Business Plan
Darkware LLC

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Darkware Games is an indie studio focused on crafting high-quality, hand-drawn 2D games with an emphasis on modular design and procedural systems. This approach allows us to build games quickly, efficiently, and with creative freedom.

• Mission: Inspire through art, storytelling, and interactive design
• We combine familiar mechanics in new ways across niche genres
• Each game is built on a growing library of code, tools, and assets
• Our team has years of experience in game development, illustration, and programming
• We maintain a deep network of collaborators and contractors, ready to scale
• Our workflow is supported by existing demos, libraries, and systems, reducing time to market
• We pride ourselves on our strong visual identity and lean, repeatable production pipe-

Accountability

• Capatilizing on our strengths in art and design understanding /experience
• Working with independent artist (contractors) to deliver inspirational and diverse art styles
• Loyal programmers who "know the source code" and can implement new features :
   ◦ created in house
   ◦ purchased asset libraries
   ◦ contracting programmer "specialist"
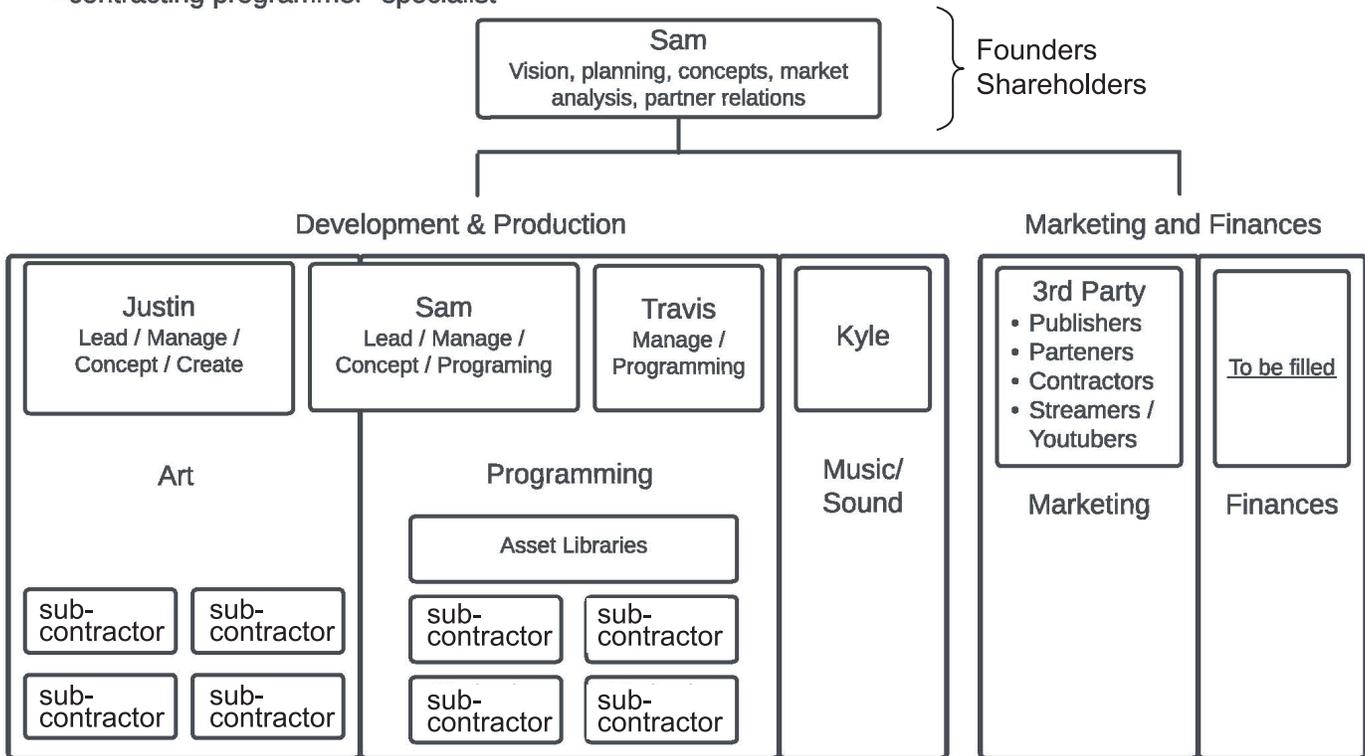
Projections

