

# Party On Wall Street

A game by *Maroon* and *Gold Game Studios*



# Roadmap



Party On Wall Street provides the perfect opportunity to practice entrepreneurial skills in a fun environment. In its current state, the video game can be enjoyed in a format not many others can claim. Being involved in its success will not only give players the ability to enjoy that venture-capitalist lifestyle, but fill the pockets of investors as well.

We invite those willing to participate in our entrepreneurial journey to help us throw the biggest ever Party On Wall Street!

## Essential Points To Cover:

1. Background
2. Our Mission
3. The Problem
4. The Solution
5. Our Technology / How It Works
6. Market Opportunity and Advantages
7. Our Team & Leadership
8. Forecast
9. Investment Opportunity
10. Contact Us!

# Background



Maroon and Gold Game Studios is a brand new company that is aimed towards teaching valuable educational skills through the fun of games. The company was originally created in order to complete the Barrett Honors Thesis at Arizona State University.

Party on Wall Street, our first video game, is designed to teach entrepreneurship.

The game was developed over the course of a year and is in playable condition. However, we are looking for more funding in order to continue development and host the game on our own servers.

The game is played through a website (PC), although it could eventually be hosted on popular game stores such as Xbox, Playstation, Steam, and more. A group of 2-10 players use their mobile devices as the controllers in order to interact with the game.

**Our mission is to provide a refreshing and exciting new experience for the tycoons in society who want a little more of that entrepreneurial lifestyle.**

# The Problem

The video game industry is known for being an expensive hobby to buy into; in order to play the newest and best games, users are required to pay for increasingly expensive hardware.

Even the expensive hardware has its limitations, usually only allowing up to four players per screen. Each additional player requires a controller (typically around \$60) to be able to participate.

Furthermore, the majority of mobile games teach players little to nothing.

In large social settings where a board game fails to entertain, or their console doesn't come with enough controllers, our phone controller design provides the solution. Party on Wall Street also teaches players valuable entrepreneurial skills.





## The Solution

Party On Wall Street is a couch-party game where players can use mobile devices to connect to a central TV screen (via four digit connection code / room code) and compete with other players.

Players will:

1. Invent solutions to randomly-generated problems created by our very own state-of-the-art problem generator.
2. Choose an invention created by another player that you think will be the idea of the century.
3. Craft an enticing and persuasive pitch for their selected product to try and woo your investors.
4. See your pitches go head to head with other players' and vote on which ones you believe in!
5. Invest your money into products that you believe have the most potential.
6. Gain a better understanding of the factors that affect how well a product does.
7. Reap rewards in Returns on Investments (ROI) from smart decisions, and take the money you've earned into another year of product development.
8. Adapt to fluctuations in the market. Show your friends that you're the greatest entrepreneur in the room, by building the empire of their dreams.

In addition to fostering an exciting game environment to compete with your friends, Party On Wall Street was built with educators in mind: the experience constantly pushes players to expand their venture-capitalist mindset by providing a stress-free environment to sell outlandish ideas.

Our platform currently allows for up to ten players to go head to head in an epic entrepreneurial battle. If investment provides the opportunity: we plan to expand this number to compensate for a potentially large player count (to support large class sizes).

