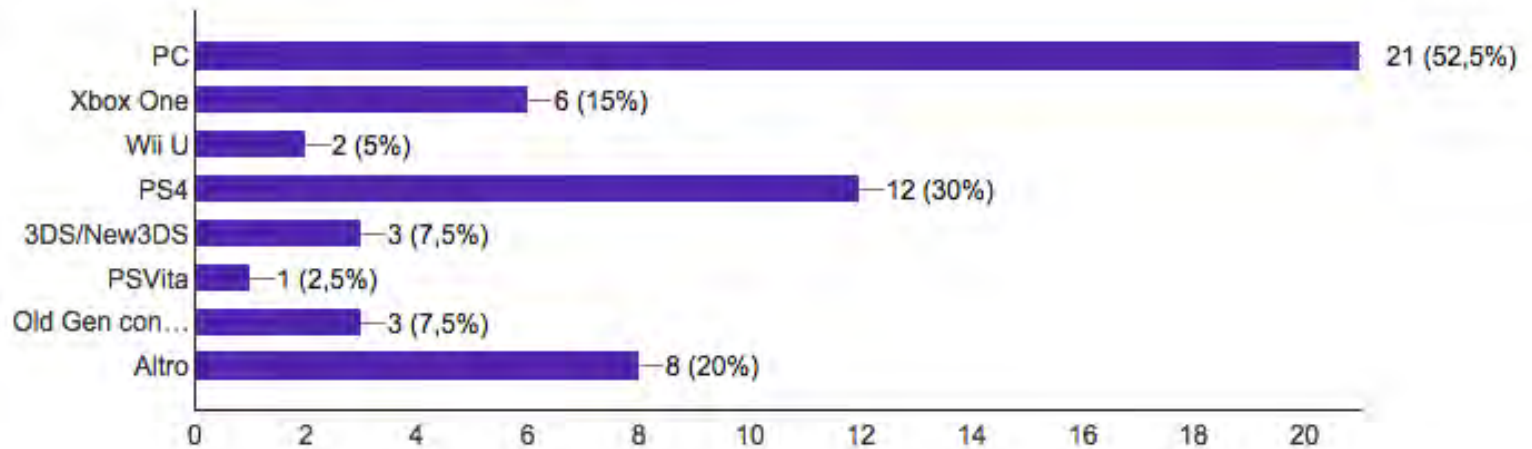
- 1 to 5 hours
- 5 to 10 hours
- 10 to 20 hours
- 20 to 30 hours
- 30 to 50 hours
- More than 50 hours

What is your favorite genre?

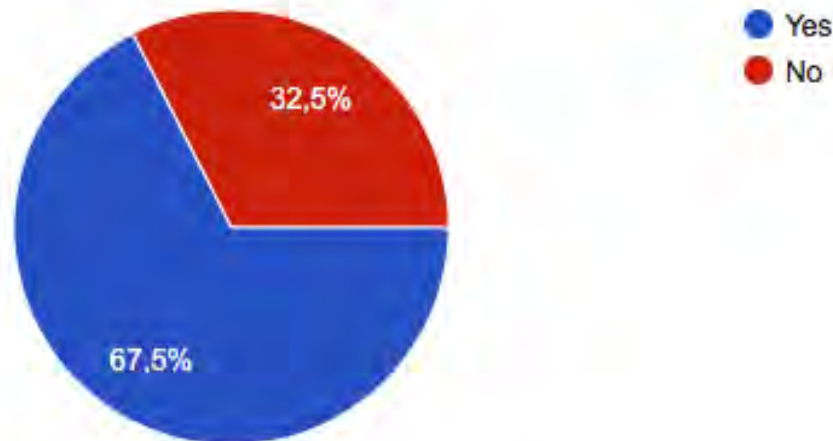


- Platformer
- Shooter
- Fighting/Beat 'em ups
- Adventures
- RPG
- Simulation
- Racing
- Strategy
- Sports
- Rhythm Games

Which device do you play on?



Would you like to pay a company to help you develop your game idea, regardless if you have programming/art/audio skills or not?



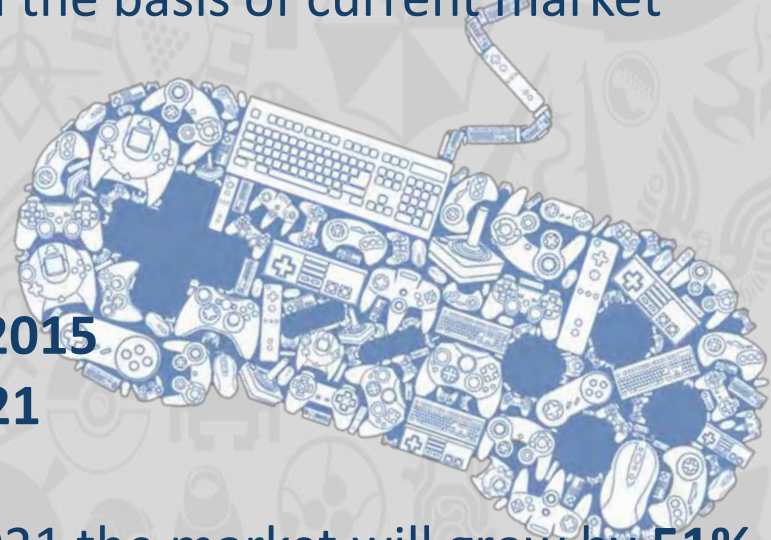
MARKET RESEARCH

The video game market has been analyzed through the use of secondary sources: information on the Internet, from: statista.com

- The market trend is positive
- The forecasts, made by the analysts on the basis of current market trends, are positive until 2021