• The global video game industry is projected to reach $321 billion by 2026 (PwC).
• Indie games rose from 13% to 17% of PC/console play in just one year (YouGov).
• Gamers are shifting toward creative, affordable, and authentic experiences.
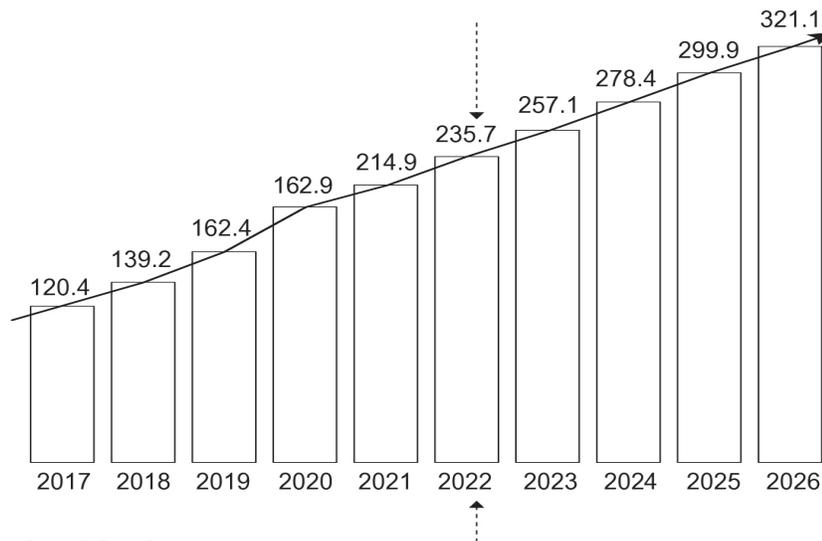
Current State of the Market

• Large studios are bloated, risk-averse, and creatively stagnant - which has resulted in massive layoffs and failures in the AAA industry, which once dominated the market.
• Production cycles are slow, expensive, and often disappointing to players.
• Small, agile, Indie studios are rising to fill the gap with bold ideas and lean execution.
• Despite this shift, few indie teams combine procedural systems with strong art direction like we do.

Problem & Solution

The Problem
• Gamers want fresh, high-quality experiences.
• Corporate studios are failing to innovate or deliver emotionally rich content.
• Many indie games lack polish or cohesion.
• Development is often too slow or costly to stay competitive.

Our Solution
• Modular systems and procedural generation allow us to move faster and smarter.
• Each game builds tools for the next, reducing dev time with every release.
• We maintain a lean, passionate team backed by trusted contractors.
• This approach allows us to make distinct, replayable games on a budget.

• Teen and adult gamers who value quality, creativity, and originality — especially on platforms like Steam, Itch.io, and consoles

• Players looking for hand-drawn, narrative-rich games in an era overwhelmed by AI-generated, low-effort content

• Fans of experimental or niche indie titles that offer something truly different

• Casual and mobile gamers open to scaled-down versions of our core titles

• Publishers seeking fresh IP, a strong visual identity, and a capable, efficient team that delivers

Current Structure
Darkware Games is led full-time by Sam Lopez, supported by a trusted network of collaborators who have contributed on a revenue-sharing or out-of-pocket basis. This team has already worked together creatively and efficiently on prototypes and demos.

Scalable Team Model
With funding, we'll begin by engaging our core team as light subcontractors, allowing us to move quickly and stay flexible. As we generate revenue and reach profitability, we plan to transition key team members into full-time roles, ensuring long-term stability and creative continuity.

