




Mobile Game Business Plan


BUSINESS PLAN


Adventure in Every App




Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com


 <http://www.example.com>

Table of Contents

Executive Summary	6
Market opportunity	7
Services Offered	7
Marketing & Sales Strategies	8
Financial Highlights	8
Units Sold v/s Revenue	9
Company Overview	10
Ownership	11
Mission statement	12
Business history	12
Future goals	12
Market Analysis	13
Target Market	14
Market size and growth potential	14
Market Size	15
Competitive analysis	15
GameMasters Guild	15
MobileStrat Pro	16
CasualPlay Corner	16
Market trends	16
Regulatory environment	17
Products and Services	18
Products & Services	19
Platinum Gaming Package	20
Strategy Guide eBook	20
Customizable Avatar Accessories	21
Live Streaming Toolkit	21
VIP Tournament Entry	22

Features & Functionality	22
Quality Measures	22
Additional Services	23
Sales And Marketing Strategies	24
Unique Selling Proposition (USP)	25
Pricing Strategy	25
Marketing strategies	26
Online	26
Sales strategies	27
Customer retention	28
Operations Plan	29
Staffing & Training	30
Operational Processes	30
Technology & Equipment	31
Management Team	32
Key managers	33
John Doe	33
Jane Doe	34
Alice Brown	34
Robert Brown	34
Organizational structure	35
Organization chart	35
Compensation plan	36
Advisors/Consultants	36
Dr. Richard Smith	36
Ms. Clara Williams	37
Financial Plan	38
Profit & loss statement	39
Cash flow statement	44

Balance sheet	46
Break-even Analysis	48
Financing needs	50

Appendix

52

Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets – with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your mobile game business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Mobile Game Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Mobile Game Business Plan


Highlight the mobile game services you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Mobile Game Business Plan**


Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

To unlock help try Upmetrics! 

Start writing here..

Financial Highlights

 **Help tip**

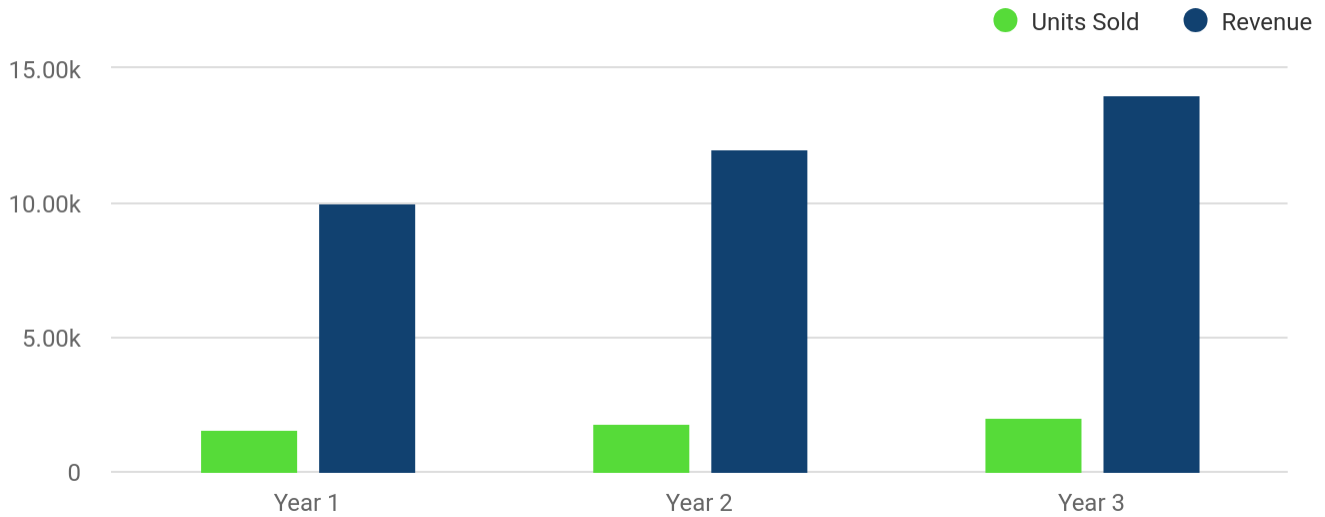
 **Mobile Game Business Plan**

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

To unlock help try Upmetrics! 

Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

💡 Help tip

📄 Mobile Game Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics! 🔒

Write a call to action for your business plan.

