



**FIT
GAMES**

THE GAME THAT FITS LIKE A GLOVE

ITI S.Cannizzaro Catania

Problem

Games with a standard format to which customers have to adapt



Solution



Fitgames creates videogames perfectly adherent to the customer's needs.



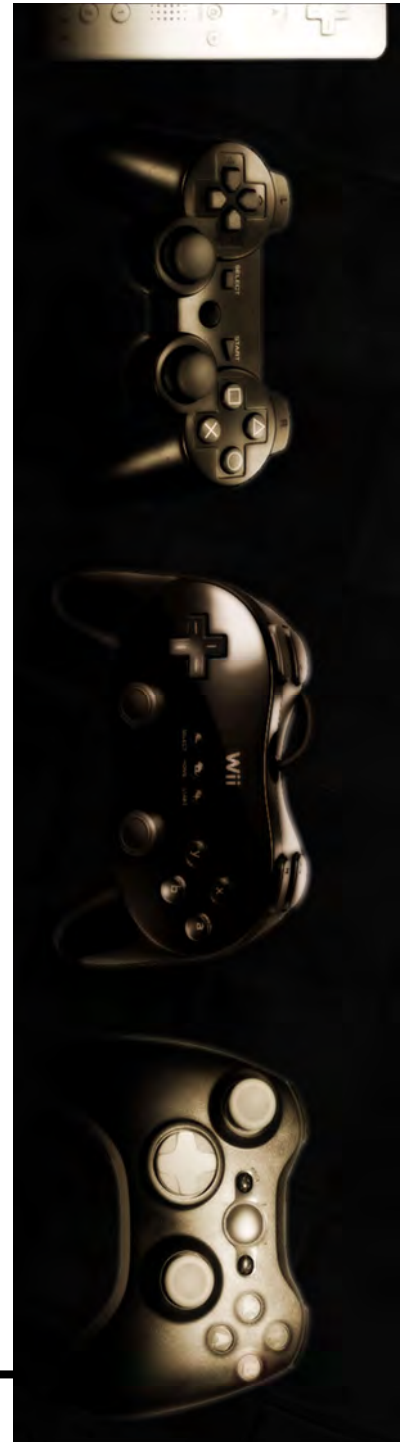
Product



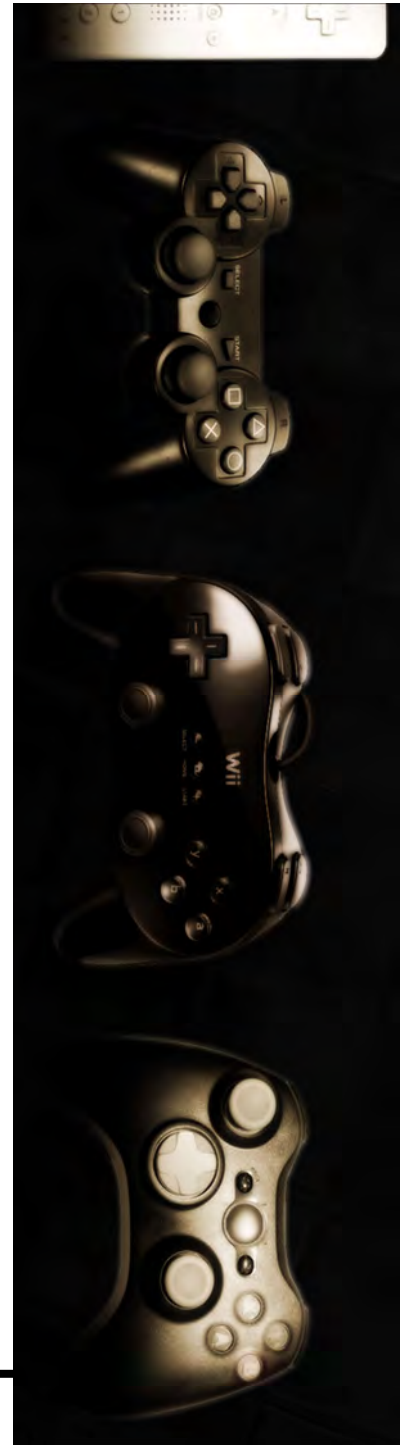
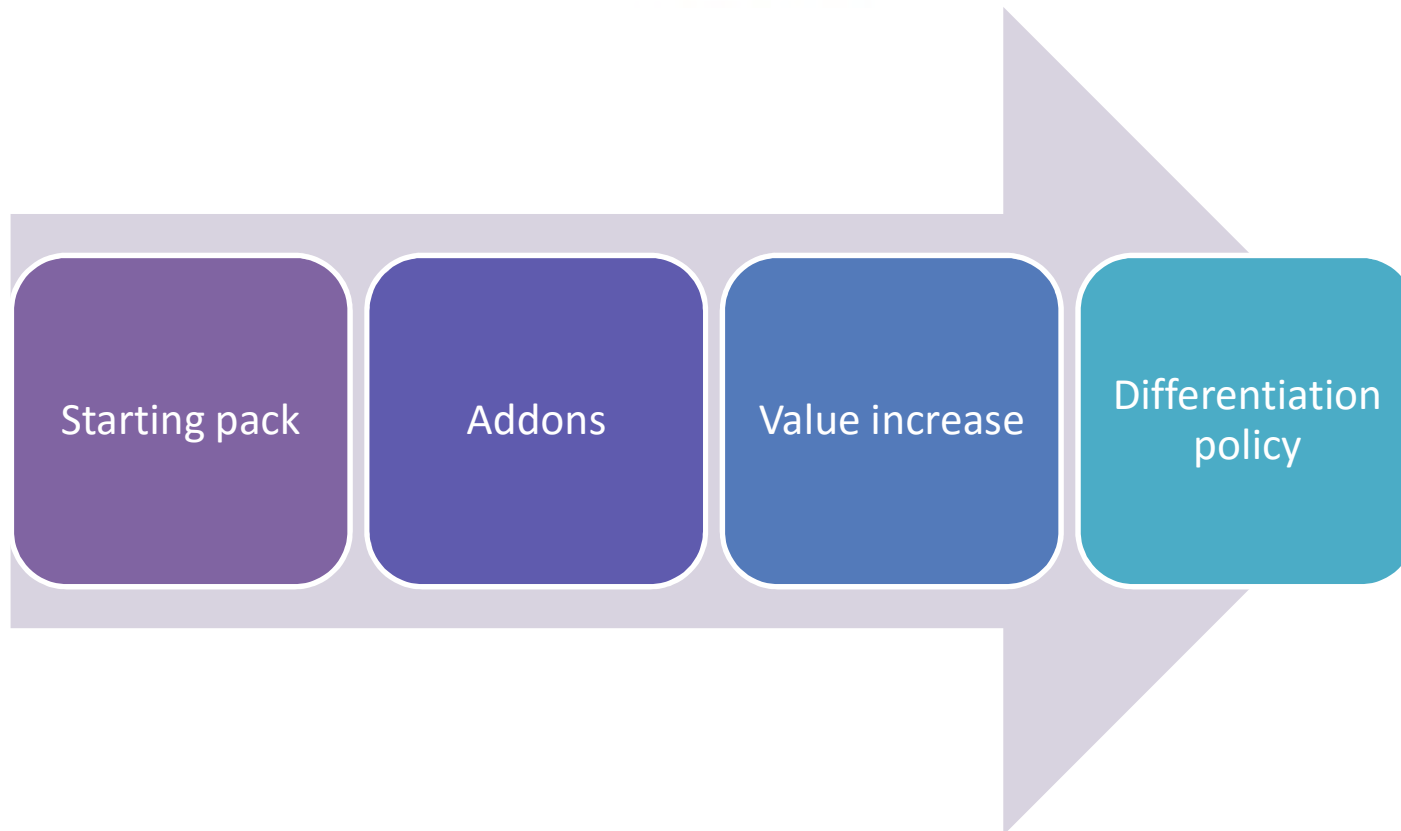
The product will be a **deeply customized** game designed for the client.

