DIGITAL LEGION

BUSINESS PLAN

Legions At War

A Tactical Turn Based – Sandbox – Cross Platform – Game

Prepared by: Dewald Murray

Executive Summary

Digital Legion is a software development company formed by veteran developer Dewald Murray and provides innovative and engaging software/games, windows application development, web development, XBox® development, Mobile Development, 2D art, 3D art and visual effects.

After 6 years of development, our first game: Legions At War, a unique tactics game, is ready for release.

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1. Introduction

1.1 Game Concept

Hugely inspired by Chess, Legions at war is a tactical turn-based combat game that emphasizes thoughtful placement and tactical planning.

Combat in this style is typically fought on a grid map that governs character placement and movement ranges. To succeed in battle, players must move their units into advantageous positions and use the combined power and skills of their units in order to defeat the enemy or achieve other objectives.

1.2 Game Goals

- The first online competitive tactical game that is completely cross platform.
- Creating a sandbox environment where players can not only create any tactical game, but load or buy from millions of creations created by the game's community.
- Becoming the number one tactical eSports game.
- Distributing physical boardgame version of the digital game.

1.3 Target Audience

Tactical gaming has millions of players worldwide. The power of the Legions at War engine became apparent when all the classical chess pieces were fully integrated into the engine within a week of development. This widens the possible audience from those wanting a classical tactical battle to a complex modern tactical challenge. The engine allows players full control to build any size board, custom placement of units, but also control the damage, health and even move turns of each unit.

2. Project Team

Dewald Murray
founder & lead developer

Graduating the University of South Africa in 2008 with a Business Degree, Dewald immediately started working as an IT Manager at RSA Search developing web-based application. He was recruited in 2012 by Trompie Group where he currently holds the general manager position and actively manages five companies within the group.

Software development has always been a passion and Dewald founded Digital Legion and DM Digital in 2012 offering software development services to customers. The company quickly shifted their focus to game development in 2013 and actively started development of genre revolutionizing game: Legions At War

Ruan Joubert
Co-founder & developer

Graduating NECSA in 2009 as an industrial instrument technician, Ruan was employed by the Nuclear Energy corporation of South Africa where he constructed and programmed laboratory control panels. Ruan has worked with Dewald for 12 years and his fault finding, system calibration and instrumentation skills were key into designing core concepts behind Legions at War.

Ruan is also an avid C# developer and continually helps lead developer Dewald with coding & business development support

Chad Gibson
Lead Artist

With a bachelor's degree in graphic design and multimedia and having graduated as the top student in his course Chad considers himself lucky to be able to earn a living with his main hobby and passion in life.

With 6 years of working experience his skills include a variety of graphic design including app, web design, logo design and general print, illustration both for clients and as a hobby, animation both 2D and 3D.

Chris Williams
Lead Sound Engineer

Chris started in the music industry like many other musicians do, joined a band and received the opportunity to tour and live in New Zealand and The USA.

Even though Chris loved the stage, his passion for music production quickly captured all his interest. With his custom recording studio Chris sees music as a way to capture emotion and relay a message back to others.

3. Development Platforms & Licensing

3.1 Game Engine

UNITY

With cross-platform compatibility being a priority for the development team the decision to go with Unity game engine was an easy one. Unity currently publishes to over 25 Platforms. One-click deployment to

UNITY LICENSING

For a team, unity's licensing fees are $125 per month. The licensing terms are fully royalty-free and include all platforms and core engine features.

3.2 Server

SERVER SOFTWARE

PHP combined with MySQL are natively cross-platform. PHP acts as one of the best solutions for web-based applications and is very efficient with MySQL database.

Major Advantages of PHP Development:

- A complete open source platform with no licensing costs;
- Frequently free updates;
- Cross platform ability;

SERVER HARDWARE CURRENT

Current service can be easily upgraded with more network cards, memory, storage etc

Month to Month Service - Easily add more dedicated servers.

