Zeen Tech

Markail Bruner, Founder

Created August 26, 2019

**Executive Summary**

**Experience, Background, and Decisions** If you are just starting a business, you won't have as much information as an established company. Instead, focus on your experience and background as well as the decisions that led you to start this particular enterprise.

 As a cybersecurity major and a gaming enthusiast that has always had an interest in technology, it made sense to create a business that hopes to develop a unique anti-cheat software and assessment tool that has an impact on the industry. Looking at my many years of gaming there are multiple issues I wanted to tackle when heading into this venture. When I play a game and have an encounter with someone running third party software which is not allowed there has always been a part of that wants to prevent situations like that. It creates a toxic environment within the game and often leads to a community of negativity when the developers of the game have a hard time finding proper solutions to cheating. There are periods where the developer is trying to figure out the best approach so the cheating runs rampant for potentially months in a game which can have severe consequences for the game’s life cycle. A game’s launch relies on varying issues that potential consumers look at such as performance, amount of content, quality of content, and the possibility for cheaters to compromise the game. However, cheating does not apply to some games, it does apply to some of the highest-selling games which shows how valuable the need for strong anti-cheat software is.

 The assessment tool was originally planned to assist in diagnosing a system that came from the idea of developing unique anti-cheat software and by having a tool that adapts to each system individually it would help with complexities in the war versus cheaters. The decision was then made to also have it available separately for consumers that worked with different systems and could use this ability to adapt to have a better understanding of whoever used it for their problems. As someone who has always been interested in pushing the limits of technology, the assessment tool seemed like a great avenue into developing something that had familiarity along with bringing something never seen before to the industry.

 The clear consensus on branding with an anti-cheat software and assessment tool focused on how unique the products were in comparison to other established industry standards. Using unique as our main promotion point, we intend on making sure that our products stand out. So deciding on developing products that focus on trying to figure out how to provide software that produced high-quality results rivaling others while maintaining efficient implementation of the software is important.

**Market Analysis, Solutions, and Future Plans** Demonstrate that you have done thorough market analysis. Include information about a need or gap in your target market, and how your particular solutions can fill it. Convince the reader that you can succeed in your target market, then address your future plans.

 The target market aims at businesses and individuals that are in the gaming or technology sector depending on the product. Gaming continues to grow and one of the types of gaming trends within the last few years that has risen is free to play games. The idea from a marketing perspective for these games is that the free entry point will attract consumers, some who originally may have not been interested, and then sell the microtransactions after they are hooked. It is important to know this when creating anti-cheat software because a free entry creates the ability for those who want to exploit the game as much as possible to do so with little or no consequences. The reasoning is they can just create a new account and begin spreading negativity within the community by using illegal third-party software for personal gain or harassing others playing the game by use of this software. There is anti-cheat software that is common that companies continue to improve on but there are always ways around their solutions, and it seems to be an infinite loop of problem-solving instead of a more permanent fix.

 Preventative measures and adaptation are the solutions that are included in the unique aspect that is being promoted with the products, the assessment tool is built with the anti-cheat software is what I hope leads to developing software that solves most issues. Creating software that contains standardized methods that combat normal cheating methods as well as new methods designed to prevent lesser-known methods help prevent illegal third-party usage. The preventative methods have a limit to their effectiveness so the largest portion of anti-cheat solutions rely on the adaption technology which would allow for the old and new cheats to be suppressed a lot quicker than currently. As of now, anti-cheat software has to be patched after the developer figures out a solution to the new method the cheater is using, having technology that can adapt on the fly essentially leading to termination of the cheater in real-time can lead to an environment of far less cheaters. The assessment tool allows for the ability to create this adaptation which also can be used as a separate entity that can provide answers for systems that would require multiple tests which could potentially take longer. Creating a tool that does multiple tests that other tools can do as well as providing this feedback that has not been provided before due to the ability to adapt to the system should lead to high-quality results.

 As time goes on the anti-cheat software and assessment tool will continue to receive updates to make sure the adaptation portion has the proper function to conform to the new systems so it can provide results needed. Perfecting the software will always remain top priority because technology is ever-growing and new software can appear any day, so making sure our company is ready to compete is vital. Expanding the product line depends on the need for software within the target market because the end goal is to develop software that can compete in a large market with potentially many competitors and remain distinctive.