2.

Company Overview

Ownership

Mission statement

Business history

Future goals



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of mobile game company you run and the name of it. You may specialize in

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Mobile Game Business Plan

List the names of your mobile game company's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

To unlock help try Upmetrics!

Start writing here..

Mission statement

💡 Help tip

📄 Mobile Game Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

To unlock help try Upmetrics! 🔒



At [NextLevel Gaming Guide], we are committed to pushing the boundaries of mobile gaming, creating captivating experiences that delight players worldwide. Our core values of innovation, user-centric design, and operational excellence guide us in our quest to become a leader in the mobile gaming industry.



Business history

💡 Help tip

📄 Mobile Game Business Plan

If you're an established mobile game service provider, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

To unlock help try Upmetrics! 🔒

Start writing here..

Future goals

💡 Help tip

📄 Mobile Game Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

To unlock help try Upmetrics! 🔒

Start writing here..

3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Mobile Game Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

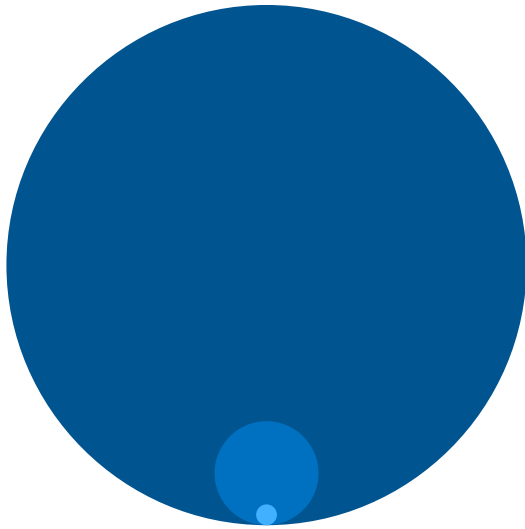
Mobile Game Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market
All mobile gamers worldwide

250M


Served Market
Mobile gamers in RPG and Action genres

50M


Target Market
Users aged 18-35, interested in strategy
RPG

10M

 **Help tip**

 **Mobile Game Business Plan**

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your mobile game services from them.

To unlock help try Upmetrics! 

Competitive analysis

GameMasters Guild

GameMasters Guild is a well-established player in the mobile gaming industry, known for its extensive range of role-playing games (RPGs) and strategy guides.

Features

Offers a vast selection of games and guides across various genres.

Provides a platform for gamers to connect, share tips, and discuss strategies.

Uses an algorithm to suggest games and guides based on user preferences.

Strengths

With years in the market, GameMasters Guild has developed a strong brand presence.

A substantial community of gamers and enthusiasts.

Offers in-depth guides and strategies for a wide array of games.

Weaknesses

The platform's user interface is somewhat dated and could use a modern refresh.

Despite having forums, the platform lacks real-time interaction features.

The company's success is heavily tied to the popularity of the games they provide guides for.

MobileStrat Pro

MobileStrat Pro specializes in strategy guides for mobile games, with a particular focus on competitive and multiplayer games.

Features

Offers live streaming of gameplay, including expert commentary and strategies.

Provides interactive and dynamic game guides

Helps users find other players at a similar skill level for multiplayer games.

Strengths

Their interactive guides and live streaming services are industry-leading.

Effective use of social media and online platforms to engage with their audience.

High-quality guides created by experienced gamers.

Weaknesses

Primarily focused on competitive games, which might alienate casual gamers.

Does not offer as extensive a game library as some competitors.

A significant portion of their appeal relies on live streaming, which might not appeal to all users.

CasualPlay Corner

CasualPlay Corner caters to the casual gaming market, providing guides and tips for a variety of popular mobile games.

Features

Easy-to-follow guides tailored for casual gamers.

Offers recommendations for new and popular casual games.

Hosts regular gaming challenges and competitions within their community.

Strengths

Content and guides are specifically tailored for a casual audience.

Engaged user base participating in challenges and discussions.

Covers a wide range of casual games.

Weaknesses


Guides may lack the depth and detail that more hardcore gamers seek

Not as well-known as some of the larger players in the industry.


The casual gaming market may present fewer monetization opportunities.

Market trends

 Help tip

 Mobile Game Business Plan

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

Help tip

Mobile Game Business Plan

List regulations and licensing requirements that may affect your mobile game company, such as business registration, age rating, content regulation, intellectual property rights, data protection compliances, insurance, state and federal regulations, etc.