Customer can choose several games types and features to be customized according to his own needs/wants.

If the value increases we will achieve our competitive advantage.



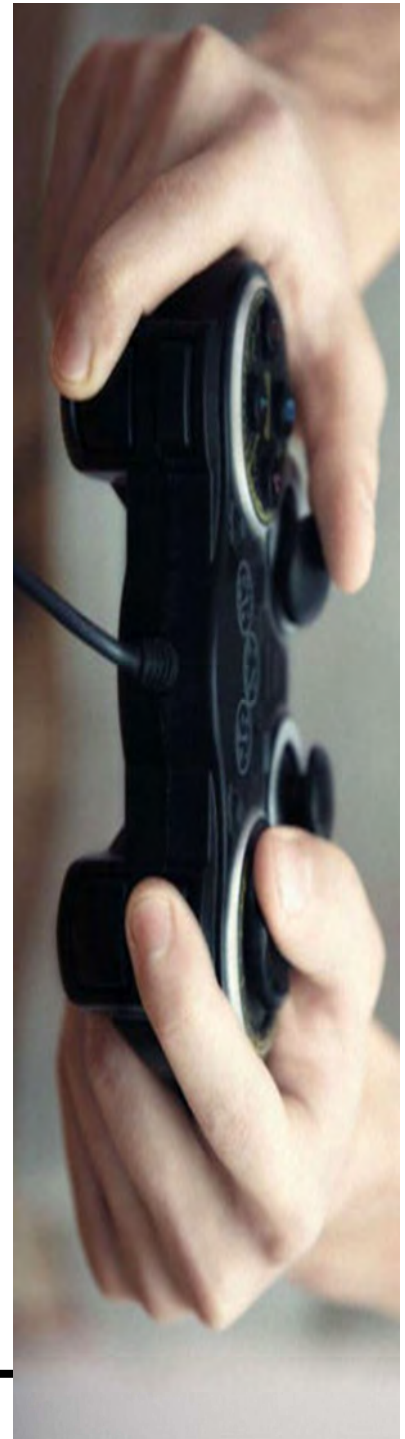
Product



Target



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



Competitors



- **DIRECT COMPETITORS**

Game developers who develop and deliver games through their own direct and/or other vendor's channels.



- **INDIRECT COMPETITORS**

Companies that develop free games to advertise their products.



Competitors



Companies	Customization	Customer relationship	Specialized workforce
Fitgame	✓	✓	✓
EA	✗	✗	✓
Ubisoft	✗	✗	✓
Nintendo	✗	✗	✓



Revenue Model €

PRICE

- Higher than 25% compared to the average market price.

The customer will be aware of the product price from the negotiation phase. Therefore the value paid will be equal to the value perceived.

PLACEMENT

- e-mail
- a dedicated chat portal
- Skype calls

The customer will have the possibility to contact us, ask questions and have any kind of support.



Revenue Model €

PROMOTION

- By social media platforms
- By email
- Through the Website



Revenue Model €

We will obtain funding through startup accelerators and right after through sponsorships.

