

# Business Plan

## The Gathering of Intelligence LLC

### The Yankee Colonies Computer Game Franchise

#### Phase 1

#### Game 1: Pioneers In Outer Space

#### Specifications & Product Standard

#### Minimum Viable Prototype

Note that this is slightly different than the sheet in Financials on the web.  
This accelerates an MVP/Trailer. The Financials on the web (button) also have informative notes.  
What you have here is for easy printing.

Equivalent to Months 1 and 2 in Web Financials Sheet F1 (1) on web  
with adjustments for phases and timeline adding 1 month for MVP with  
headcount and other adjustments

## Plan Synopsis

### Phase 1 – Think Tank to Trailer and Proof of Concept (prototype, MVP) and Specifications

**Purpose** – This game has evolved in my head over many years. Other business and insufficient technology (speed of hardware and available software<sup>4</sup>) kept this on hold until early-2024. Once again, I began to focus. The purpose of the Think Tank is to present the game theory and general flow to a group of people recently graduated from college in some useful curriculum with a useful degree and get feedback. The feedback is to have people think like people their age and younger and contribute to the functionality of the game.

Scenario:

You are on Earth.

Earth, Mars and other planets of species friendly with humans are in dire need of food, mineral and other resources. A planet in the Andromeda Galaxy is ready to be inhabited by humans.

It is to be a new world and the first of many to come.

You will be given 450,000C (Chroma), a vehicle (like a car with no wheels, moves above the ground), and a hand laser weapon for defense.

You will be given food and housing for 6 months (in game-time).

You have to decide what you will do to survive. This is your opportunity to build your personal empire.

The question is: What business or activity will you engage in to feed yourself and your family and grow your financial empire.

Alas, this adventure has some good things and some things where concerns may arise. For example:

- Good – Yankee Civilian Command (CivCom) provides the necessary law for Pioneers to own land, buildings, businesses and other things.<sup>1</sup>
- Good – Yankee Military Command (MilCom) provides necessary protection and defense for Pioneers and their property.
- Good - On a couple (or more) of the continents there are indigenous intelligent life forms. Some like to get jobs and work for the Pioneers to help.
- Concern – There is no returning to Earth. This is a one-way trip. Pioneers can go to other planets as we extend humanity across galaxies.
- Concern – If a Pioneer makes bad decisions and goes broke, he will go to the mines and work to earn Chroma and start again (we do not want him to leave the game, and while mining is dangerous and uncomfortable, it pays well and induces the player to try again).
- Concern – Some indigenous populations are defensive and some are outright hostile.
- Interesting – There may be dragons in the game with a specific purpose (to be defined). Reference *The Dragon Riders of Pern* by Anne McCaffery as a sample of a specific purpose.
- Concern – Certain predatory animals will exist on the continents. One can be injured and taken out of play for a while; hurting the Pioneer financially. Medicine is good, the Pioneer will very likely never die (he is revenue).
- Fact – Disruptive players, like those hurting other Pioneers with weapons, CivCom will first be sent to the mines for a while and then released back; repeat offenders will either be booted from the game or “eliminated” by MilCom.

Activity (examples, not limited to):

Pioneers can:<sup>3</sup>

- Buy a farm
  - Hire NPC (non-playing characters, indigenous people)
  - Buy a farm management robot or hire a Pioneer to do it
  - By various levels of ground prep, planting and harvesting equipment
- Start an employment agency for indigenous people to work mines, farms or other businesses
- Start a Farm Equipment Distributorship
- Start a Mine Equipment Distributorship
- Start an Interplanetary Distribution Operation (like for food to other planets, ores, etc)
- Auction or Sell
- Merge with another Pioneer
- Start Selling Guilds with other Pioneers

- Much more

Pioneers must:

- Compete

The role of the Think Tank

- 8-12 senior or recently graduated students with a 3.0 average or better that are literate and capable of doing simple algebra i.e. (let  $x = 4$ ; let  $y = 2$ ; solve  $(x^2 - 2) + (2y)$  \$20 per hour
- Contract from a gaming company or a stringer 1 experienced game designer; Indie game type OK. \$80-120 per hour – this person will sit in
- Present the scenario to the group and open the floor to discussion and ideas
- I see this happening in 3 four-hour sessions

Then

- Filter the group down based on creativity, contribution, cooperation, maturity, goals and relevant experience in I.T. game design, graphics, DB architecture to 6 people
- Break them out into 3 2-person groups for 6 hours and have each follow a format to define inclusions in the initial game, MAYBE including monetization. The result will be 3 complete documents ready for a final session where the group merges them into a single document to become the functional specification, not a highly technical document.
- This is not a highly technical document.
- I am there for all sessions.
- The gaming contractor is present for the 6-hour break-out sessions and will continue in further sessions to “talk the spec”. I will have privately identified any of the student contractors that I think are worth keeping around (picking the tall poppies as it were). I will have the gaming contractor visit around with the break-out sessions and get feedback about the individuals, particularly those with some I.T. background.
- Key discussion points with the gaming consultant:
  - o Are there individuals that we want to keep around to participate in development?
  - o Discuss and arrange for discussions and demos for device agnostic integration; 1 game played on any device with all other players in real-time.
  - o Discuss and arrange for discussions and demos any gaming companies that can produce the product (these would hopefully be big-game as opposed to Indie-game producers.
- STOP and Review with Investor
  - o Work with the gaming company and the contractor (and include ‘tall poppies’ as contractors) to complete a technical specification.
- Build a Trailer as Proof of Concept – no players, feeds early advertising in next phase

Phase 1 Timeline – 6-9 weeks from start and allow an extra week for the technical specification, possibly a week for finding students.