To unlock help try Upmetrics! 

Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services

Products & Services

Features & Functionality

Quality Measures

Additional Services



REMEMBER

The product and services section of mobile game business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

To unlock help try Upmetrics!

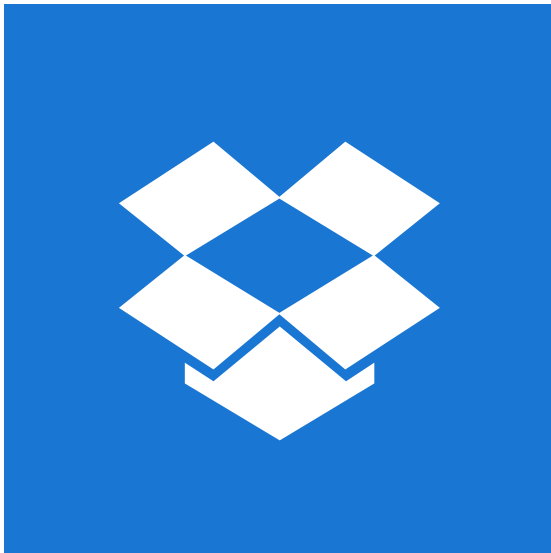
Start writing here..

Help tip

Mention the products you sell through your mobile game business. It can be merchandise like apparel, collectibles, or accessories to increase the fandom and brand value.

To unlock help try Upmetrics!

Products & Services



Platinum Gaming Package

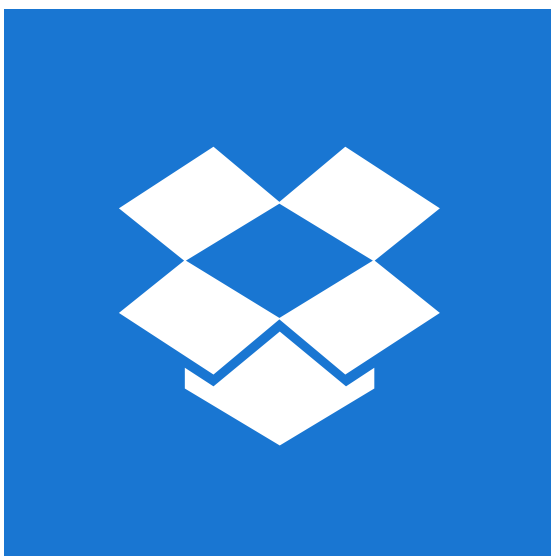
Price: **[\$9.99]/month**

Our Platinum Gaming Package provides an all-access pass to exclusive in-game content, special events, and premium customer support.

Members receive monthly virtual currency allowances, unique skins, and early access to new game releases.

Specifications

- Monthly virtual currency: 500 coins
- Exclusive Skins: 3 per month
- Early Access to New Games: 1 week before public release
- Premium Customer Support: 24/7 access



Strategy Guide eBook

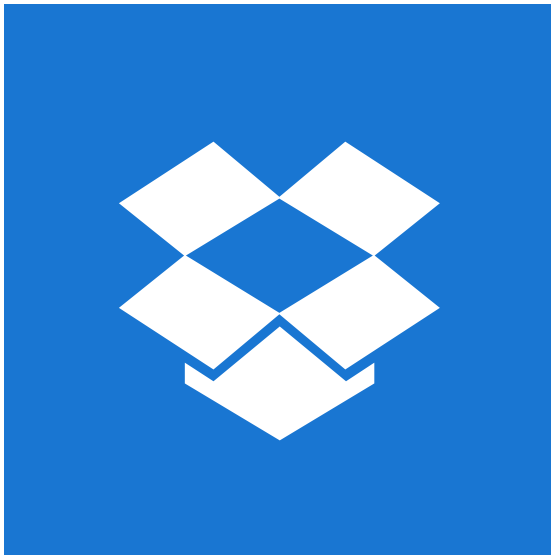
Price: **[\$4.99] per eBook**

Our Strategy Guide eBooks provide in-depth game analysis, strategies, and tips to enhance player performance.

Written by gaming experts, these guides cover various genres and titles, helping players to master their favorite games.