- Initial budget 75000€
- Then 700-1000€ to upgrade computers

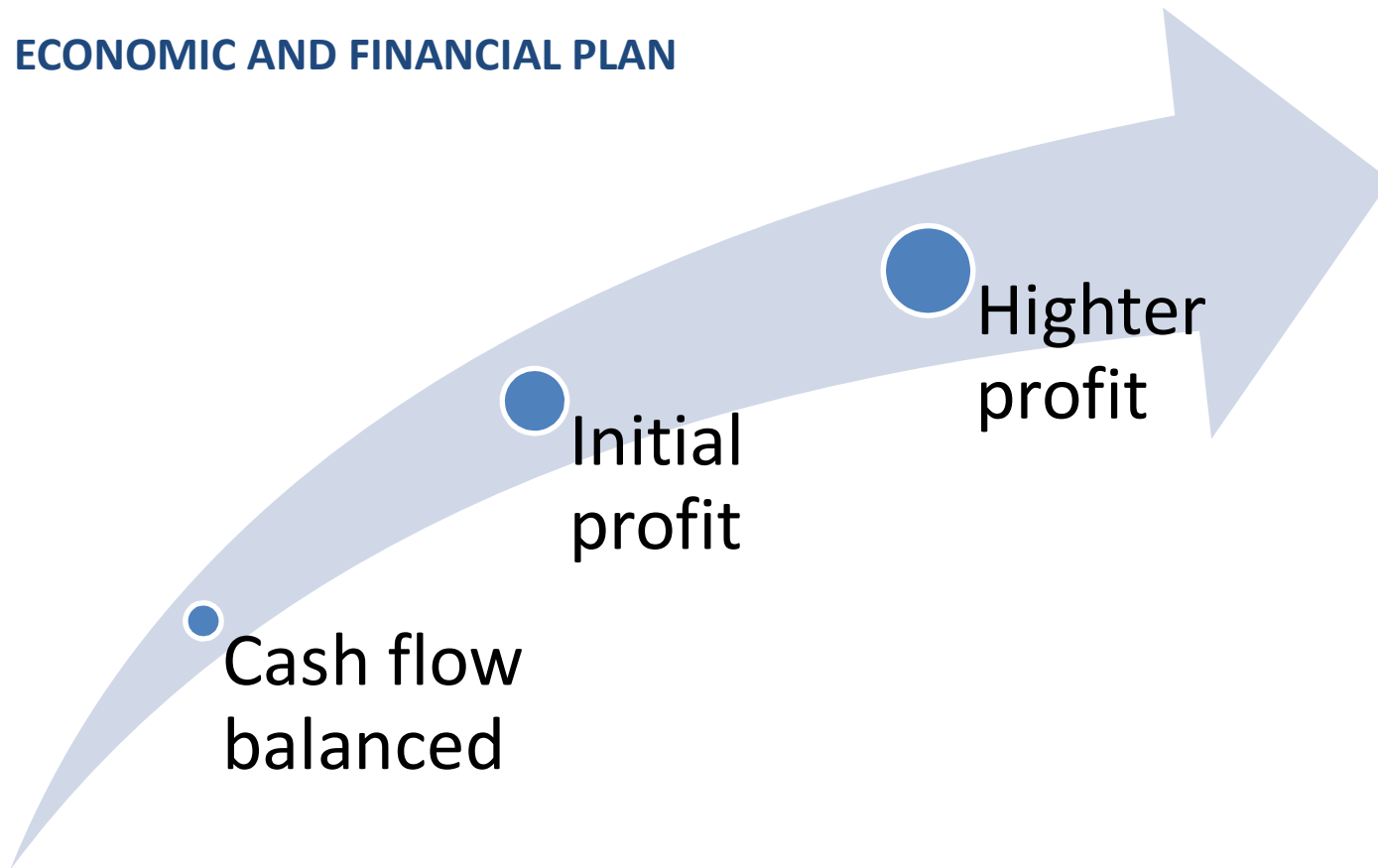
PROFIT

From 50€ to 5000€ per game depending on the chosen addons.