CPU Intel® Xeon® Processor E3-1241 v3 4C/8T (8M Cache, 3.50 GHz)

RAM 8GB PC3-12800 DDR3 ECC

1 HDD 3.5" 1TB 6GB/S SATA3

2 HDD 3.5" 1TB 6GB/S SATA3

RAID Array RAID 1 (Mirroring)

OS Linux OS

Linux OS Centos 7 64-bit

Control panel for Linux cPanel (CentOS)

Internet speed 1Gbps.

Cost : 118.99€ per month

DEDICATED VS CLOUD

Scalability vs Price

Dedicated : Starts expensive but when scaled beyond a point the most profitable solution**.**

CLOUD : Starts more profitable, scales faster, but when scaled beyond a point an expensive solution.

Infrastructure

Dedicated : Full control over design of server.

CLOUD : Versatile control over server infrastructure.

Reliability

Dedicated : Dedicated server hosting depends on the provider. A good hosting provider takes no time in hardware replacements.

CLOUD : Cluster server functions allow for the best reliability.

Response Time

**Dedicated :** Superior IO speeds when configured correctly.

CLOUD : Rare Bottlenecks.

The team utilizes a range of industry standard creation tools:

1. Graphic & Texture Designs: **Adobe Photoshop & Illustrator.**
2. Video Editing & Animation: **Sony Vegas & Adobe After effects**
3. Sound Engineering: **Studio One**
4. 3d design & animation: **Blender & Unity**

4. Marketing Strategy - Legions at War
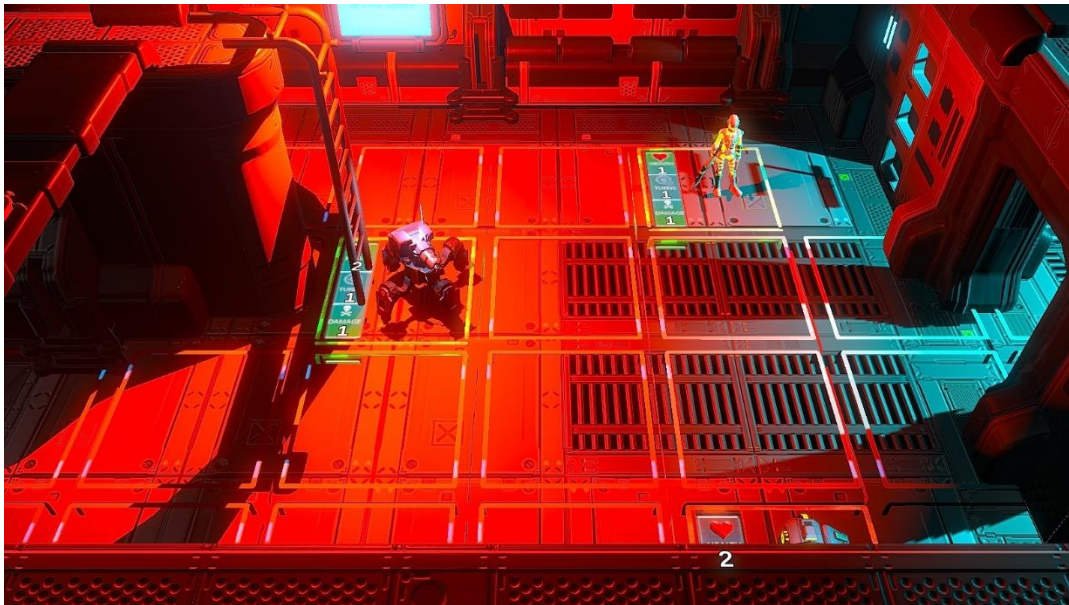
Legions at War is a unique tactical game and currently has no direct competitor. Due to development costs and pressure on developers to get products to market as quick as possible all "similar" tactical games lack depth and multiplayer features imbedded in Legions at War.

