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ENTREPRENEURIAL MANAGEMENT STRATEGIES

Effective management skills are crucial in both academic and professional settings. School environments and production settings for computer science differ significantly.

Learn to:

- Create your own workflow while working as part of a collaborative team on a shared product.
- Be autonomous, complete your work, and create something meaningful.
- Be part of a functioning developer studio.

Project Overview

Create an educational Computer Science Technical Pod consisting of a director, business manager, technical lead, developers, artists, and testers. This project showcases how funded developers, and entrepreneurial individuals can contribute to a consortium to create a viable mobile application. The business model developed from this project will be used to model future tech domes for production capabilities.

Product and Service

- **Product:** Games that generate revenue and open future development avenues.
- **Service:** Created at a physical studio location, online meetings, and onsite meetings.
- **Customers:** Benefit from the work flow by learning new technical skills and accessing a turnkey franchise model.

Marketing

- **Market:** The area around the studio location.
- **Competition and Cooperation:** High schools, universities, private learning institutions, and other community resources.
- **Product Delivered:** A set of games, a team of skilled workers, and a business model.
- **Marketing Channels:** High schools, job boards, college boards, Indeed, and workforce services.

Customers

- **Location:** Studio employees at the studio location, online, and a future onsite complex.
- **Skilled Customers:** Receive hands-on training in their selected domain to work in the tech pod, without ownership.
- **Turnover:** Skilled customers who drop out will be replaced, with references provided.

Cost and Budget

- **Startup Costs:** Include computer equipment, four-person office space, access to meeting rooms, software assets, and time invested in the products, provided by the Development Director.
- **Ongoing Costs:** Office space, licensing, fees, and services, transitioning to a salary with royalties. Initial investments from the Business Manager and Technical Lead are leveraged with new equipment. These initial costs are planned to be replenished from game and student fee revenue.
- **Pay-as-You-Go Plan:** Students participate in the skilled training business model of the studio employees. Students work on their own volition and complete weekly milestones in their own timebox.