 What I plan to do is take this to take this anti-cheat software and assessment tool to a level that no other company has done by keeping my focus on innovation. I have the path for success by taking standard methodology and creating a new method to prevent those that try to exploit or use tools that create negative environments within the gaming space. The assessment tools focus the adaptation that allows me to consistently improve and rework the tool allowing for a longer path of investing rather than limited functionality that would have to be rebuilt from the ground up in the future. The more room for integration and innovation allow for a better build of products that will lead to better success.

**Business Plan Proposal**

**Nature of Business** Describe the nature of your business and list the marketplace needs that you are trying to satisfy.

To relieve pressure on developers and other personnel within the gaming & technology industry from external sources by assessing threats, risks, or vulnerabilities and providing a software solution. Also, to create anti-cheat software that allows for better detection of cheaters that hurts the integrity of games and the community that plays it.

**Products and Services** Explain how your products and services meet these needs.

The importance of the software being developed for assessments is based on the premise that normally companies will have their internal cybersecurity team that handles problems, however, this software developed will be uniquely focused on critical issues that the company consistently has had to deal with. The anti-cheat software will provide solutions like other software like it, mainly focusing on terminating accounts that are using illegal third-party software in-game that provides them an unfair advantage.

**Consumers, Organizations, and Businesses** List the specific consumers, organizations or businesses that your company serves or will serve.

The focus on whom the software is for focuses around technology and gaming, however, because there is a wide variety of sizes in the industry providing to as many as possible is the goal. By providing the assessment software to companies that are smaller such as tech startups this helps get the name out in the world, once medium-size or large companies see the benefit it may be worth the cost to implement it themselves.

The same applies to the anti-cheat software but too a greater extent because dealing with cheating gaming currently is becoming harder to handle due to the rise in free to play games where cheating is most prevalent. There are a lot of indie developers who would be a medium level priority target because they are small and may need anti-cheat software, which would cost a lot to get one of the more popular anti-cheat software. The medium-sized companies tend to be high priority because ideally, they are the target that would lead to the best way of expanding the software and brand to others. The larger companies that have been using established software for years and do not shift often on what they use, so they need more persuasion where it would be so beneficial that for the cost it would take it would need to make up for it, therefore they are a long-run target.

**Competitive Advantages** Explain the competitive advantages that you believe will make your business a success such as your location, expert personnel, efficient operations, or ability to bring value to your customers.

The assessment software would be used when a company would like to take a different look or approach to their system which is the benefit of using running the software. It would allow for a breakdown of the system more tailored to their system by analyzing the system and outputting a breakdown that allows the software to adapt to the systems issues. This adaptation process allows for the software to persistent target problems, which will give personnel some clarity on better ways to approach solving them.

The anti-cheat software will have the functionality of other anti-cheat software, but the main difference is focusing on problematic issues that other software alike struggle with and lead to frustration by the community or developers. A quick example would be the problem with anti-cheat software false flagging accounts for termination which not only causes irritation by the user but as well as developers because it takes resources and time to handle wrongly accused accounts. By limiting these issues, it should lead to a significant demand for those in need or interested in switching anti-cheat software to a more consistent program.

**Market Research**

**Industry Description and Outlook** Describe your industry, including its current size and historic growth rate as well as other trends and characteristics (e.g., life cycle stage, projected growth rate). Next, list the major customer groups within your industry.

Due to providing a product that is software that primarily focuses on anti-cheat while also including an assessment software that analyzes a system, the gaming industry is where the product would most likely see success. The assessment tool portion of the software could also be decoupled which may create interest for various technology companies. The two different industries cross paths because gaming is technology, but gaming also consists of its market of products or services. The gaming and technology industry is both massive in size with continued growth every day, from startups frequently being created due to the entrepreneurial society that is becoming a trend to the gaming studios that have been around for over a decade. The economics of these industries are showing future growth exponentially, for example in terms of revenue they fall in the billions, because they are so important to everyday life whether it is technological advancement or purely entertainment. The customers in the gaming industry are gamers which sounds self-explanatory but consists of all kinds of people. The technology industry is just as vast because anyone who becomes interested in a product that comes out of a tech company falls in the category.