Core Team

Sam Lopez – Creator, Designer, Programmer, Artist
 • U.S. Marine Corps Veteran
 • 10+ years in game development
 • 10 years as a professional technical illustrator

Travis Evans – Programmer
 • 20+ years programming experience
 • Specializes in systems and gameplay logic

Justin Wilson – Art & Animation
 • Graphic Designer
 • 10 years of experience in professional technical illustration and traditional animation

Dragos Nastasie – Music & Sound Design, Business & Logistics
 • Music & Audio Lecturer at SAE University College
 • Experienced composer and sound designer

Extended Collaborators

Kyle Misko – Composer, music systems
Cody – Programming support
Yuli Diaz – Lead pixel artist and unit design
Regan Kunst – Environmental art
Erin Waldron – Art support, sound design
Emma Skye – Voice actor
Christopher Drape – Voice actor

Darkware Games isn't just a concept — we've already built a library of demos, tools, and even published titles. We have the talent, the systems, and the proof of execution. With funding, our next step is polishing these demos to production quality and pitching to publishers.

We're not starting from scratch — we have the team, experience, and content. All we need is the final push to polish and package what we've built for a successful commercial release.

Our Game Library

GunGuru – Published Game
 • Top-down looter shooter with fast-paced action
 • Built in GameMaker and available now on Steam
 • Steam Store: https://store.steampowered.com/app/1305890/GunGuru/

Obu – In Development
 • Extraction shooter with crafting, magic, and procedural environments
 • Polished vertical slice demo and complete pitch deck ready
 • Steam Page: https://store.steampowered.com/app/2706440/obu/

Daybringer – Playable Demo
 • Stylized side-scrolling action game
 • Built prototype, needs polish and content pass
 • Steam Page: https://store.steampowered.com/app/1059520/Daybringer/

Rocket Miner – Mobile Game (Prototype)
 • Space shooter with procedural wave system
 • Available on Google Play Store
 • Play Store: https://play.google.com/store/apps/details?id=com.dark-
ware.rocketminerspaceshooter&hl=en_US

Our goal is to polish our existing demos to their maximum potential and pitch them to publishers as fully realized vertical slices. This approach allows us to show, not just tell — giving publishers a clear vision of the product and its potential.

We've already done the hard part:
- Roughe draft prototypes, demos, and systems are built but need refinement
- We have strong visual direction, functional mechanics, and unique IP
- Our library is diverse and modular — offering multiple pitchable projects

What we need now is:
- Funding to support our team in polishing and refining each demo
- Time and resources to create presentation-ready builds that prove market value

Publishers bring:
- Funding, marketing, and distribution infrastructure
- Established channels for press, influencers, platform placement, and audience reach
- Experience turning strong demos into commercial success

By leveraging everything we've already built, we increase our chances of success without starting from scratch — giving both us and our future publishing partners a running start.

Marketing Tactics:
- Publisher outreach (Steam, console partners)
- Social media & influencer engagement
- Showcase at Steam Next Fest and similar indie events

Sales Channels:
- Steam (PC, Mac, Linux, SteamDeck)
- Console stores (Xbox, PlayStation, Switch)
- Android & iOS
- Itch.io, Web, niche storefronts

Revenue Streams
- Direct game sales (Steam, console platforms)
- DLCs, cosmetic upgrades, and expansions
- Mobile: in-app purchases or ad-based revenue
- Platform revenue share (Steam, PlayStation, Xbox, Switch)
- Future licensing or IP partnerships

Marketing Activities
- Build organic audience through social media & devlogs
- Participate in Steam Next Fest and other showcases
- Outreach to YouTubers, streamers, and niche game journalists
- Build a mailing list, community via Patreon, Discord, etc.

We're using our in-development title Obu as the financial case study for this plan. These projections are based on similar titles in the genre, factoring in their estimated lifetime unit sales and average price point.
While profit is not guaranteed and the gaming industry carries inherent risks, our projections are grounded in comparable market data and a clear, efficient development pipeline.