Specifications

- Format: PDF and ePub
- Average Length: 50 pages
- Availability: Instant download after purchase
- Updates: Free updates with major game patches



Customizable Avatar Accessories

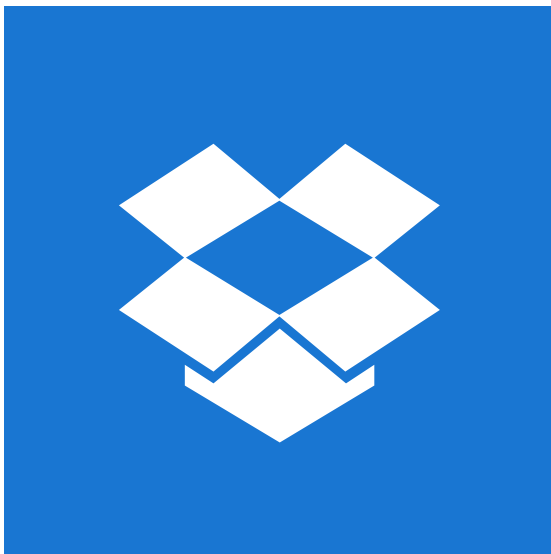
Price: **Ranges from [\$0.99] to [\$4.99] per accessory**

Enhance your in-game avatar with our range of customizable accessories.

From stylish hats to epic weapons, we have a variety of options to help you stand out in the game.

Specifications

- **Compatibility:** Available for all avatars in supported games
- **Customization:** Mix and match with existing avatar items
- **Non-transferable:** Accessories are tied to a single game account
- **Durability:** Permanent, no wear and tear



Live Streaming Toolkit

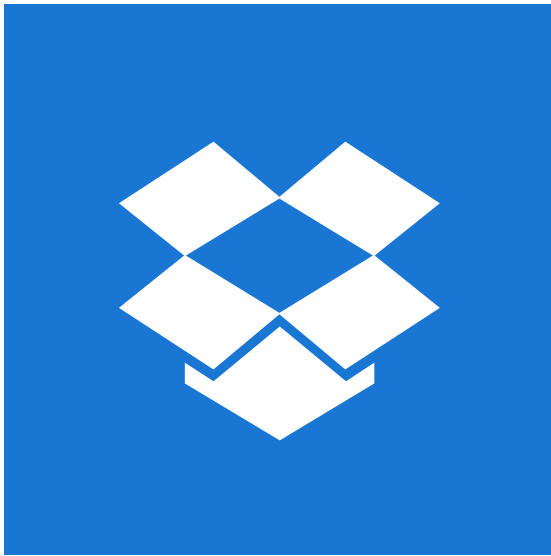
Price: **[\$19.99] one-time purchase**

Our Live Streaming Toolkit is designed for gamers who wish to broadcast their gameplay.

The toolkit includes overlays, stream alerts, and a guide to get started with live streaming.

Specifications

- **Contents:** Overlays (10), Stream Alerts (15), Starter Guide (PDF)
- **Compatibility:** Compatible with major streaming platforms
- **Customizable:** Fully customizable to match your brand
- **Support:** Email support for setup and troubleshooting



VIP Tournament Entry

Price: **[\$5.99] per entry**

Gain access to exclusive VIP gaming tournaments with special prizes and intense competition.

Perfect for gamers looking to test their skills and make a name for themselves in the community.

Specifications

- Frequency: Monthly tournaments
- Prizes: Cash prizes, exclusive in-game items, merchandise
- Skill Level: Open to all skill levels, but highly competitive
- Entry Requirements: Must be a registered user with a valid game account

Features & Functionality

Help tip **Mobile Game Business Plan**

Highlight the key features and functionalities of the game. This may include unique features like,

To unlock help try Upmetrics!

Start writing here..

Quality Measures

Help tip **Mobile Game Business Plan**


This section should explain how you maintain quality standards and consistently provide the highest quality service.

To unlock help try Upmetrics!

Start writing here..

Additional Services

 **Help tip**

 **Mobile Game Business Plan**

Mention if your mobile game company offers any additional services. You may include services like live streaming, hosting tournaments, support and help guide, etc.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help Tip

Mobile Game Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

Start writing here..

Unique Selling Proposition (USP)

Help tip

Mobile Game Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Mobile Game Business Plan

Describe your pricing strategy—how you plan to price your mobile gaming app and stay competitive in the local market. You can mention the freemium model you plan on introducing to attract new players to your game.

