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Tabletop Game Startup

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DRAW 3

Tabletop Game Startup

By: Jack Meyer, Management

Sponsor: Scott Asadorian, Business

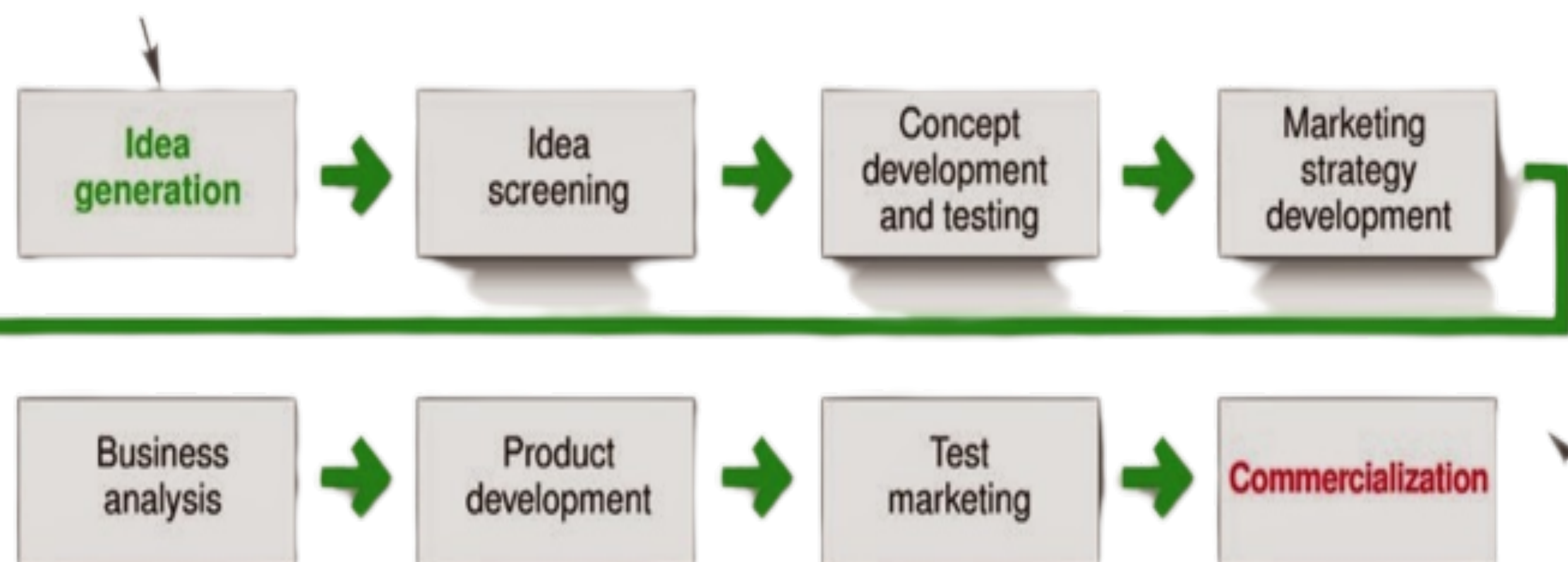
DRAW 3

Introduction

There is no set path to success for launching a new product and starting a new business. I, along with a small team, are navigating the many challenges of this process to bring an original idea for a tabletop game to a sellable product. My partner initially invented Draw 3 and we have played it amongst friends and family extensively. We decided to make a business venture out of it and provide our fun game to anyone who desires it.

High-Level Goals

- Take the steps (legally/internally) to become an official business
 - Final product with firm branding/components
- Obtain funding for an initial bulk order of games to sell
 - Maintain a profitable business