As a purely passion project, lead developer Dewald Murray was able to patiently develop the team's vision for this genre revolutionizing game.

4.1 Initial Release

Legions at War will be initially released for PC early access. Over the past decade many things have changed in the video game industry. One main aspect, is the move to a digital distribution, of video games via platforms such as Steam or Origin. This change offers a unique business strategy to video game developers. Legions at War is already approved for distribution on Steam.

Steam offers a wide variety services which include:
- An extensive microtransaction protocol that enables the creation of games as a service (GaaS). GaaS represents a continuing revenue model.
- A community workshop that enables players to download, edit and create new content for a game.

In order for Legions at War to reach its goals, a completely moddable version of the platform's engine must be made available to the community. This will enable the community to drive the content of the turn-based platform.

Legions at War, in its current state, is not ready for GaaS release, but it's ideal for an early access release. Players invest when developers communicate the current state of the game "early access" and future goals. This entices interest and lets the community blossom.

 "**Kickstarter** exists to help bring creative projects to life. A home for film, music, art, theater, games, comics, design, photography, and more."

Kickstart the Game :

Becoming an investor in a project creates a special kind of relationship between backers and creators. Kickstarter backers are likely to post on Twitter, Facebook or other outlets about projects they've backed , in hopes of helping them reach their goals.

These backers also want a badge that lets other people know they were there first, as well as exclusive products and access.

Kickstarting a project allows for a Reward Stacking strategy to promote a new product. With Reward Stacking, we can offer many individual rewards that are all selling the same product.

For Example if a players choose to back a project for further development:

Level 1 : 5$ Copy of the game + 1 credit to buy other game on the platform (for example Checkers)
Level 2 : 12$ Copy of the game + 5 credits to buy other games on the platform (for example Battleships)
Level 3 : 25$ Same as Level 2 + 10 credits.
Level 4 : 50$ Same as Level 3 + Tournament Entry Ticket
Level 5 : 500$ Same as Level 4 + Design your own campaign level.

Legions at war will also be unique on the kickstarting platform as it will offer immediate access to the "early access release" and opportunity to win a reward.

Kickstarting Advantages :

1. **Build community:** Crowdfunding allows for the creation of a community. This can lead to much greater success in the long run if you're launching to a passionate group of fans supporting you.

2. **Gauge demand:** Get initial reactions and traffic tests done.

3. **Raise Funds:** Crowdfunding provides a way to generate income for investment in future direction of the platform.

4. **Improve the Product:** Show the player base that you can produce more games, and more cool stuff, making it better for everyone with their support.

5. **Generate Awareness:** Kickstarter is a platform, not a **promoter** of products.

For a kickstarting and early access campaign to work, **promotion** is key:

1. **Youtube**

   Youtube is a major source for gamers to find new games. Youtube personalities reviewers and streamers are always on the lookout for new games to feature on their channels as well as to launch giveaways of game copies to their subscribers. We will make content to as many possible YouTube content creators.

2. **Facebook**

   Facebooks unique advertising mechanisms will allow us to directly advertise the game to players that already have an interest in similar games.

3. **Steam Groups**

   Steam offers us community & promotional access to large groups already dedicated to turn based & strategy gaming.

4. **Twitch and Mixer**

   Streaming platform allows us to demo the game to millions of users worldwide.

5. **Community Involvement**

   Legions at war will be largely community driven. From designing new units, official boards or to discuss changes with current units, the development team will focus on getting community involvement on all aspects of development.

6. **Social Media (Twitter, Instagram, Flickr, Tumblr, IndieDB etc)**

   The development team will post continues updated and media to social media sites to gain awareness.

7. **Gaming Shows & Gaming News Outlets**

   While most companies only attend big shows like E3, we attend to visit many of the smaller shows as well.

News outlets like Rock Paper Shotgun, Reddit, Kotaku, Gamespot etc will be contacted for press releases.