To unlock help try Upmetrics!

Start writing here..

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, email marketing, content marketing, PR, and influencer marketing.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media

Utilizing platforms like Facebook, Instagram, and Twitter to create buzz around our games and foster a sense of community.



Email Marketing

Engaging with our user base through regular newsletters, updates, and exclusive offers.



Content Marketing

Creating compelling blog posts, articles, and videos that highlight game features, tips, and strategies.



PR and Influencer Marketing

Partnering with gaming influencers and media outlets to amplify our reach and credibility in the market.



Google Ads

Implementing targeted ad campaigns to drive app installations and increase visibility.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include partnering with game subscription service providers, offering referral programs, cross-promotion, etc.

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Aligning with subscription platforms to offer our games to a wider audience.



Cross-Promotion

Collaborating with other game developers and platforms for mutual promotion.



Referral Programs

Encouraging existing users to refer new players, rewarding them for their efforts

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, regular content betterment, daily rewards and incentives, personalized service, etc.

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Implementing reward systems for long-term players, ensuring they feel valued and appreciated.



Regular Content Updates

Consistently delivering fresh, engaging content to keep the gameplay experience exciting and novel.



Personalized Service

Utilizing user data to provide tailored recommendations, enhancing the user experience.



Daily Rewards and Incentives

Offering daily log-in rewards and incentives to maintain high engagement levels.

6.

Operations Plan

Staffing & Training

Operational Processes

Technology & Equipment



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

To unlock help try Upmetrics!

Start writing here..

Staffing & Training

Help tip

Mobile Game Business Plan

Mention your gaming business's staffing requirements, including the number of developers or game designers needed. Include their qualifications, the training required, and the duties they will perform.

To unlock help try Upmetrics!

Start writing here..

Operational Processes

Help tip

Mobile Game Business Plan


Outline the processes and procedures you will use to run your mobile game business. Your operational processes may include working on the user interface, fixing bugs, introducing updates, running ads, learning programs for developers, etc.

To unlock help try Upmetrics!

Start writing here..

Technology & Equipment

 **Help tip**

 **Mobile Game Business Plan**

Include the list of equipment and machinery required for mobile game business, such as computer systems, development technology, office equipment, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

Key managers

Help tip

Mobile Game Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO & Co-founder - john.doe@example.com

John is a visionary leader with over 15 years of experience in the gaming industry. He co-founded [NextLevel Gaming Guide] with a mission to revolutionize mobile gaming through innovative and user-centric solutions.



John is responsible for setting the strategic direction of the company, building key partnerships, and fostering a culture of innovation.

- Educational Background: John holds a Bachelor's degree in Computer Science from MIT and an MBA from Stanford University.
- Professional Background: Before starting [NextLevel Gaming Guide], John served as a Senior Game Developer at XYZ Games, where he led several successful game development projects.

His deep understanding of game mechanics and user engagement has been crucial in driving the company's success.



Jane Doe

Chief Operating Officer (COO) - jane.doe@example.com

Jane is a results-oriented professional with over 10 years of experience in operational management within the tech industry.

As COO, she ensures that [NextLevel Gaming Guide] operates efficiently, fostering a productive and positive work environment.



- Educational Background: Jane has a Bachelor's degree in Business Administration from the University of California, Berkeley.
- Professional Background: Prior to joining [NextLevel Gaming Guide], Jane was the Operations Director at ABC Tech, where she successfully streamlined operations and significantly improved operational efficiency.



Alice Brown

CMO - alice.brown@example.com

Alice is an innovative marketing strategist with a knack for identifying and capitalizing on market trends.

At [NextLevel Gaming Guide], she leads the marketing team in developing and executing strategies that drive user acquisition and brand awareness.



- Educational Background: Alice earned her Bachelor's degree in Marketing from New York University.
- Professional Background: She has over 12 years of marketing experience, having worked as a Senior Marketing Manager at GameTech, where she played a pivotal role in their market expansion.



Robert Brown

Lead Developer - robert.brown@example.com

Robert is a seasoned game developer with a passion for creating immersive and engaging gaming experiences. He oversees the development team at [NextLevel Gaming Guide], ensuring the timely delivery of high-quality games.



- Educational Background: Robert has a Bachelor's degree in Game Design from the University of Southern California.
- Professional Background: With over 10 years of experience in game development, he has previously worked at Innovative Games as a Lead Developer.