1 – CivCom is to the player, the government. It is the rules and support engine and money maker in the game.

2 – MilCom is to the player, their protector for now in this first game. Space is a dangerous place. It manages skirmishes and battles and is also a money maker in the game.

3 – There are hundred of things Pioneers can do to build their empire including just working for another. From a game design perspective, this is where standardization is important. If a pioneers asks CivCom if he can start a business, we need to be able to approve and drop that into the rules engine with associated data quickly so that it comes online and is available to that Pioneer first before it is globally announce – without coding!!!

4. – I prefer that this game be entirely server-based and played in a browser rather than be downloaded. The game clock never stops, so trying to keep downloaded states in-synch can be difficult to maintain. I want this to be a 1 game environment for all devices. There are companies that have developed software to make the games hardware agnostic. That remain to be seen,

## Phase 1 Budget

Category	# People	Hours	Contingent %	Cost/Hr	Tot Cost
Students	12	144	20%	\$20	\$3,456
Game Developer	1	30	30%	125	\$4,875
Tall Poppies	2	30	10%	\$22.50	\$743
Legal & Payroll					\$6,000
Bruce (PM, B'keeper)					\$6,000
S'ware/Server Costs					\$3,700
Bank Charges					\$200
Laptop					\$1,300
<b>STOP</b>	<b>LOOK</b>	<b>DECIDE</b>		<b>Total</b>	<b>\$26,274</b>
Tech Team (Lead)		80		125	\$10,000
Contingency			25%		\$36,274
Bank Balance					\$20,000
Trailer/POC			50%		\$80,000
<b>TOTAL PHASE 1</b>					<b>\$198,821</b>

**Note 1** – I am a disabled veteran. I am fully functional, not physically or mentally handicapped. I live on a fixed income of social security and my veteran's disability. The reality is that the Biden administration lost about 27% of my buying power with inflation and that is painful. I need enough to sustain myself during this cycle as working and interacting with this team also costs money. My expectation is to draw more using profits particularly if the investors are assured of 100% recovery of investment. I do not need more than \$2K per month until we see some big bucks from the game.

**Note 2** – I have some out-of-pocket costs I would like to recover. These are for Quickbooks, Invideo.io video generating software, 2 artificial intelligence conversational subscriptions (where I obtained market size, demographics and confirmation), incorporation costs, Zoom and some other subscriptions I need to look up. I need to buy MS Project (not cheap) and LucidChart or similar (inexpensive) for flowcharting processes. This will not exceed \$2,500 unless something is needed for Phase 1.

**Note 3** – Right now I am using Bank of America for the LLC. They have minimums. I am going to switch to Frost Bank as soon as I get some capital. They have an in-house program for **IntraFi Network Deposits** (formerly known as CDARS - Certificate of Deposit Account Registry Service) to assure that all the money is within the \$250k FDIC insurance limit.

**Note 4** – I have a desktop in my house. I need something portable. I may get a less expensive one, but this one has the GPU powerful enough for gaming to see actual response for serious players. I do not typically play games very often but there are some that I really enjoyed. There is one I can still play so I play that now and then, designed by Sid Meier(id) way back when.

**Note 5** – This is the person that I will be working with throughout the development of specifications. If this person turns out to be a winner, I expect we bring him on as a team-lead.

**Important Note** – When we code the actual game in the next phase, it is important that we have internal people + me involved even if we contract work out. We do not want to allow ourselves to be in a position where we become dependent on a single game company. We would be at their mercy for supporting and building the other games.

**Note 6** – I always add contingency, particularly for I.T. projects. This is for possible overrun. Of greater importance is assuming that something new will come along to speed up development or enhance the game. Think about Virtual Reality (VR) that is contemplated for the future but could get upgraded (like Meta with AR & VR).

**Important Note** – The more visible we are as this rolls out, we could become a target to be acquired by EPIC, META or Microsoft (more). Microsoft paid \$2.5Billion for MineCraft. You may be quite wealthy, but you cannot tell me that would not knock your socks off.

**Note 7** – This is cash reserves to avoid paying bank fees on the business account.

**Note 8** – You asked about a Minimum Viable Product. The Trailer/POC will give us that. We can make it so it can operate in a limited version of the game. That isn't really the acid test though. The acid test for this product comes starting in Phase 2 – Development where we use a quality ad agency to:

1. Measure interest with advertising like “If you had the opportunity to travel to another planet to live well, how soon could you leave”, get answer and email, tally. Just 1 example of many.
2. As we get close to BETA testing, advertise for people to travel to Habitus with us and help us test, 75% off Citizenship of The Yankee Colonies and 25% discounts on in-game purchases. We email them a beautiful Document of Citizenship and advertise it on social media.
3. Pre-launch – Early sign-up, limited space on the transports, sign up now, 50% discount on citizenship and 15% discount on in-game items. Email their document and spread that around social media.
4. \*\*\* Game platforms like Steam and GoG may want an early look. There may be magazines too that want that, the critics. We have to be careful as some dope out there with reach on social media may beat us up. However, if we should get some bad feedback, given that this game will be built using highly standardized practices, we can alter something quickly and cap on their comment.

**End Phase 1**