8. **Localization**

The gaming world is a global village and Legions at War will have to be translated into all the major languages to ensure a global reach.

4.2 Moldable and Tournament/eSport Release

The game will adopt a GaaS revenue model with additional content being bought on the in-game store.

eSports is a rapidly growing phenomenon and continues to gather steam, as the intersection of gaming and sports offers an innovative wave of branding opportunities. The Esports market recently surpassed the $1 Billion mark.

Legions at War platform will allow players to compete against each other across the globe in one of the most competitive tactical games yet, with winners sharing tournament pools.

With the multitude of games available on the platform, tournament tickets for Checkers, Chess, Battleship or any combination of the built in modern military units can be sold on the in-game store. The platform hosts these tournaments and distributes the winnings and fees.

1. Top Ranked players will automatically gain entrance to exclusive sponsored tournaments.
2. Tournaments will be held on a national & global level to rank players globally and nationally.
3. Tournament tickets will also be issued to deserving contributing community members.

4. Generate promotional space for advertisers.
5. Percentage off all advertising revenue shared among all the top ranked players, which encourages constant player interaction, that supports and retains a community following.

4.3 Console Release

An important release millstone will be for consoles. The development team purposely design most features to be PC & console ready and we estimate to the console release to be within 36 Months of the initial release.

While PlayStation does not natively allow us to access our own servers yet, Microsoft Xbox & Nintendo Switch does. By allowing users access to our own servers console players can access all their games started on PC and they can also play against other PC & Console gamers.

4.4 Mobile Release

Mobiles natively support web-based application, but due to the reduced technical specs found on mobile phones, the mobile release will also be our biggest challenge. Majority of units & effects will have to be re-designed and scaled to work on mobile.

We estimate the mobile release to be within 48 Months of the initial release, depending on revenue and investment opportunities.

Puzzle games were recorded as the second most popular Android game apps globally, with 57.29% reach among Android mobile device users in September 2017. (Shared2you, 2017)

4.5 Boardgame Release

To increase game stickiness, we also aim to attract boardgame players worldwide. With 3d printing becoming more and more affordable the technology give's us the ideal tool to achieve this goal. To reflect the sandbox nature of legions at war the board game will also have modular pieces to build custom grids.

5. Financial Plan

5.1 Cashflow projection

SEE ANNEXURE A

7. Challenges

7.1 Piracy

Piracy in the Gaming Industry has been around as long as the Industry itself. In an attempt to secure Legions at War from pirates, the game has built in security that continuously does software verification between the client side and server-side code.

This software protection strategy has been shown to be very effective for online games and this will allow Digital Legion to directly link registered online accounts to verified and paid steam users.

Offline copies of the game will still however be vulnerable to pirated copies, but online features will be disabled.

