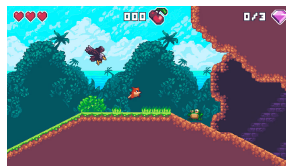


# B E W A R E

## Budgeting

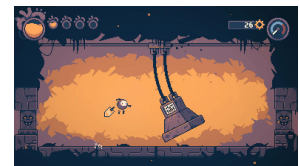
## Market Research



FoxyLand



Mago



Haiku, The Robot

### Steam Review

159

316

966

### Estimated Sales (Boxleiter method)

~9063

~18012

~48459

### Price

\$2.99

\$14.99

\$19.99

### Est. Gross Revenue (Before Steam cut)

\$27,098

\$269,999

\$1,100,698

## Beware Investment Request

- \$130,000 USD
  - Salary for myself
    - 20 months
  - Commission audio
    - Music
    - Voice Acting
  - Commission art
    - Character portraits
    - Storefront capsule art
  - Consultant
    - Review milestones
    - Accountability

## Sales

- \$9.99 USD price point
- 18k units sold to break even
  - Comparable to Mago
- 45k units sold target
  - Comparable to Haiku, The Robot
  - \$449,550