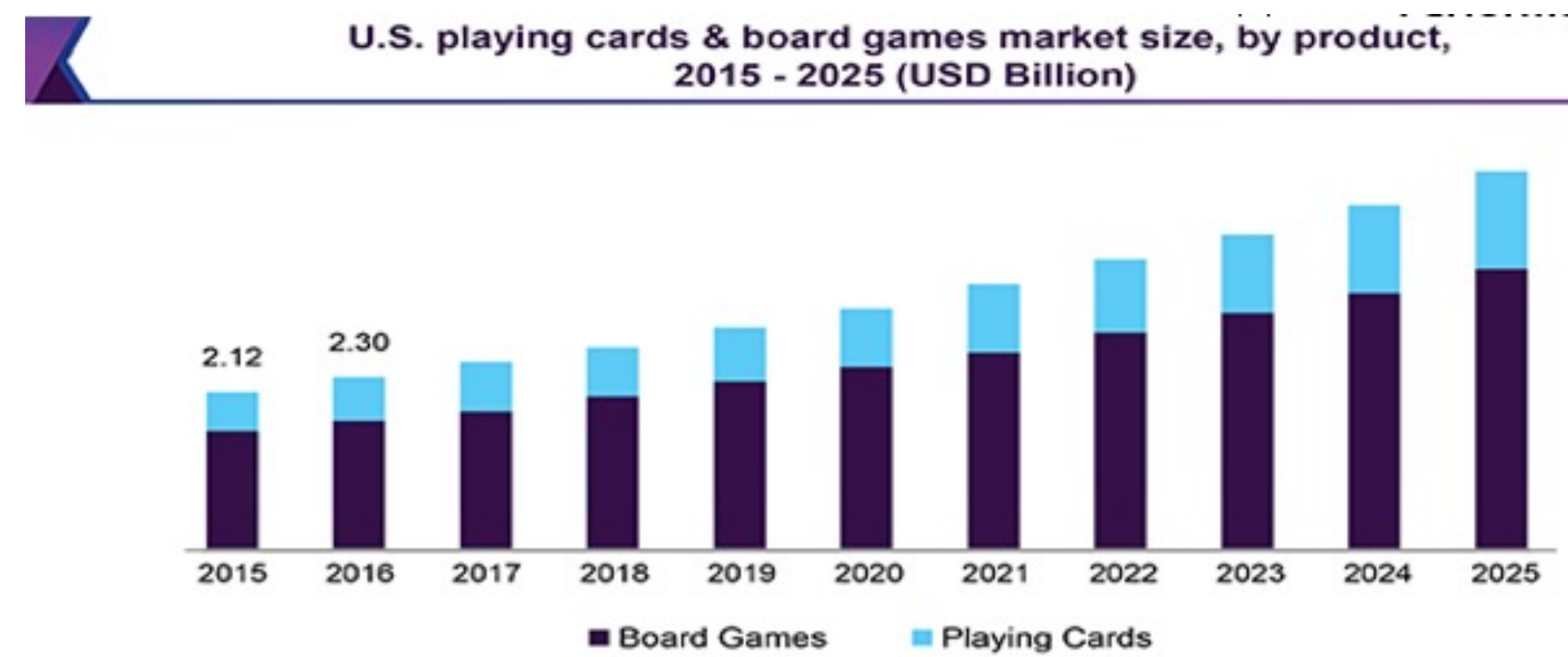


This flow chart details the typical process of a new product from idea to sellable product

Major Action Steps Needed to Achieve Goals

- Establish foundational business planning
- Add skilled team members to fill gaps
- Take legal steps to become a business and protect idea
- Obtain professional prototypes for playtesting
- Receive ample anonymous feedback from survey
- Formulate a final product with chosen manufacturer
- Formulate a marketing plan and put it to practice
- Successfully raise funds needed for initial game order
- Observe how initial order goes and re-evaluate