**Target Market** Narrow your target market to a manageable size. Many businesses make the mistake of trying to appeal to too many target markets. Research and include the following information about your market:

The customers that I would have to license the anti-cheat software to are businesses, this comes with advantages and disadvantages with the primary concern being there are fewer businesses overall versus individual customers available. The assessment tool works as an assistant to analyzing a system that the means is even a person who may want more security on their device, computer, or any sort of system can also benefit from buying the product. This allows for my customer pool to expand when trying to license the assessment tool because individual customers become available versus the limited anti-cheat software. The advantage of licensing to businesses, however, is the price I can select to license for as well as the demand for high-quality anti-cheat software.

**Distinguishing Characteristics** What are the critical needs of your potential customers? Are those needs being met? What are the demographics of the group and where are they located? Are there any seasonal or cyclical purchasing trends that may impact your business?

Currently, gaming studios of all kinds use a various selection of anti-cheat programs for their games, however, there is room to grow in terms of performance and efficiency that creates an open space for someone to offer a better product. Gaming and technology are global, the market extends from all ages and races which creates the need for protection while playing the games as well as using technology in general because anyone can be affected.

**Size of the Primary Target Market** In addition to the size of your market, what data can you include about the annual purchases your market makes in your industry? What is the forecasted market growth for this group? For more information, see our market research guide for tips and free government resources that can help you build a market profile.

The gaming and technology industry will continue to grow to trend upwards since there was an 18% increase from 2017 to 2018 in terms of revenue in the gaming portion (Shieber, 2019). Although my products are not games, a large portion of the gaming industry requires anti-cheat software to maintain the games' integrity. As for the assessment tool software, any system that requires a diagnostic test could use this tool for a total system scan. In 2018, the technology industry generated an estimated revenue of 351 billion dollars which was an increase of 3.9%, which shows that the amount of technology used is massive and there is still growth although its minimal ("2018 Tech Industry Revenue", 2018).

**Market Share** What is the market share percentage and number of customers you expect to obtain in a defined geographic area? Explain the logic behind your calculation.

Projecting market share is interesting when it pertains to anti-cheat software because a lot of current companies that create this software partner with the gaming studios and create a contract with them. This makes assessing how much is paid between them hard to figure out but knowing the gaming industry and how important it is to have an up to date anti-cheat system it will always vary depending on the company. The gaming industry totaled 43 billion dollars in revenue in 2018 last year, 35.8 billion of that was software which did include game and subscription purchases according to tech crunch. My market share percentage is very low due to the amount of revenue generated by the industry its less than one percent or 0.232% approximately with a goal of ten million in a 35-billion-dollar portion of the 43-billion-dollar total revenue that is expected to continue to grow.

**Pricing and Gross Margin Targets** Define your pricing structure, gross margin levels, and any discount that you plan to use.

Since I plan to license my product by working with studios, the pricing will not be fixed but rather in a range during the negotiation of the software. This is because different companies are small to large and being flexible with prices it will help spread my company's software in the field. I have two different key pieces of software to license so I would have the three following options for licensing, anti-cheat, assessment tool, or a bundle of both which would be a discounted price for buying both.

**Competitive Analysis** – Your competitive analysis should identify your competition by product line or service and market segment. Assess the following characteristics of the competitive landscape

As I have stated before the technology and gaming industries have new companies starting up all the time which is a good sign for someone like me trying to create a software product. There are reliable alternates already in use like the product I am trying to license which means the target market is more important to me than competitors because I must push my product harder to convince them to switch from an established product. The amount of anti-cheat software lands around a handful of products that are quality enough to be used by multiple companies which is a decent spot to enter the market because a lot of gaming is saturated in other aspects. The assessment tool works to assist inspecting a system, there is an abundance of these tools that help security teams with their systems but being unique will be the driving point to license. New professionals are looking for work in this field as well as a demand for them which can create competition for some of the higher quality personnel there is still enough to employ people who will perform well. Developing software that will rival the companies who have been around for years perfecting their technology will be the most difficult aspect to deal with because it will cost a high amount for various resources including personnel and time spent on development.

**Product / Service Line**

**Description of Product/Service** Include information about the specific benefits of your product or service – from your customers' perspective. You should also talk about your product or service's ability to meet consumer needs, any advantages your product has over that of the competition, and the current development stage your product is in (e.g., idea, prototype).