The titles listed here range from moderately successful to top-performing games in the genre. Development timelines for a game of this scope typically range from 1 to 2 years, depending on team size and production resources.

Comparable Title Sales

Game Title	Estimated Units Sold	Price per Unit	Gross Revenue (USD)
The Riftbreaker	500,000	$30	$15,000,000
Forager	750,000	$20	$15,000,000
Tinkerlands	90,000	$15	$1,350,000
Return from Core	45,000	$16	$720,000
Lumencraft	50,000	$20	$1,000,000

These numbers represent gross revenue before any platform fees, taxes, marketing costs, or operational expenses.

Strategic Considerations

• Our internal modular framework allows for lower development cost and faster turnaround, giving us an edge in efficiency.
• Obu already has a vertical slice demo and a complete pitch deck — increasing its pitch-readiness.
• With publisher support and proper polish, Obu has the potential to enter the upper tier of this range.

Risk Statement

While we're confident in our creative direction and technical execution, it's important to recognize that:
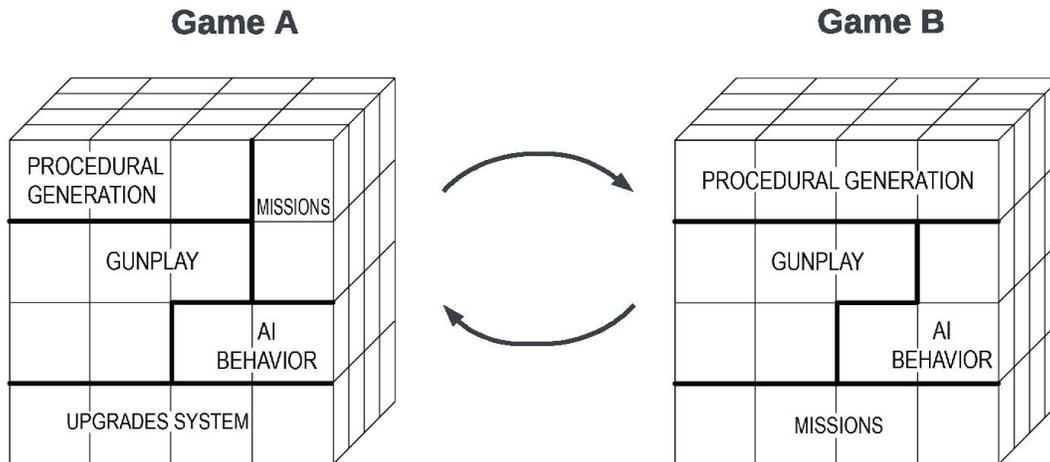 • The game market is competitive and unpredictable
 • Not all titles succeed commercially, even with strong concepts and execution
 • Success depends on many external factors: market timing, platform support, audience reception, and more

However, our diversified game library, modular development process, and visual identity give us multiple shots on goal — minimizing risk through readiness and adaptability.

<u>Ideal development scenerio : Maximizing efficency in video game production :</u>

What we do : Creating video games within a tight niche market - paticular types of games - unique to one another through variations of similar mechanical parts

• Require less employees, resources and time to produce games within similar frameworks
• Focusing on procedural generation will result in rapid prototyping and development

Game A   **Game B**

PROCEDURAL
GENERATION
                    MISSIONS
        GUNPLAY

                    AI
                    BEHAVIOR

UPGRADES SYSTEM

PROCEDURAL GENERATION

        GUNPLAY
                            AI
                            BEHAVIOR

        MISSIONS

<u>Product Scaffolding to build our Vision of increasingly sophisticated and quality games</u>

1) Planning such that each game has a dual purpose in serving as foundational to the development of the games developed after

2) Each sequential game's time to build is greatly reduced by the development of the games which proceeded it

3) More sophisticated games can be built more rapidly.