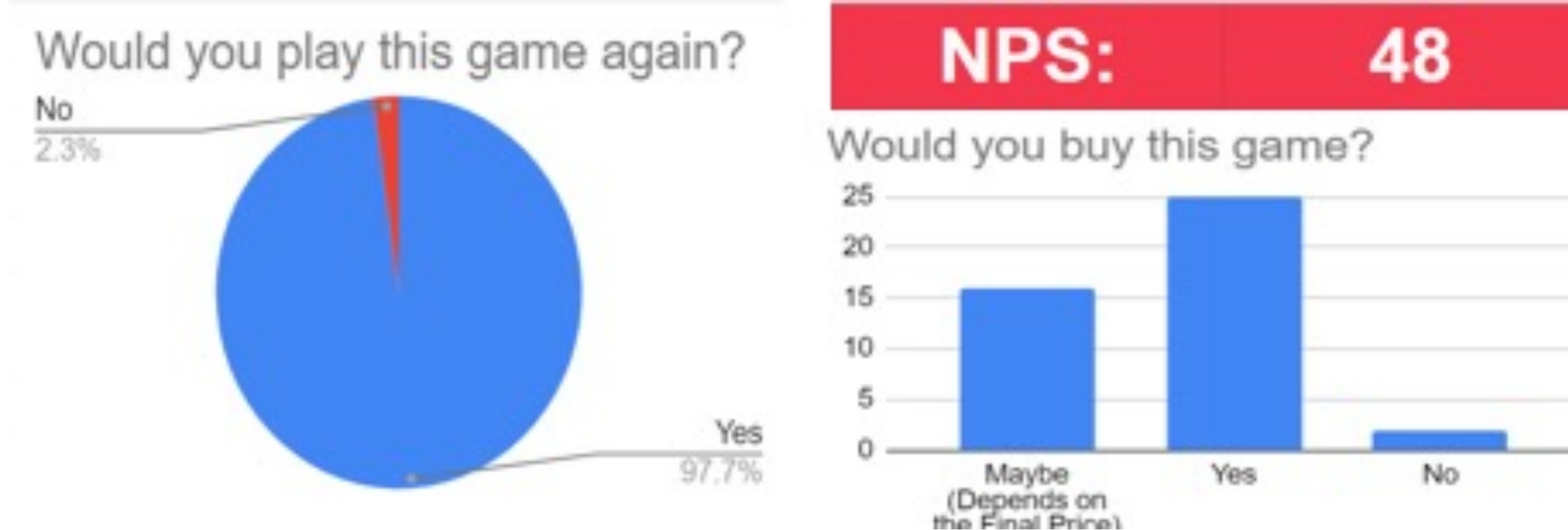
Results/Graphics



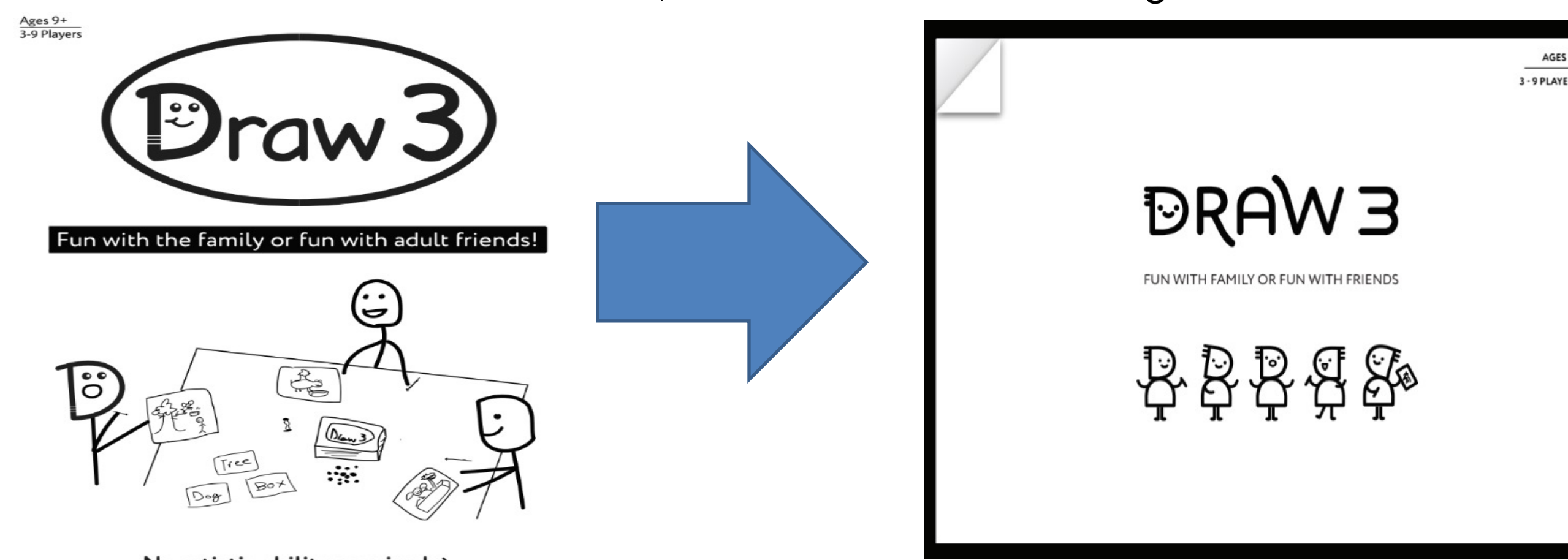
A projected industry growth chart for the tabletop game industry



We participated in the "Captain Con" game convention playtesting and recording anonymous feedback with strangers.



A few samples of the data collected in our playtesting survey. Our Net Promoter Score was 48, a crucial indicator of our game.



Our initial box design (left) to our final box design (right) after adding our design team.

Timeline/Discussion

We have come a long way in our business journey, but we still have much left to accomplish.

- Performed industry/market research
- Studied competitors and created a business plan
- Established as an LLC and created a company bank account to file for trademark
- Filled gaps of industrial design by bringing on talented team members
- Ordered multiple factory prototypes
- Collected 50+ random survey feedback through playtesting
- Created new logo/branding
- Created easily accessible website and social media
- Finalized physical gameplay components and box design
- Scheduled more playtesting to add to our initial mailing list
- Estimated costs by working with manufacturers and will look to order 1,500 initial units
- Launched Kickstarter and video May 1 with a \$13,300 goal
- Kickstart will determine where we go from here

Acknowledgements

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Literature Cited

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