# Technological Implementation

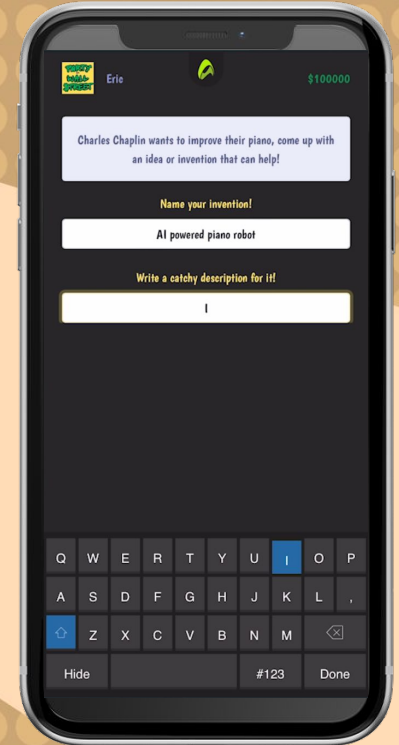
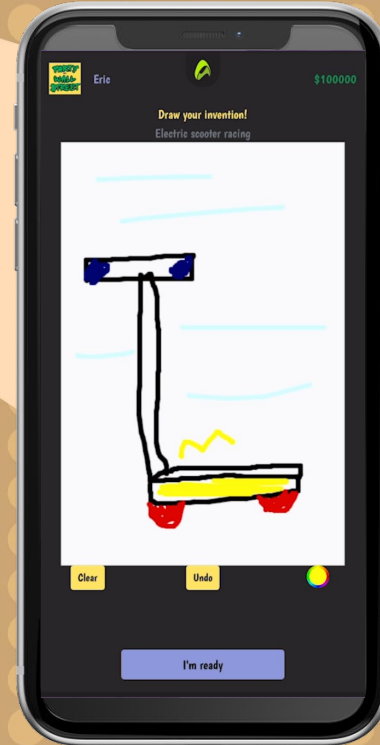


The game was created with a two-layered approach. The first layer is the screen layer, which is the part of the game that you would see on a TV, monitor, or other display. The second layer is the controller layer, which are mobile devices.

The screen layer was created using the Unity game engine. It uses the C# programming language to implement the game's logic.

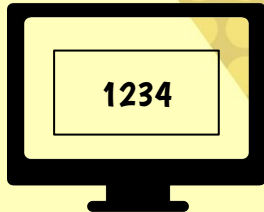
The phone layer was created using the HTML, CSS, and JavaScript programming languages.

We used AirConsole's Unity/JavaScript plugin technology in order to communicate between the phone layer and screen layer.

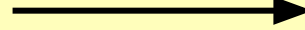
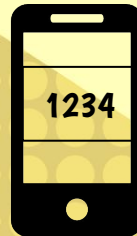


# How it Works

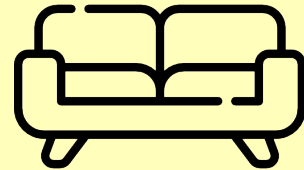
Host opens our game on TV through browser or AirConsole application



Users open AirConsole on their mobile device and connect with the code provided on the TV screen



Play the game using phone as a controller and seeing results on main screen





# How We Make Money

In its current state our game is hosted on AirConsole, thus we are subscribing to their Revenue Structure for the time being.

AirConsole charges users for their Pro Membership, titled AirConsole Hero.

AirConsole Hero users can play any game on the AirConsole store.

At the end of each month, 70% of the subscription cost will be evenly split amongst the developers of each game that the user played during that month (dependent on player engagement in each game)



# Leaving AirConsole

The goal is to eventually take our application off of the AirConsole store and host the game on our website. In addition, we would like to host the game on other popular platforms, such as Xbox, Playstation, and Steam.

This development would grant our team the ability to make more drastic changes without worrying about our publisher, like setting a flat price to the game.

Given that Party On Wall Street is the only product currently supported by Maroon and Gold Game Studios, we will continue this support (should investors supply funding) by completely dissociating ourselves with any third parties.

Upon release of our own version of the game, Party On Wall Street will cost a one-time fee of \$15, and will be accessible from our website at all times. While this does introduce the need to pay for server hosting, our team is confident that these expenses are minimal in relation to the success we are already seeing and the price we are expecting to set.



# Market Opportunity



Party on Wall Street is designed to be enjoyed by anyone over the age of ~ 10. However, our customer research surveys and the markets of competitors indicate that the primary age range of players is the young adult/college student crowd (16-24).

Furthermore, since the game has educational value, we've also reached out to business professors who have indicated interest in using our game in their classes, whether it be to teach entrepreneurial skills or just as an ice breaker.