Organizational structure

Help tip

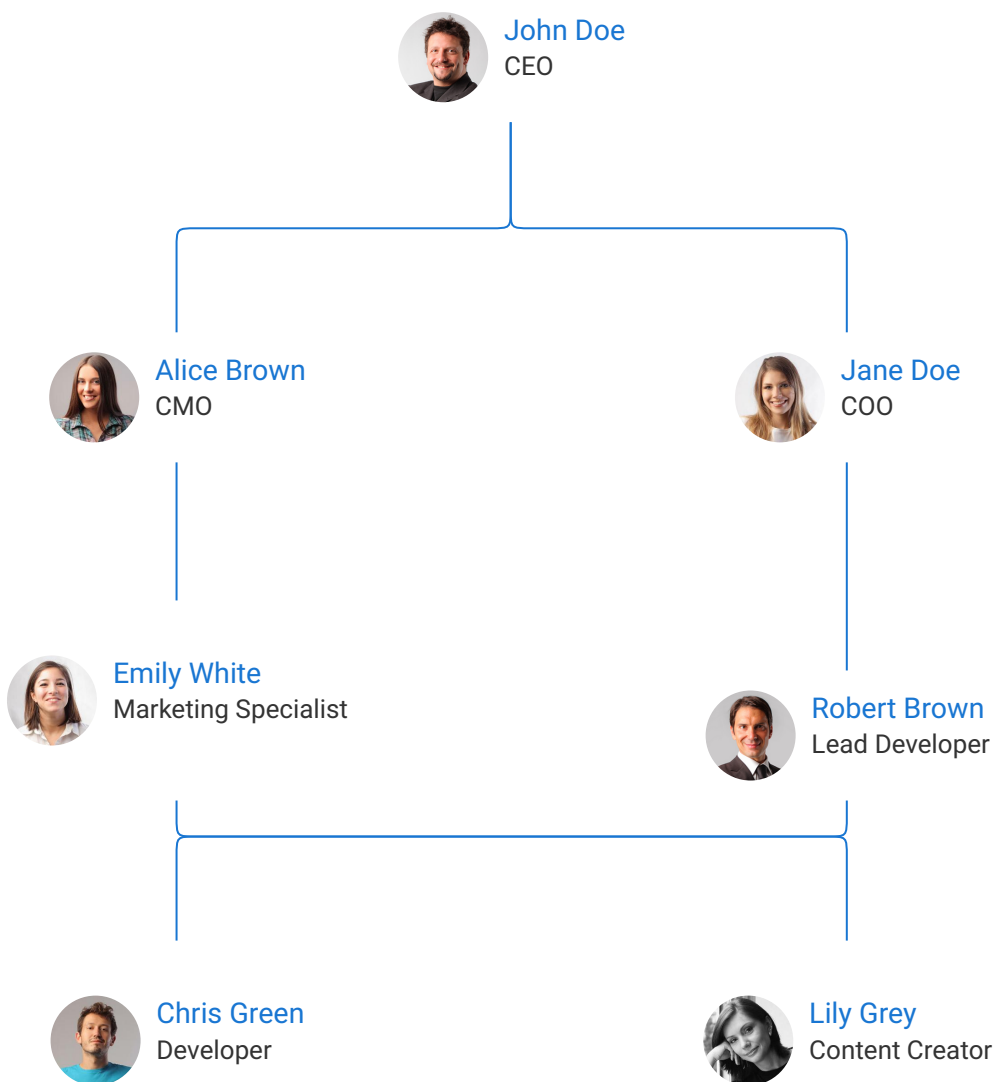
Mobile Game Business Plan

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

Start writing here..

Organization chart



Compensation plan

💡 Help tip

📄 Mobile Game Business Plan

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics! 🔒

Start writing here..

💡 Help tip

📄 Mobile Game Business Plan

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics! 🔒

Advisors/Consultants



Dr. Richard Smith

Advisor

- Expertise: Gaming Technology and User Experience
- Background: With over 20 years in the gaming tech space, Dr. Smith has been an integral part of multiple successful mobile gaming startups. Holding a Ph.D. from [Prestigious University] in Game Design and Technology, he's been a guest lecturer at numerous events and has also authored several research papers.
- Role: Advises on technology adoption, gaming experience enhancements, and industry trends.