	GAME 4	

| | New Code | GAME 3 | New Code | |

| | New Code | GAME 4 | New Code | |

| | New Code | GAME 1 | New Code | |

| Current source code foundation |
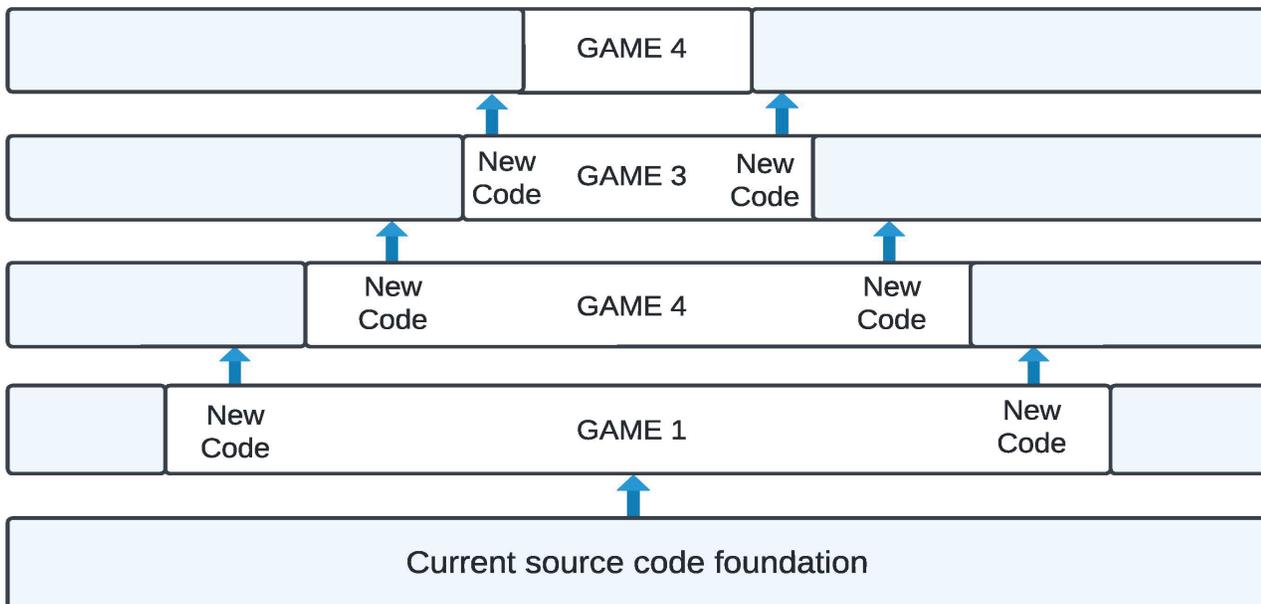
✓ Published and Shipped

● Currently in development

● Demo or prototype

● Not development yet

IP Development Roadmap

Prototypes/ Demos / Games in Development - Code Base -

Daybringer
Sleuthhound
Obu
Resfeber
Demon in the Sky
Breathe Freely
Other Assets

- Controls
- lighting engine
- menus
- basic movement mechanics
- pathfinding and AI
- platform configuration
- basic hitbox combat
- projectile hitbox
- weapons
- effects
- dialogue
- interactions
- more...

------- Top Down -------

Gunguru ✓
- Missions and bounties
- Upgrade Systems
- Advanced Procedural generation