8. Legions At War Features:

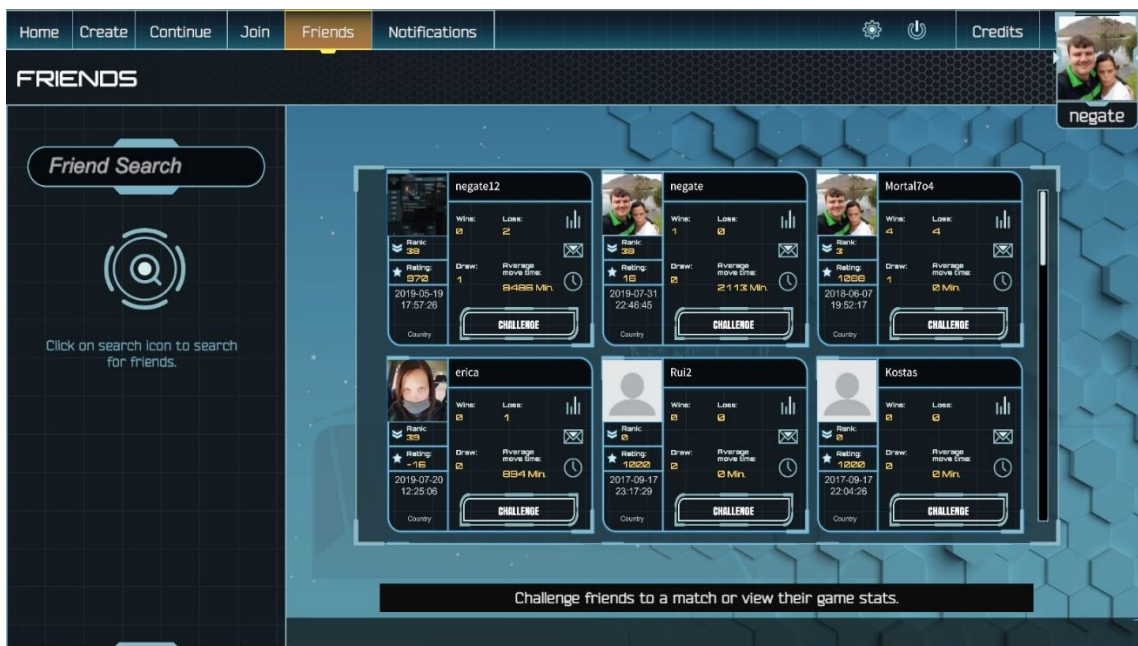8.1 Login system to track and store player data
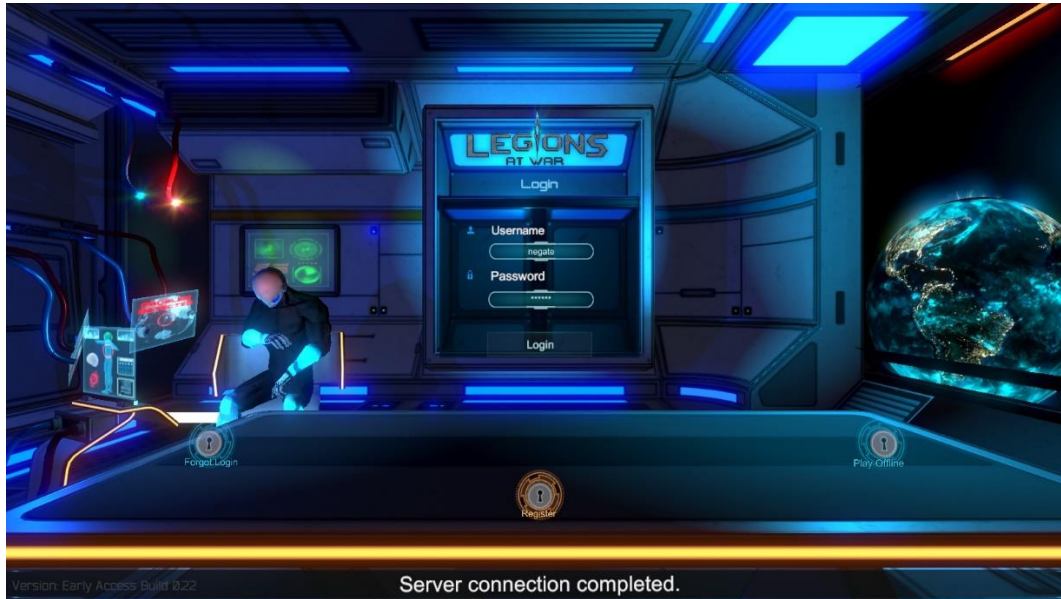
8.2 Multi player & Single player features