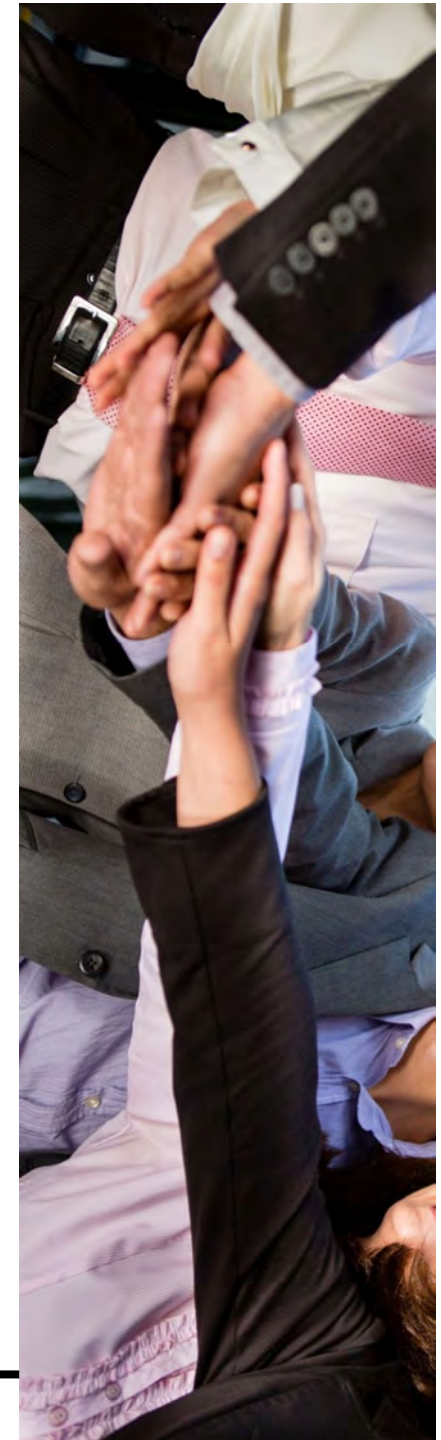


Revenue Model €

ECONOMIC AND FINANCIAL PLAN



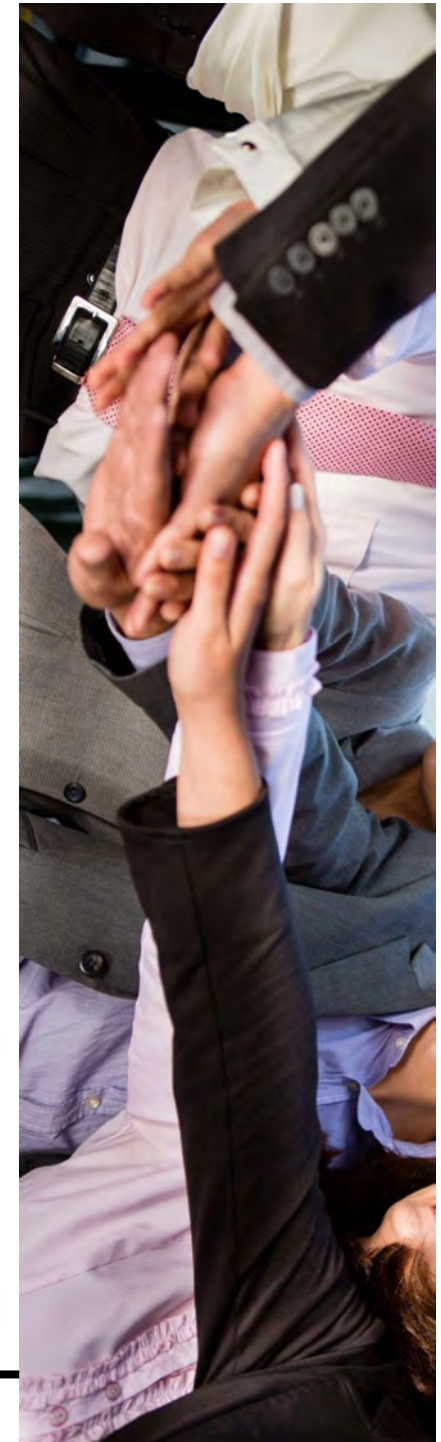
Team



Team



- 2 Manager/Game Developer founder and cofounder 500€ per month
- 2 Game Developers 400€ per month
- 1 Marketing and social media manager (Branding, advertising) 300€ per month
- 1 Graphic designer (Brand assets and game graphics designer) 300€ per month
- 1 Secretary (Forwarding customer emails to developers and spam filtering) 200€ per month



*Thank you for
your attention.*



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