Obu ●
- Biome generation
- resource collecting
- crafting
- ultiplayer
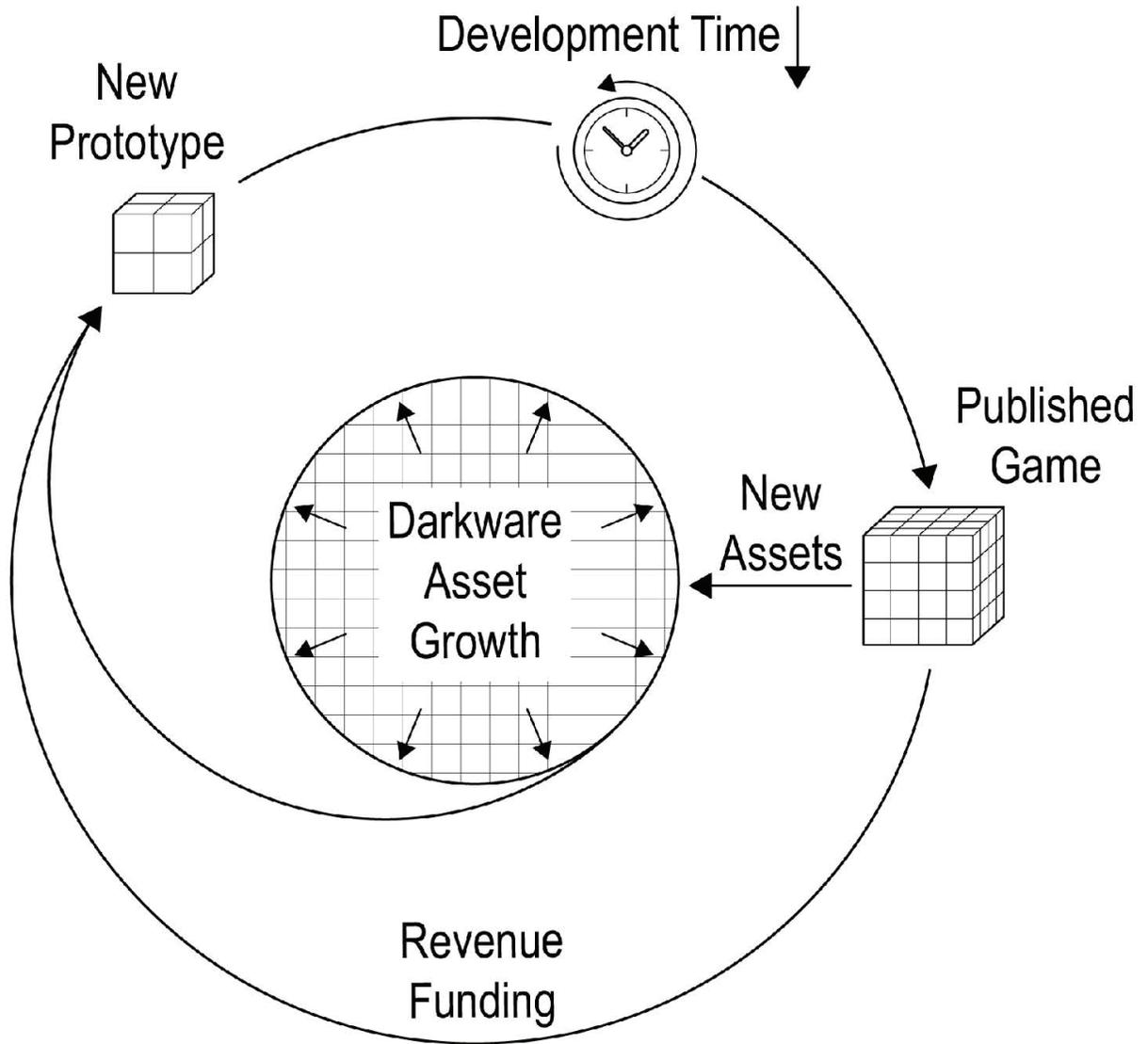- procedural enemies

Joseph ●
- Infinite Scrolling
- Infinite landmass generation
- procedural enemies
- procedural weapons
- weapon crafting and micro adjustments

MMOS
- massive multiplayer
- NFTs
●

------- Naval/ Space Infinite Scrolling -------

Resfeber ●
- Infinite scrolling
- Landmass generation
- Missions generation
- upgrades and shop
- advanced AI

Other Naval or Space resource based games ...
●

------- Platformers -------

Daybringer
Super Laser Boy
Robot Pixie
●

Rocket Miner Mobile Game ✓
- Infinite Scrolling
- Effects controller system
- Procedural mass generation
- Difficulty scaling
- items system
- ad revenue or in-app purchases