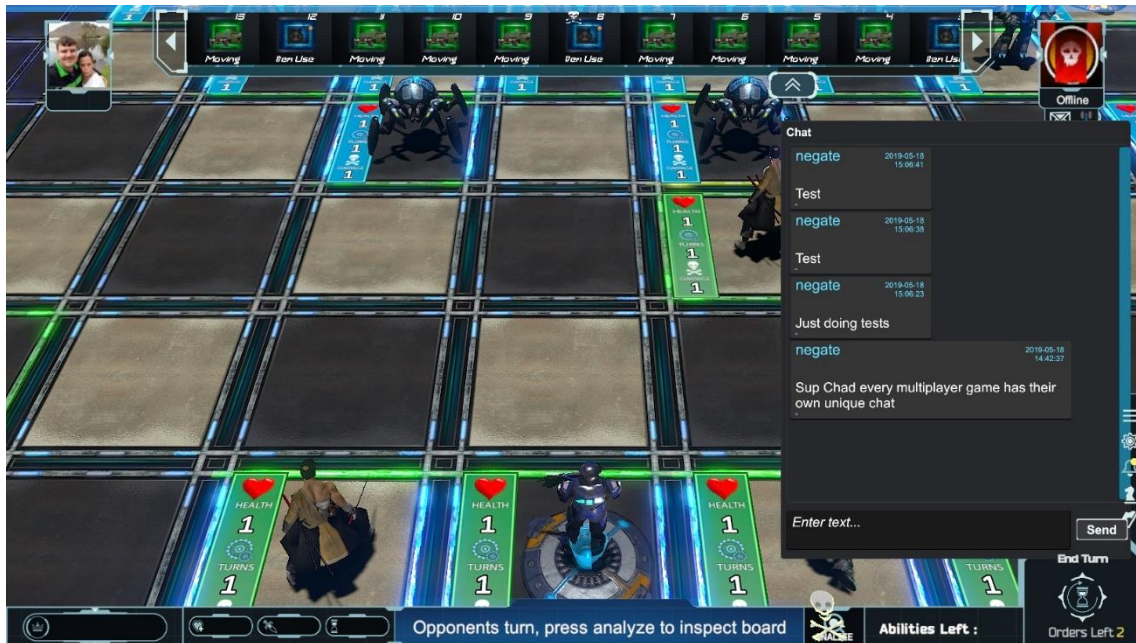8.3 Story driven Single Player campaign to introduce the variety of units available.

8.4 Play against friends.

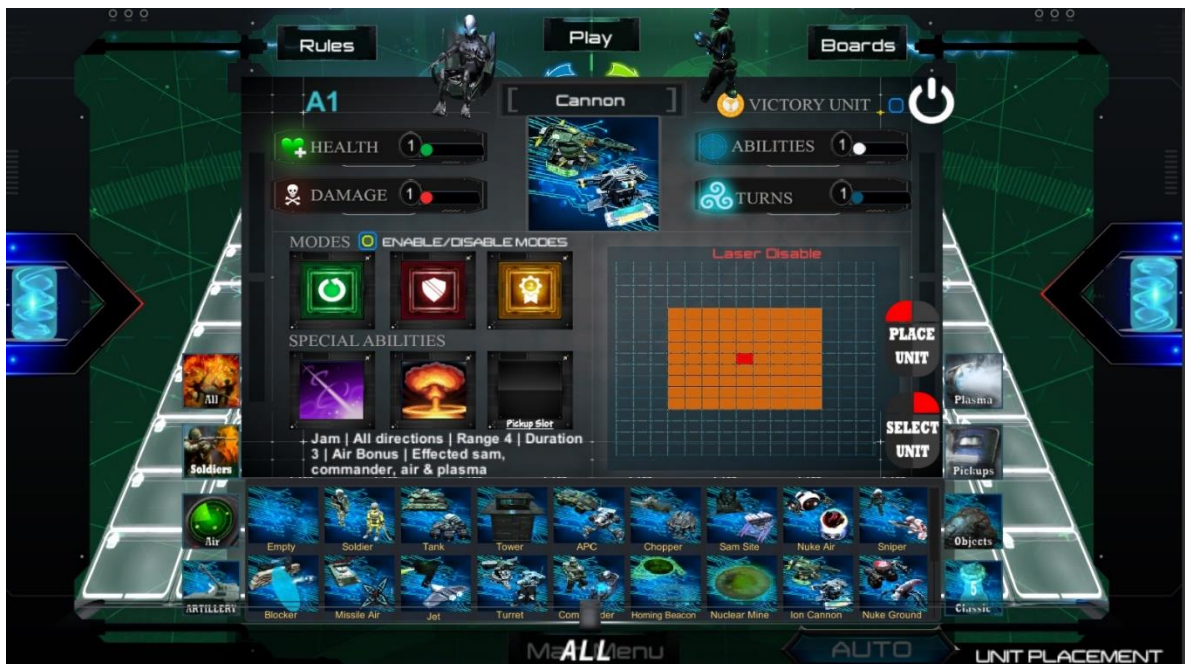## 8.5 Join & Easily continue multiplayer games

