

Business Plan Template for Impact-Oriented Video Game Studios

Executive Summary

Purpose: A compelling introduction to your business plan.

Checklist:

- ☐ Rich, compelling summary of every section of your plan.
- ☐ Draw the reader into the rest of the document.

Mission

Purpose: Define the studio's reason for existence and the change it aims to make.

Checklist:

- ☐ Clear mission statement describing what the studio *does*.
- ☐ Description of the ultimate outcome, the change the studio aims to make in the world.

Team

Purpose: Showcase the people behind the studio and their unique contributions.

Checklist:

- ☐ Description of each team member's experience and skills.
- ☐ Identification of personnel gaps and plans to fill them.
- ☐ Overview of collective capabilities, partnerships, and resources.
- ☐ Established partnerships, key technologies, or intellectual property.
- ☐ Relationships with platform holders, distributors, publishers, etc.
- ☐ Partnerships with stakeholders that align with the studio's mission.

Operations

Purpose: Describe how the studio functions and delivers its products/services.

Checklist:

- ☐ Clear overview of the business model.
- ☐ Description of how solutions will be delivered and sustained.

- ☐ Balance between impact goals and financial/commercial goals.
- ☐ Role of the legal/organizational structure in the business model.
- ☐ One-page summary: Business operations, revenue generation, value proposition, and customer retention.

SWOT

Strengths

- ☐ Identify internal positive attributes: List specific attributes that provide advantages over others.
- ☐ Examples of strengths: Provide concrete examples such as strong brand identity, unique art style, financial security.

Weaknesses

- ☐ Identify internal challenges or shortcomings: Highlight areas that could hinder success.
- ☐ Examples of weaknesses: Include real-world examples like a tight budget, platform dependency, skill gaps.

Opportunities

- ☐ Identify external factors to capitalize on: Focus on external opportunities for growth.
- ☐ Examples of opportunities: Point out specific examples like a growing market in a specific region, collaborations, community engagement.

Threats

- ☐ Highlight external challenges: Identify factors that could negatively impact the studio.
- ☐ Examples of threats: List particular threats such as an oversaturated market, economic downturn, changing player tastes.

SWOT Comparable Studios

- ☐ Select two or three comparable studios: Choose those reflecting your aspirations.
- ☐ Conduct a light SWOT analysis: Look at various sources like Steam pages, websites, social media, VG Insights.
- ☐ Keep it succinct: Include a brief point for each category in the analysis.

Summarize

- ☐ Identify gaps: Determine what separates you from competitors or aspirational studios.
- ☐ Plan how to fill gaps: Explain strategies to overcome the identified gaps.

- ☐ Compare strengths against dream studios: Assess how your strengths compare to your ideal competitors.
- ☐ Provide a clear competitive landscape understanding: Summarize your position among peers, focusing on insights drawn from the SWOT analysis.

Market

Purpose: Understand and define the target audience and market positioning.

Checklist:

- ☐ Description of the target audience and their needs.
- ☐ Overview of product or concept testing.
- ☐ Indicators of demand for the product or service.
- ☐ Unique and distinctive value proposition.
- ☐ Pricing strategy and its rationale.

Money

Purpose: Outline the financial aspects of the studio.

Checklist:

- ☐ Financial needs, spending plans, and repayment strategies.
- ☐ Realistic revenue generation projections.
- ☐ Overview of expenses required to generate revenue.
- ☐ Path to financial sustainability.
- ☐ Potential social return on investment.
- ☐ Framework for assessing financial performance.

Measurement

Purpose: Detail how the studio measures its impact.

Checklist:

- ☐ Overview of social outcomes.
- ☐ Description of the impact measurement framework.
- ☐ Role of indicators in tracking progress.
- ☐ Data collection tools, techniques, and analysis schedule.

Additional Considerations

Address other important aspects related to the studio, as relevant:

- ☐ Technology and tools used in game development.
- ☐ Intellectual property protection.
- ☐ Community engagement strategies.
- ☐ Diversity and inclusion initiatives.
- ☐ Sustainability efforts.