The assessment tool which acts as an assistant to other tools used to run diagnostics on systems is in the idea development stage because the unique property would be how the tool adapts to different systems for better analysis. This property of the tool is key to the advantage over other competitors' products, although there is no other software that works this way. This is a new way to look at assessing multiple factors that may impact a system such as vulnerabilities or system errors as well as many other situations. Some companies may use tools that are internally developed for their system or license tools that others have developed which may lead to having to purchase or spend money developing multiple programs as needed. Many tools tend to focus on one specific area of a system or is a perform one task on the whole system, the assessment tool would act as a jack of all trades while providing high quality results. As mentioned above the specificity leads to a customer's relying on using several programs to run tests on their systems, which this tool would solve by being one uniform program outputting any results they need regardless of the kind of test they are doing.

The anti-cheat software is in the later iterations of the prototype stage where the concept of this software is not new, it makes it easier to develop based on other competitors' designs. Anti-cheat software does the same thing no matter which one is being used, it needs to detect any third-party software that is deemed against the rules by the gaming company and terminate the user's account accordingly. There are a few key elements that set apart the different anti-cheat software that those looking to license factor in when deciding which to use. Detection is important because the amount of people cheating or attempting to gain an unfair advantage never stops and grows each day. How often the software is updated with new patches which allows for better detection for newer cheats or hacks allows for the main application's integrity to not be compromised. False flagging is where an account gets marked for termination and when it happens the user then contacts support saying they were not using anything against the rules, which means someone must go and unban their account reversing the termination. This is happening a lot with anti-cheat software because some users may use third-party software or have a program running in the background while the main application is running that is flagged even though it is not against the rules to have those running. The problem with this leads to extra resources being used meaning time and money spent if many false flags are occurring and the customer may be frustrated enough to return or not play the game meaning loss of profits. The anti-cheat software that is currently in the late prototype stage must minimize false flags and have a high detection at the same time is what provides the key advantage over competitors. It may seem basic to have the key factors of simply doing what others do better, but it is the ultimate beneficial value over competitors is to develop the technology that remains precise as possible while in use. These products allow the customers to focus on other parts of their business by pushing for more consistency while making sure the software is reliable after implementation.

**Product's Life Cycle** Be sure to include information about where your product or service is in its life cycle, as well as any factors that may influence its cycle in the future.

Gaming and technology are growing, the need for my products whether as a bundle or separately for a customer will remain to grow. The increase in free to play games that open up an avenue for illegal third-party software to be developed and used on games, as well as the different kinds of technology that a tool will be needed to assess the inner workings of a system means plenty of growth for my products in the future. However, my products are in the introduction stage allowing the public to have a feel for what is coming and starting to enter the growth stage which is important because of where my competitors are with their products. The assessment tool falls in the same category technically as any other program that helps with diagnostics on a system which have been around since technology began use. Although the tool itself is brand new and unique in a way, tools that perform the actions separately are available, that are in the maturity stage already provided by the competition. The anti-cheat software is also competing with long-time software that has been around for a while and although the industries are growing so will other competing products that are also being developed at the same time.

**Intellectual Property** If you have any existing, pending, or any anticipated copyright or patent filings, list them here. Also, disclose whether any key aspects of a product may be classified as trade secrets. Last, include any information about existing legal agreements, such as nondisclosure or non-compete agreements.

Different technological advancements go with trade secrets every time because when developing new software that is set apart from others there needs to be an algorithm or design philosophy used that others have not thought of. The assessment tool and anti-cheat software will both have proprietary designs that others will not know how they are put together because of the importance of maintaining an advantage over other products. For example, the assessment tool will have an algorithm that allows for adaptation of the system which allows for it to provide the most accurate results rather than being a static "cookie-cutter" design for any system. The anti-cheat system will also use a similar algorithm for detection which learns as it detects using self-updating software that is followed up by a developer to properly patch it which learns any unknown hacks to be prevented for the future. These are trade secrets that must be protected because it would not allow for my software to be classed as high quality and diverse if others were to know. Patenting this new technological technique allows me to ensure that others do not get to use it and claim it as their own allowing me to continue to push my products or future developments with an advantage. Anyone working with the development of the products must sign a non-disclosure agreement also known as NDA because of how common leaks are within the technology industry especially when a new company is even rumored to have unheard game-changing software in development.