Revenues on a worldwide basis:

- from **39.799** million US (dollars) in **2015** to **60.130** million US (dollars) in **2021**



The experts think that from 2015 to 2021 the market will grow by **51%**

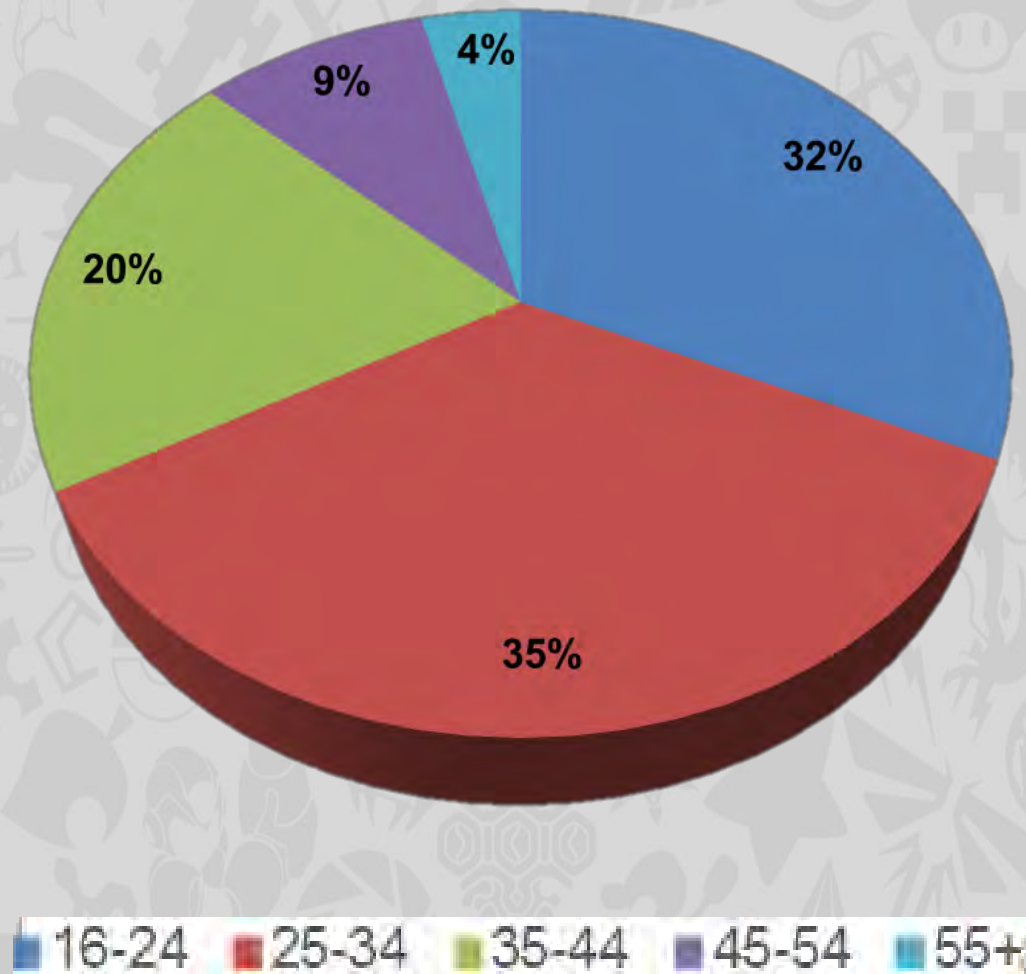
- At the end of 2016 the expected revenues are of **43.591** million US (dollars), the **9.53%** more than the previous year.

Global Framework of players for different types of games, data updated to 2015:

29.5% download online games
76.4% is a mobile games user
44,35% is an online games user

Age of the users in the global context

This analysis is useful for directing the business of the company and to understand what are the potential consumers on the basis of the target of growth and profitability of our company.



LEGAL STATUS FOR OUR BUSINESS

Legal status for our business: Co. Ltd (Limited Liability Company)

Reasons: One of the advantages of an LLC is that its owners, called members, have "limited liability," so they are not personally liable for the debts and liabilities of the LLC.

In case of bankruptcy, the members will not have to pay the LLC's debts with their own money.

AIMS AND OBJECTIVES OF OUR BUSINESS

- The main financial objective of our business is **Profit**. We expect to get an adequate return on the capital invested and the risk undertaken
- We expect that the revenue of our business exceeds the total costs and we can choose to reinvest



WHO IS YOUR TARGET CUSTOMER?

Our target customers

- ▶ Game distribution Companies that sell the videogames we create to users
- ▶ Private customers: high-spenders who ask for customized games



THE LOCATION OF OUR BUSINESS

The ideal location for our business is the centre of our city for the following reasons:

- to be visible
- to facilitate the dissemination of information and accessibility for anyone interested
- to be included within a context in which the job market and all the technical equipment we need (computers, softwares, etc.) are easily available
- to be well connected from the logistic point of view in order to be always “on time”



DIRECT AND INDIRECT COMPETITORS

Possible direct competitors

Most game development companies offer some kind of system according to which the customer (other companies) pays to get their idea developed into a game.

Big companies that could be hard competitors are:

- EA
- Ubisoft
- Nintendo
- Bethesda
- Sony
- Activision



UBISOFT[®]



SONY



ACTIVISION[®]

Possible indirect competitors

Many companies develop free games to advertise their products, for example cartoon companies usually make games based on the cartoons, sometimes selling them but nowadays most of them are free mobile games, some with In App Purchases which get a big download number just for the name and because they are free.





*Thank you for your
attention.*