

Business Plan – StrikerCrash Studios

Executive Summary

StrikerCrash Studios is an independent tabletop game studio dedicated to creating premium board games and card games that combine innovative mechanics with unforgettable storytelling. Our mission is to build immersive worlds where every decision matters and every game tells a memorable story.

Unlike traditional tabletop publishers that focus primarily on mechanics or theme, StrikerCrash Studios believes that exceptional games are created when strategic gameplay, compelling narrative, and high production quality work together. Every title will challenge players intellectually while drawing them into rich worlds filled with meaningful choices, memorable characters, and lasting emotional experiences.

Our long-term vision is to establish StrikerCrash Studios as one of the premier independent tabletop publishers in the industry, recognized for originality, craftsmanship, and a passionate community of players.

Mission Statement

To create unforgettable tabletop experiences through innovative game mechanics, exceptional storytelling, and premium production quality that inspire players to gather, compete, and create lasting memories.

Vision Statement

To become the world's most respected independent tabletop game studio, setting the standard for strategy-driven games with deep narrative experiences.

Core Values

Innovation

Every game should introduce fresh ideas rather than imitate existing titles.

Quality

Every component, illustration, rulebook, and mechanic should reflect meticulous craftsmanship.

Storytelling

Players should remember the stories they create as much as the games they win.

Community

Our players are collaborators whose feedback helps shape future games.

Integrity

We publish games only when they meet our standards of excellence.

Company Overview**Company Name**

StrikerCrash Studios

Industry

Tabletop Gaming

Business Model

Independent board game and card game design, publishing, direct-to-consumer sales, retail distribution, and crowdfunding.

Products

- Strategy board games
- Competitive card games
- Cooperative games
- Expansion content
- Collector editions
- Accessories
- Digital companion apps (future)
- Licensed merchandise (future)

Market Opportunity

The tabletop gaming industry has experienced sustained global growth driven by:

- Increased demand for social entertainment
- Growth of hobby board gaming
- Successful crowdfunding platforms
- Expansion of local game stores
- Online communities
- Premium collectible products

Players increasingly seek games that provide deeper experiences than traditional family games while remaining accessible enough to teach new players.

StrikerCrash Studios is positioned to meet this demand through premium thematic strategy games.

Target Audience

Primary Audience

- Hobby board gamers
- Strategy enthusiasts
- Fantasy fans
- Science fiction fans
- Card game players
- Ages 14–55

Secondary Audience

- Families with older children
- RPG players

- Video game enthusiasts
- Collectors
- Convention attendees

Competitive Advantage

StrikerCrash Studios differentiates itself by combining:

- Original game mechanics
- Rich world-building
- Strong narrative design
- High replayability
- Premium artwork
- High-quality components
- Balanced competitive gameplay
- Long-term expandable product lines

Rather than creating one-off games, each intellectual property is designed to support sequels, expansions, and interconnected stories.

Product Philosophy

Every StrikerCrash Studios game should deliver:

Easy to Learn

Simple onboarding with intuitive rules.

Difficult to Master

Meaningful strategic depth that rewards repeated play.

Narrative Driven

Players become active participants in evolving stories.

Replayability

Variable setups, multiple strategies, and unique player interactions ensure no two games feel identical.

Design Principles

Games should prioritize:

- Strategic decision making
- Meaningful player interaction
- Minimal randomness
- Multiple viable strategies
- Elegant rules
- High thematic immersion
- Excellent pacing
- Balanced gameplay

Product Roadmap

Phase One

Launch the studio with a flagship strategy board game supported by:

- Professional artwork
- Premium components
- Organized play support
- Community engagement
- Online rules support

Phase Two

Expand the product ecosystem through:

- Expansion sets
- Additional factions
- New campaigns
- Collector editions

Phase Three

Develop additional original intellectual properties across different genres including fantasy, cyberpunk, science fiction, horror, and historical settings.

Phase Four

Expand into:

- Digital companion applications
- Organized tournaments
- International localization
- Licensing opportunities
- Multimedia storytelling

Marketing Strategy

Marketing will focus on building an enthusiastic community before product launch.

Key initiatives include:

- Development blogs
- Designer diaries

- Gameplay previews
- Social media engagement
- Email newsletters
- Convention appearances
- Influencer partnerships
- Kickstarter campaigns
- Community playtesting
- Discord community

The objective is to build long-term relationships rather than relying solely on paid advertising.

Sales Strategy

Revenue channels include:

- Direct website sales
- Crowdfunding campaigns
- Local game stores
- Online retailers
- Convention sales
- International distribution
- Expansion releases
- Merchandise
- Licensing

Operations

Core business activities include:

- Game design
- Playtesting
- Graphic design
- Manufacturing oversight
- Logistics
- Marketing
- Customer support
- Community management

As the company grows, specialized responsibilities will be delegated to experienced professionals while maintaining strong creative leadership.

Financial Strategy

Initial investments focus on:

- Product development
- Artwork
- Graphic design
- Manufacturing
- Marketing
- Convention attendance
- Inventory
- Website infrastructure

Revenue will be reinvested into future titles, expanding the product catalog while maintaining sustainable growth.

Success will be measured through:

- Revenue growth
- Community size

- Customer satisfaction
- Repeat purchases
- Expansion sales
- Retail partnerships

Risk Management

Potential risks include:

- Manufacturing delays
- Supply chain disruptions
- Shipping costs
- Market competition
- Cash flow management

Mitigation strategies include:

- Conservative financial planning
- Multiple manufacturing partners
- Diversified sales channels
- Strong inventory management
- Continuous community engagement

Long-Term Goals

Within five years, StrikerCrash Studios aims to:

- Publish multiple original tabletop games
- Build a globally recognized brand
- Establish a thriving player community
- Support organized competitive play

- Expand internationally
- Create enduring intellectual properties capable of supporting books, digital adaptations, and additional media

Success Metrics

The studio will evaluate success through:

- Revenue growth
- Game ratings
- Community engagement
- Customer retention
- Expansion adoption
- Retail placement
- International reach
- Awards and industry recognition

Closing Statement

StrikerCrash Studios exists because tabletop games have the power to bring people together through imagination, strategy, and shared experiences. Every product we create will reflect our commitment to exceptional game design, meaningful storytelling, and uncompromising quality. We are not simply publishing games—we are building worlds, fostering communities, and creating experiences that players will return to for years to come. As an independent studio, our success will be measured not only by commercial achievement, but by the lasting impact our games have on the tabletop gaming community.