Ms. Clara Williams

Consultant

- Expertise: Gaming Monetization and Business Strategy
- Background: Former VP of Monetization at [Top Gaming Company], Clara has a stellar track record of driving profitability for mobile gaming ventures. Her strategies have been pivotal for games that have achieved 'top 10' status in app stores globally.
- Role: Provides insights into revenue models, in-app purchase strategies, and overall business growth.

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

Help tip

Mobile Game Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

Start writing here..

Help tip

Mobile Game Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement.

Make sure to include your business's expected net profit or loss.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$575,598.18	\$1,736,993.34	\$3,505,363.45
In-Game Purchases	\$98,386.52	\$221,585.23	\$499,052.22

	2024	2025	2026
Unit Sales	98,387	221,585	499,052
Unit Price	\$1	\$1	\$1
Subscription Model	\$429,460.25	\$1,429,653.50	\$2,852,308.45
Users	13,882	33,281	61,197
Recurring Charges	\$5	\$5	\$5
Advertising Revenue	\$47,751.41	\$85,754.61	\$154,002.78
Cost Of Sales	\$47,023.92	\$94,139.74	\$165,553.14
General Costs	\$47,023.92	\$94,139.74	\$165,553.14
Development Costs	\$17,511.96	\$40,859.87	\$76,349.67
Game Development Software	\$6,000	\$6,120	\$6,242.40
Outsourced Artwork	\$11,511.96	\$34,739.87	\$70,107.27
Licensing Costs	\$29,511.96	\$53,279.87	\$89,203.47
Game Engine License	\$18,000	\$18,540	\$19,096.20
Music and Sound Effects Licenses	\$11,511.96	\$34,739.87	\$70,107.27
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$528,574.26	\$1,642,853.60	\$3,339,810.31
Gross Margin (%)	91.83%	94.58%	95.28%
Operating Expense	\$943,320	\$971,481.24	\$1,000,524.24
Payroll Expense (Indirect Labor)	\$890,520	\$916,677.24	\$943,634.52
Development Team	\$403,200	\$417,312	\$431,918.40
Game Developers	\$288,000	\$298,080	\$308,513.28
Graphic Designers	\$115,200	\$119,232	\$123,405.12
Marketing Team	\$172,500	\$176,674.56	\$180,957.84
Marketing Specialists	\$124,200	\$126,684	\$129,217.68
Social Media Manager	\$48,300	\$49,990.56	\$51,740.16
Support Team	\$314,820	\$322,690.68	\$330,758.28
Customer Support Representatives	\$169,920	\$174,168	\$178,522.56

	2024	2025	2026
Technical Support Specialists	\$144,900	\$148,522.68	\$152,235.72
General Expense	\$52,800	\$54,804	\$56,889.72
Marketing and Promotion	\$33,600	\$34,992	\$36,444.96
Digital Advertising	\$19,200	\$20,160	\$21,168
Social Media Campaigns	\$14,400	\$14,832	\$15,276.96
Operational Costs	\$4,800	\$4,896	\$4,993.92
Web Hosting	\$1,200	\$1,224	\$1,248.48
Office Supplies	\$3,600	\$3,672	\$3,745.44
Technology and Tools	\$14,400	\$14,916	\$15,450.84
Software Subscriptions	\$6,000	\$6,180	\$6,365.40
Development Tools	\$8,400	\$8,736	\$9,085.44
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$414,745.74)	\$671,372.36	\$2,339,286.07

	2024	2025	2026
Additional Expense	\$10,042.93	\$8,108.77	\$6,055.31
Long Term Depreciation	\$4,896	\$4,896	\$4,896
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$419,641.74)	\$666,476.36	\$2,334,390.07
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$424,788.67)	\$663,263.59	\$2,333,230.76
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,000,386.85	\$1,073,729.75	\$1,172,132.69
Net Income	(\$424,788.67)	\$663,263.59	\$2,333,230.76
Net Income (%)	(73.80%)	38.18%	66.56%
Retained Earning Opening	\$0	(\$439,788.67)	\$213,474.92
Owner's Distribution	\$15,000	\$10,000	\$10,000
Retained Earning Closing	(\$439,788.67)	\$213,474.92	\$2,536,705.68