Video games typically target massive audiences, as they're playable by virtually anyone. Party on Wall Street is no exception. Since nearly everyone has a mobile device these days, they're equipped with everything they need to play the game. For comparison, a similar "couch-party" style game, The Jackbox Party Pack, has reached over 200 million players.

With a market of hundreds of millions in front of us, if we can capture even a fraction of a percent of the market, that could equal millions of players.

# Competitive Advantage

The Kahoot! logo consists of the word "Kahoot!" in a white, bold, sans-serif font, centered within a solid purple square.

**Kahoot!**

**Kahoot is primarily an educational tool that allows users to create custom quizzes (multiple-choice based) that can be played using a mobile-device.**

**Whereas Kahoot is solely this educational experience, Party On Wall Street is subliminally educating it's users about the entrepreneurial lifestyle, through an exciting and engaging format: players aren't aware they are learning these soft skills as they use the software.**



**jackbox  
games**

**Jackbox games is a couch-party platform with small mini-games that uses mobile-devices as a controller.**

**Party On Wall Street provides an optional educational experience that expands the target audience to include not only mini-game enjoyers, but also individuals in an academic or professional setting.**

# Meet The Team!

**Eric Waters and Collin Wood are co-owners of Maroon and Gold Game Studios, the organization behind Party On Wall Street. They have equal stake in the project and have dedicated the last year to bring this entrepreneurial adventure to life.**

**Development, management, maintenance, and presentation are handled in its entirety by this duo. Work outside of their expertise such as graphic design and audio engineering is handled by privately contracted third-parties.**



## **Collin Wood**

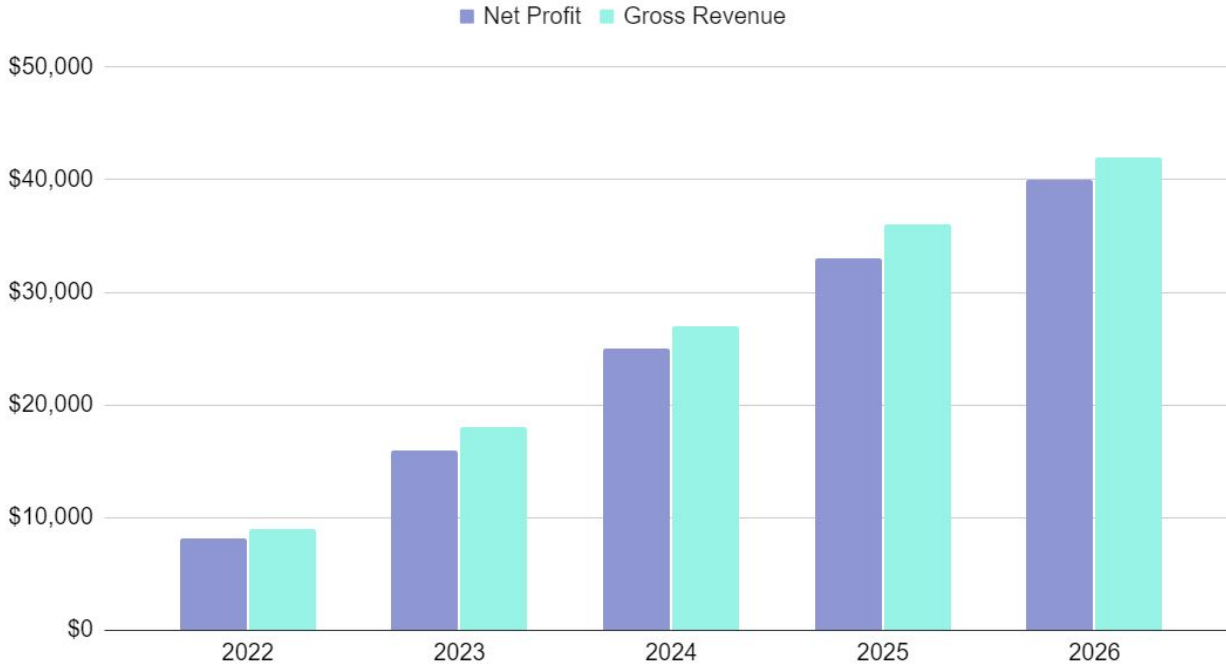
**Co-Founder, Seasoned Programmer, M.S. in Computer Science (Big Data Systems) student at ASU, Software Engineering Intern at APS**



## **Eric Waters**

**Co-Founder, Experienced Programmer, M.S. in Computer Science (Big Data Systems) student at ASU, Software Engineering Intern at Dell Technologies**

## Forecast



Based on our market research and statistics on the success of similar games, we believe that we can accumulate up to 50 sales per month in the first year.