**Research & Development Activities** Outline any R&D activities that you are involved in or are planning. What results of future R&D activities do you expect? Be sure to analyze the R&D efforts of not only your own business but also of others in your industry.

Research and developing is an ongoing task with anti-cheat software specifically because new hacks, cheats, or general unfair advantages are being created constantly every day. Dedicating a team to develop the software and the algorithm that detects flags and reports back to the system is the first step, and then they transition into researching commonly used methods whether its programming languages or processes used to build the third-party software. This allows for familiarity when going through the R&D motions, by lowering the costs of getting another team to be on-boarded to the system instead of having the team who built it initially and overtime adding on to the team is more beneficial. The competition also does they tend to recruit new engineers to help build on a team, however, some may only have a specialization in the anti-cheat security software area. Riot Games, for example, recruits those that are familiar with anti-cheat space and try to find those that have a wide set of skills in security in general, not just gaming. The approach I am taking for recruiting people focuses on those who understanding gaming as a whole and are trying to understand the reasoning behind those who create illegal third-party software. Figuring out their reason may lead to the development of ways to prevent them from doing it initially as well as potential patterns in-cheat design, which will allow for an overall better anti-cheat software to license to customers allowing for our product to be the go-to for future and existing gaming companies. The assessment tool is an idea that continues to be expanded on by a team that must be imaginative and coding heavy because the key to that product is adaptation to multiple systems. The importance of this R&D relies on creative influence by the team because it is a new product that is attempting to be unique in a way never seen before. The research and development will take place in that form until an algorithm is created for the tool which will then lead to a product that I hope to take over the market with.

**Marketing & Sales**

**Marketing Penetration Strategy** This strategy for building your business might include: an internal strategy such as how to increase your human resources, and acquisition strategy such as buying another business, a franchise strategy for branching out, a horizontal strategy where you would provide the same type of products to different users, or a vertical strategy where you would continue providing the same products but would offer them at different levels of the distribution chain.

The strategy approach I am going to take is the vertical strategy because my products are software related and this will be the best course for improving my products as they grow within the market. Vertical strategy is a method other software companies such as Apple use, they have had one product such as the iPhone which each year is essentially the same however there are software or hardware upgrades to the product. Over time as a company grows within the industry, they may add other products after having an already established product which may lead the consumers to potentially buy into their new products. There is a reason I want to choose the method of vertical strategy because I am trying to expand the product and its viability by upgrading the product or adding features on to it over time. Another great example of this is the popular application Snapchat, they have done this for years and have seen extreme growth as they only started with one feature and grew by adding many other popular additions (Timokhina, 2017).

**Growth Strategy** This strategy for building your business might include: an internal strategy such as how to increase your human resources, an acquisition strategy such as buying another business, a franchise strategy for branching out, a horizontal strategy where you would provide the same type of products to different users, or a vertical strategy where you would continue providing the same products but would offer them at different levels of the distribution chain.

My products are going for a unique approach regarding the specifics of their software capabilities when compared to the other industry standards which will allow me to compete with the existing products. The license will have to be strict because of the proprietary software associated with my products, others may not be able to view or modify the source code. By introducing this new software to a market that has a standard established regarding anti-cheat or system tool methodology, any new approach to the design must remain as secret as possible. The end goal for my products is licensing to large businesses that would promote my product within the market and increase demand for it further, however, because I am starting a new business I will start with the smaller companies. Although the gaming and technology industry is large, I am focused on the cybersecurity area of gaming which is still a decent size, but I am not competing against other games being developed.

**Channels of Distribution Strategy** Choices for distribution channels could include original equipment manufacturers (OEMs), an internal sales force, distributors, or retailers.

Distribution is an internal matter because the software is created within the company, then when talking with potential consumers looking to license the products it would go through the company executives who would decide. The importance of creating the anti-cheat and assessment tool software is how vital having specialists are for developing the software. An internal team handles the partnership area of selling and meeting with potential businesses or customers that are looking to license the software. Internally handling who the company chooses to sell to and best course of transferring the licensed products also prevents the potential for our software and its proprietary methods ending up in the wrong hands. Having the ability to directly connect with the company in interest allows for a better flow of not only distribution but also communication when selling the products.

**Communication Strategy** How are you going to reach your customers? Usually, a combination of the following tactics works the best: promotions, advertising, public relations, personal selling, and printed materials such as brochures, catalogs, flyers, etc.