💡 Help tip

📄 Mobile Game Business Plan

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

To unlock help try Upmetrics! 🔒

Cash flow statement

	2024	2025	2026
Cash Received	\$575,598.18	\$1,736,993.34	\$3,505,363.45
Cash Paid	\$995,490.85	\$1,068,833.75	\$1,167,236.69
COS & General Expenses	\$99,823.92	\$148,943.74	\$222,442.86
Salary & Wages	\$890,520	\$916,677.24	\$943,634.52
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$419,892.67)	\$668,159.59	\$2,338,126.76
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$20,000	\$0	\$0
Net Cash From Investments	(\$20,000)	\$0	\$0
Amount Received	\$180,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$80,000	\$0	\$0
Amount Paid	\$46,359.35	\$43,293.51	\$45,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$15,000	\$10,000	\$10,000
Net Cash From Financing	\$133,640.65	(\$43,293.51)	(\$45,347.12)
Summary			
Starting Cash	\$0	(\$306,252.02)	\$318,614.06

	2024	2025	2026
Cash In	\$755,598.18	\$1,736,993.34	\$3,505,363.45
Cash Out	\$1,061,850.20	\$1,112,127.26	\$1,212,583.81
Change in Cash	(\$306,252.02)	\$624,866.08	\$2,292,779.64
Ending Cash	(\$306,252.02)	\$318,614.06	\$2,611,393.70

Help tip

Mobile Game Business Plan

Create a projected balance sheet documenting your mobile game business's assets, liabilities, and equity.

To unlock help try Upmetrics! 

Balance sheet

	2024	2025	2026
Assets	(\$291,148.02)	\$328,822.06	\$2,616,705.70
Current Assets	(\$306,252.02)	\$318,614.06	\$2,611,393.70
Cash	(\$306,252.02)	\$318,614.06	\$2,611,393.70
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$15,104	\$10,208	\$5,312
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$4,896)	(\$9,792)	(\$14,688)
Liabilities & Equity	(\$291,148.01)	\$328,822.06	\$2,616,705.68
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$359,788.67)	\$293,474.92	\$2,616,705.68
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0

	2024	2025	2026
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$80,000	\$80,000	\$80,000
Retained Earnings	(\$439,788.67)	\$213,474.92	\$2,536,705.68
Check	\$0	\$0	\$0

💡 Help tip

📄 Mobile Game Business Plan

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

To unlock help try Upmetrics! 🔒

Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$575,598.18	\$2,312,591.52
Net Revenue	\$575,598.18	\$1,736,993.34	\$3,505,363.45
Closing Revenue	\$575,598.18	\$2,312,591.52	\$5,817,954.97

	2024	2025	2026
Starting Expense	\$0	\$1,000,386.85	\$2,074,116.60
Net Expense	\$1,000,386.85	\$1,073,729.75	\$1,172,132.69
Closing Expense	\$1,000,386.85	\$2,074,116.60	\$3,246,249.29
Is Break Even?	No	Yes	Yes
Break Even Month	0	Oct '25	0
Days Required	0	20 Days	0
Break Even Revenue	\$1,000,386.85	\$1,861,178.76	\$0
In-Game Purchases	\$0	\$261,940.60	\$0
Subscription Model	\$0	\$1,486,508.43	\$0
Advertising Revenue	\$0	\$112,729.73	\$0
Break Even Units			
In-Game Purchases	0	261,941	0
Subscription Model	0	29,144	0
Advertising Revenue	\$0	\$112,729.73	\$0

Financing needs

💡 Help tip

📄 Mobile Game Business Plan

Calculate costs associated with starting a mobile game business, and estimate your financing needs and how much capital you need to raise to operate your business.

To unlock help try Upmetrics! 🔒

Start writing here..

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The screenshot shows the Upmetrics 'Financial Plan' interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' statement for the year 2023-04. Below this, there is a calculator titled 'What price will you charge for each unit?' with a 'Per Unit' input set to '\$ 40'. The calculator shows how this price affects revenue, cost of sales, and gross margin.

	2023-04	2024-04
Revenue	\$245,391	\$161,011
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$134,276
Gross Margin (%)	80.9%	83.4%
Operating Expenses	\$294,379	\$318,907
	1814	\$15,279
	3.2%	\$6,607.01
	0.2%	\$121,895.01
	7.2%	\$6,627.00
	.18%	3.38%
	7.2%	\$184,675.77



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

To unlock help try Upmetrics! 

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

AI Business Plan Platform

[Get Started Today!](#)

15-day money-back guarantee