8.6 In-game chat system

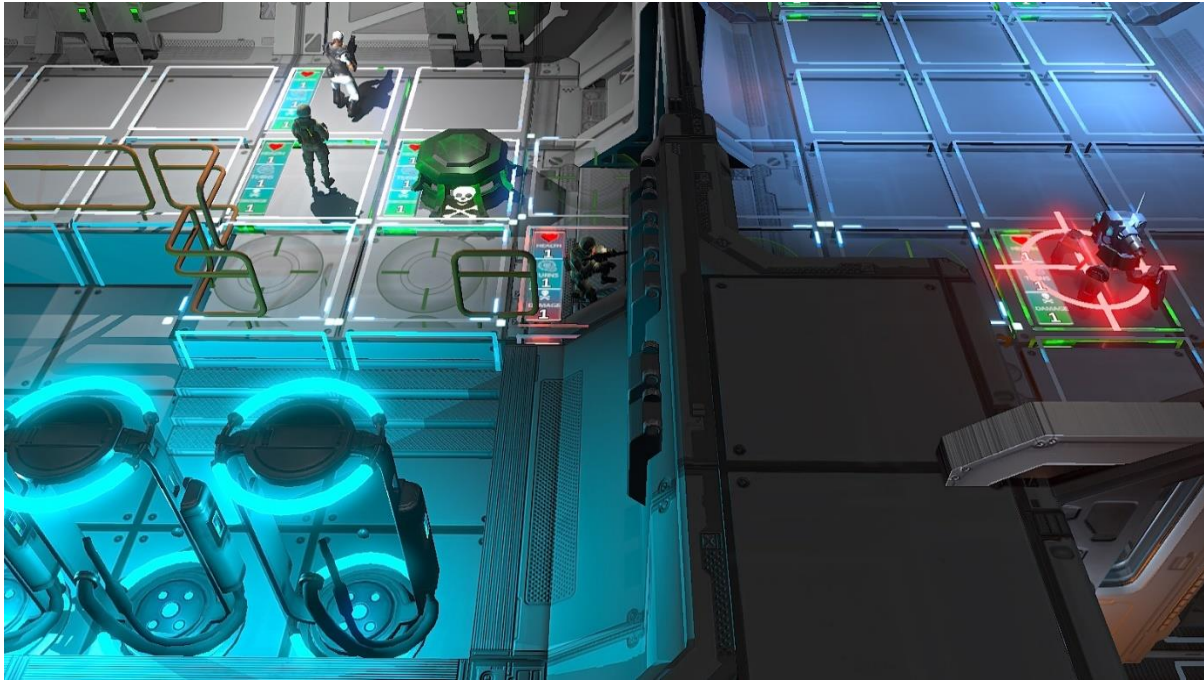## 8.7 Notifications System

8.8 Create Custom games VS AI, Friends or Online Opponent

8.9   30 Playable Units with more to be added with each update.

From start to finish, Legions at War will challenge you to be part of a tactical military battle.