Putting a piece of software on a billboard or in a magazine that is anti-cheat or system tool based will not work and be a waste of resources because the average person will have no use or not even know what it is used for. I will have to get creative when promoting the software by methods that may not seem effective but overall should increase demand for the products and provide results. Going back to the importance of internal teams within the company for many aspects and having a team dedicated to contacting companies offering them a test run of the new software showing the potential of the products. Companies are not going to have a new system implemented just for a test, so showing them the software in a simulated test will be the better approach but the whole reasoning behind this relies on essentially putting it in the back of their mind. If potential consumers continue to hear about the products throughout the industry, the method is working and spreading the name of the product's help. The main method of approach relies on personal selling with companies and website advertisements that are targeted at gaming or technology users while having a focus from the beginning at licensing the product for a lower cost to newer companies. The idea behind this strategy is by licensing products to smaller or new companies that the results from use of the products lead them to talk about this new software they are using which intrigues the medium or large companies. Some conventions and presentations display upcoming technology or software that also increases the number of eyes on the products. There is new technology in constant development within this industry but when something is found that is special compared to the rest people talk and that is when a product spreads leading to the frontrunners implementing this new software. This is because it has already been tested thoroughly through the smaller companies before wrapping around to a communicative strategy that has its risks being that if the product is not as special it may not reach the end goal but has the potential for huge returns.

**Sales Forces Strategy** If you are going to have a sales force, do you plan to use internal or independent representatives? How many salespeople will you recruit for your sales force? What type of recruitment strategies will you use? How will you train your sales force? What about compensation for your sales force?

I mentioned some of the internal workings of the company and how vital it is for how my company would run and an internal sales team is one of the key components in pushing this product through the industry. While working with the marketing team this team must create advertisements that are placed strategically for those who have an interest in changing their anti-software system, choosing it when developing a game, or are unknown to this new software being developed. They need to highlight the unique features that other pieces of software do not have, for example, the "molding to a system" is a key feature that changes in every system finding the best way to adapt to the individual system. The sales team must have technical knowledge in cybersecurity as well as understanding who their target consumers are because it differs from a normal product that has a wide audience, being that working with companies is the overall goal. Getting the attention of those that work in these companies and having them talk about it amongst themselves gathering enough chatter to meet with higher executives that decide if they want to implement the products is key. A team of five to seven people to start has a nice balance of ideas to bounce off each other while not being too large that there becomes indecision on every task. Providing them compensation that is higher than most of the other teams is important because as a new business committing to get some of the best salespeople recruited will decide how well of a push the products get which could very well make or break the company as a whole.

**Sales Activities** When you are defining your sales strategy, you must break it down into activities. For instance, you need to identify your prospects. Once you have made a list of your prospects, you need to prioritize the contacts, selecting the leads with the highest potential to buy first. Next, identify the number of sales calls you will make over a certain period. From there, you need to determine the average number of sales calls you will need to make per sale, the average dollar size per sale, and the average dollar size per vendor.

The new companies or the smaller companies that are developing games will sometimes need anti-cheat software, the need for the software is increasing because of the free to play influx recently. These companies also may try to use newer systems that the assessment tool can conform to allowing faster adaptation compared to other commonly used system assistant tools. These are our number one priority targets because they create a cycle that ties back into the marketing for future companies and will drive our sales initially. The other targets do include medium and large companies but since they are already using this established anti-cheat software or system tools, they will need more time to convince them to switch and implement the software into their system. Creating a dialogue between these companies and us is vital for the sales team to create a strategy on how to approach them, one including contacting as many newer or smaller companies as possible. Looking at the sales team and recruiting again this is how important it will be when making sure that those on the team have connections within the industry in terms of networking. This sales strategy may seem arbitrary but because other common sales strategies will not work with selling the software that I am such as cold calls, door to door, or setting up a booth in a shopping center. Creating connections from person to person and then allowing them to link back to my company makes sense in this section of the industry creating an opening for a pitch about the software. The money put into the sales team in terms of salaries is where normally it would have been spread out if this was a different product where other factors like average dollar size per sale would come into play. The sales strategy I am attempting to employ includes advertisements online but mostly comes down to a person to person connection within the industry at the start at least, it may seem like a risky strategy because people can be unpredictable however the payoff will be worth it once companies realize how unique yet effective the products are.