------- Mobile -------
Hypercasuals, quick development cyces, fast way to develop new mechanics and ideas

Mobile Game ... ●

Mobile Game ... ●

Mobile Game ... ●
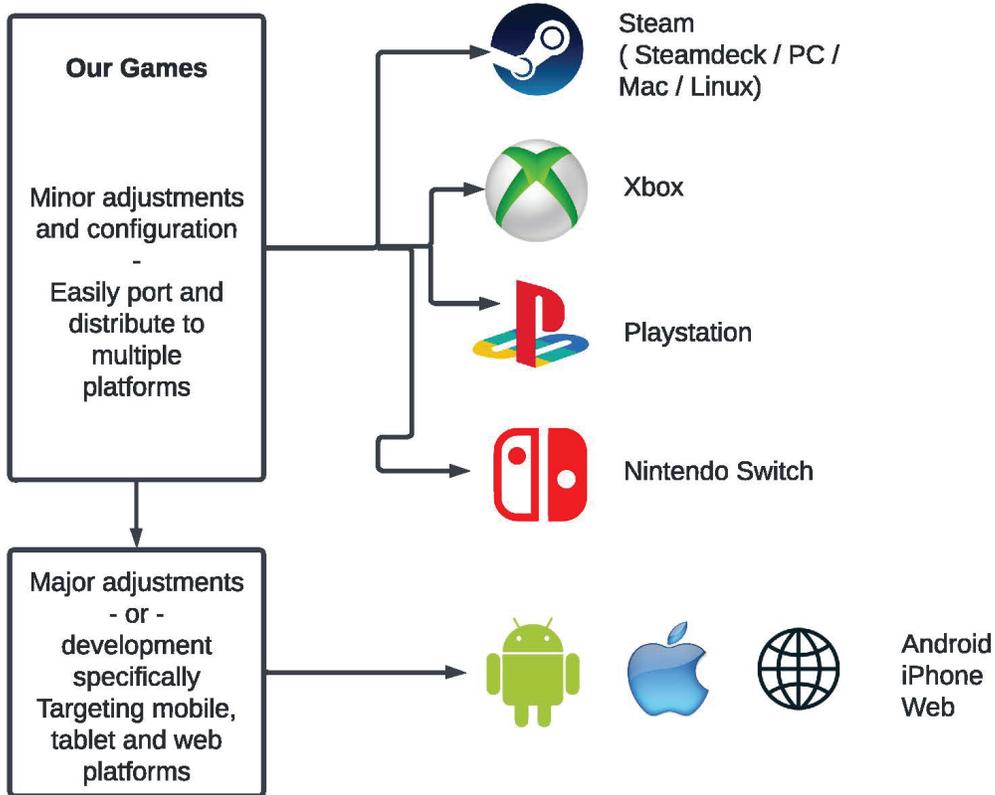
Mobile Game ... ●

Growth Flywheel
Resulting Workflow

Delivery

Benifets of using Gamemaker YoYo compiler is to quickly make variations and publish to multiple platforms with ease

Our Games

Minor adjustments
and configuration
-
Easily port and
distribute to
multiple
platforms

Steam
(Steamdeck / PC /
Mac / Linux)

Xbox

Playstation

Nintendo Switch

Major adjustments
- or -
development
specifically
Targeting mobile,
tablet and web
platforms

Android
iPhone
Web

Website : https://www.darkware.us/
Obu Pitch Deck : https://www.darkware.us/deck

GunGuru – Published Game : https://store.steampowered.com/app/1305890/GunGuru/
Obu – In Development : https://store.steampowered.com/app/2706440/obu/
Daybringer – Playable Demo : https://store.steampowered.com/app/1059520/Daybringer/
Rocket Miner – Mobile Game : https://play.google.com/store/apps/details?id=com.dark