The revenue forecast considers that each year we will be able to double our expected sales per month.

We are confident in our ability to reach these numbers. They are a conservative estimate of what we might make if we continue to push updates and new content to the game.

Our profits are consistently close to our gross revenue due to the lack of serious expenses needed for server hosting. At any given time our service should be able to handle up to 1000 devices, which is a standard in most web-based applications.

# Five-Year Revenue Forecast

# Investment Opportunity

**We are looking for the opportunity to expand the scope of our current product.**

**While Party On Wall Street is self sufficient in its current state, we believe that some changes will bring in a much larger revenue stream:**

- 1. Leave the AirConsole Store**
- 2. Build our own technology for connecting mobile devices to a central screen.**
- 3. Set a one-time purchase cost instead of a subscription-based model**
- 4. Push regular content updates**

**We ask all investors who are interested in joining us to consider purchasing a limited time convertible note offering.**

**This convertible note offering is limited to \$20,000, with up to 30% equity in our brand after valuation.**



# Try it out yourself!

If you would like to test out our game, you can do so at <https://party-on-wall-street.herokuapp.com/>.

All that you need is a computer (any reasonable laptop or PC), a mobile device, and one or more friends to play it with you!

You can also use our website to view our trailer video, learn more about us, or send us an email. We would love for you to check it out!

The screenshot shows the website for "Party on Wall Street". At the top left is a small logo with the text "Party on Wall Street". To its right is a navigation menu with links: Home, Our Mission, Who are we?, The Idea, Implementation, Business Strategy, and Contact Us. The main heading is "Party on Wall Street" in a large, yellow, serif font. Below it, in a smaller yellow font, is "Created by Eric Waters, Collin Wood, and Shaheer Khan". There are three social media icons: an envelope, Facebook, and Instagram. A paragraph of text says "You can start playing our game right here!" followed by a note: "Note: Run the game through this webpage on a PC, and then use your phones as the controllers." Below this is a numbered list of instructions: 1. Grab a group of 2-10 people, 2. Take out your mobile devices, 3. Go to airconsole.com or download the AirConsole app in your mobile app store, 4. Enter the connect code and the game will automatically start!, and 5. Click the Fullscreen button in the top right corner of the game to maximize the view. Below the text is the AirConsole interface. It features the AirConsole logo on the left, a score of "224 139 0" in the center, and a "Fullscreen" button on the right. The main content area is a large blue rectangle containing a central video player showing a colorful, cartoonish game scene with a large number "6" in the center. Below the video are two smartphone screens displaying game menus: "CREATIVES" and "LIFE". At the bottom of the blue area, the text "Phones + Screen = Console" is displayed. To the right of the blue area, there is a large white box with the text "Connect your phones as gamepads" and "Open airconsole.com on your phone and enter the code below:". Below this text is a large white box containing the code "224 139 0" with a small gamepad icon to its left. At the bottom right, there is an image of a hand holding a smartphone displaying the AirConsole app interface.

Party on Wall Street

Home Our Mission Who are we? The Idea Implementation Business Strategy Contact Us

## Party on Wall Street

Created by Eric Waters, Collin Wood, and Shaheer Khan

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AirConsole

224 139 0 Fullscreen

6

CREATIVES

LIFE

Phones + Screen = Console

Connect your phones as gamepads

Open [airconsole.com](https://airconsole.com) on your phone and enter the code below:

224 139 0



# Contact Us!

**Brand Email Address (All Business Related Inquiries)**

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