 **Funding**

**Funding Request** If you're asking for funding, this is where you'll outline your funding requirements. Your goal is to clearly explain how much funding you’ll need over the next five years and what you'll use it for.

 Software development relies on specialist that have the knowledge necessary to efficiently develop a product in a timely matter as well as possess the creativity needed to differ from other industry standards. I will focus most of the spending on the different teams that will help in developing or selling the product because having quality personnel will lead to a better product. Starting off the development process with six teams of five focused in different areas while remaining specialized in those respective fields. The salaries of the employees will take a large portion of the funding, approximately three million out of the five million per year which is planned because of the value of personnel specialist.

 Also included within the spending is the equipment that will be used in the development of the software, however, because most of the work being done will be on computers and using software that will assist in development the price for equipment will be a lot lower compared to the salaries being paid. The computers will have to handle multitasking of programs, running intense simulations, and long hours of use therefore will need have top of the line hardware which will be around five thousand dollars per computer. Each employee will have one of these computers to ensure everyone has the same quality workspace to do whatever they need. Software will have to be installed on each computer which is common when developing a new product which should be around 1,500 dollars per computer or 45,000 dollars for all employees’ computers. The price for equipment is currently lower than most of the gaming or technology companies because the number of employees is lower, the singular product being developed, and the type of product.

 The rest of the funding will be used for miscellaneous purchases and advertisements through online websites and other unconventional means that I mentioned previously. Miscellaneous spending includes employees’ perks, travel and hotels for conventions or presentations that will allow for public display of the product being developed. Being able to publicly advertise may cost a decent amount if there was a need to pay for a presentation or convention spot. Different instances of spending like this helps build industry relationships with potential companies interested in our products as well as promotional advertisement. Having leftover funding allows for the funds to be dispersed in other areas such as new equipment as better hardware is always being released and salary increases or unexpected new hires.

**Debt or Equity** Specify whether you want debt or equity, the terms you'd like applied, and the length of time your request will cover. Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

 Selecting a path of debt is potentially risky but with the recipe for success I am trying to create, paying off the debt plus interest seems to be the best source of getting funding. A 25 million loan repaid over the next 10 years are the terms I would like to set because I project a 10-million-dollar revenue return per year. Focusing on the specialist personnel as a key priority in creating a unique product that rivals the industry standard products is what gives my product the edge. The plan to hire small teams containing specialists that focus on individual parts of developing the software is what leads to the building never seen before software. The equipment is standard high-quality workstations that grant the ability to provide necessary means in terms of power to develop unique products.

The funding being split up the way it is will provide a healthy salary range for the employees and great equipment for them to develop on. The plan to pay off the debt is banking on the idea that our products will surprise the industry and convert those potential consumers into active consumers. Whether it is the anti-cheat software or the assessment tool the revenue will be generated because of how unique the products are and allow for debt to be repaid on time or earlier.

Table of Funding Request Breakdown

|  |  |  |  |
| --- | --- | --- | --- |
| Teams  | Salaries  | Computers & Software | Miscellaneous  |
| Team 1 | $3,000,000 | $14,000 | $1,986,000 |
| Team 2 | $3,000,000 | $14,000 | $1,986,000 |
| Team 3 | $3,000,000 | $14,000 | $1,986,000 |
| Team 4 | $3,000,000 | $14,000 | $1,986,000 |
| Team 5 | $3,000,000 | $14,000 | $1,986,000 |

**References**

2018 Tech Industry Revenue. (2018, January 07) *2018 Tech Industry Revenue to Reach Record $351 Billion, Says CTA*. Retrieved from <https://www.businesswire.com/news/home/20180107005125/en/2018-Tech-Industry-Revenue-Reach-Record-351>

Shieber, Jonathan. (2019, January 22) *Video game revenue tops $43 billion in 2018, an 18% jump from 2017*. Retrieved from <https://techcrunch.com/2019/01/22/video-game-revenue-tops-43-billion-in-2018-an-18-jump-from-2017/>

Timokhina, Valeriia. (2017, July 21) *How to Scale your Mobile Startup – Vertical vs. Horizontal Growth Strategies*. Retrieved from <https://easternpeak.com/blog/how-to-scale-your-mobile-startup-vertical-vs-horizontal-growth-strategies/>