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# KYRAE TABLETOP ROLEPLAYING GAME

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Less Roll-Playing and More Role-Playing with Monsters

MOON TALON LLC

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## Executive Summary

Imagination is a stranger to no one. With it we are able to travel light years away, time travel, create alternate universes, befriend dragons, rule kingdoms, and even destroy worlds. Kyrae was born from such curiosities and "what if's". What if there were no humans? What if monsters were friendly? What if there was more than one world to explore? Befriend naeons, monster who will be devoted companions. Embark on an adventure where you can create unique characters and naeons to explore and learn about not just one world, but seven, and all of their mysteries.

Within this document the term, "mechanics", will be used frequently. Mechanics are the rules and structure of how a game works. It is how the player interacts with the game and how the game responds. Most people are familiar with the use of dice. Generally speaking, dice act as a medium for conflict resolution, allowing for randomized results within a framework that helps establish the rules of the game.

The Kyrae Tabletop Roleplaying Game (TRPG) is a fantasy roleplaying game aimed towards a niche community comprised of an overlap of gamers that play Dungeons & Dragons and of the Pokémon series and similar genre of games. Kyrae will begin through traditional pen-and-paper means and expand to mobile and to video games.

## Business Description and Vision

Moon Talon LLC will develop the Kyræ Tabletop Roleplaying Game. Moon Talon will design both a setting and a core rule book to allow players to mix and match control over how they play their game. Moon Talon LLC would tap into the ever-growing tabletop market, specifically the monster taming niche genre, which currently only has one direct competitor with very limited mechanics; monster vs monster. It is a highly unexplored niche and untapped market.

As a startup company, Moon Talon LLC will be in the e-business market. This allows for ease of entry to the market and provides accessibility to consumers who want our product. It also allows for fewer startup costs.

As the company grows, so too will the product lines. Our vision is to share unique stories and worlds through multiple forms of media starting with a TRPG. Our future goals are to expand to the mobile and video game markets. We aim to become the new standard for the monster genre by developing creative means that strengthen the bonds players have with their monster companion(s).

# GBAS

## Goals – Narrow & Stable

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Moon Talon LLC will target adult audiences who continue to play within the monster capture genre and those that play tabletop roleplaying games such as Dungeons and Dragons, Pathfinder, and Exalted. To put it in other words, our target customer would be the overlap of already current tabletop players who engage in existing TRPGs and play video games that focus on monster taming mechanics.

The environment would be stable as there is a clear understanding of what it is we want to provide our consumers; a product with fully fleshed out setting with rich lore, colorful characters, and interesting worlds to explore, and mechanics that allows players to do more than just monster capture which the current market lacks. Kyrae TRPG offers newness and customization for gameplay within this market.

## Boundaries - Impermeable

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Our boundaries would be considered impermeable given that we are working within a very niche market. Kyrae would take advantage of the fact that there isn't any real competition. This would allow for a more nuanced mechanics guide that can be adopted into other settings within a fully fleshed out setting that would be attractive to lovers of high fantasy and those who want something different that the current market doesn't provide. The current tabletop roleplaying game market only has one direct competitor within this field; MajiMonsters. All other competitors are indirect within both the tabletop and video game role playing game genre.

We are catering to those that have a collector's instinct who want more customization for both their personal characters and the monsters that they collect. This product will be very attractive to them and if successful, be able to retain valuable and loyal customers. Because this is a very narrow group it will be difficult to attract outside consumers.

## Activity System – Simple - Flexible

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The bulk of the work is going to be done by one individual, Elora King, who will write and do the artwork necessary for the two books. Luke and John will develop the mechanics which are the most important assets to the book. Because there are only three individuals working on the project and only three primary tasks of the creation of the product, this puts our Activity System as a simple one. There may be a need to hire contract writers to aid with speed and avoiding tunnel vision.

As being simple, it is also a mostly flexible one where the writing and mechanics could be done by any of the members.

Once the work is completed and ready for publishing, all work will be handled by Elora until revisions are needed.

# Organization and Management

## Structure of Our Business

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The Kyrae Tabletop Roleplaying game will be done under Moon Talon LLC, owned and operated by Elora King with Luke Ashworth-Sides and John A. Tate as members. As progress and funds allow, Moon Talon will expand to incorporate specialized writers to aid in the development of Kyrae.

## Team Members

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### Elora King | Founder & CEO

Elora is a graduate of the University of Louisiana at Lafayette with three degrees in Management, Business Law, and Entrepreneurship. She has over 6 years of experience working with various independent game development companies in a variety of positions giving her a unique combination of skills and knowledge between video game design and table top design and over 10 years for the project development itself. An avid lover of the monster genre, Elora hopes to expand the genre with the Kyrae Project. She is responsible for the overall design of Kyrae. This includes over 300+ different designs for monsters, over 40+ for playable races, 7 different planets, and lore for each major segment of the game. She will also be responsible for a bulk of the writing, editing, and all artwork done for the project.

### James Luke Ashworth-Sides | Lead Game Designer

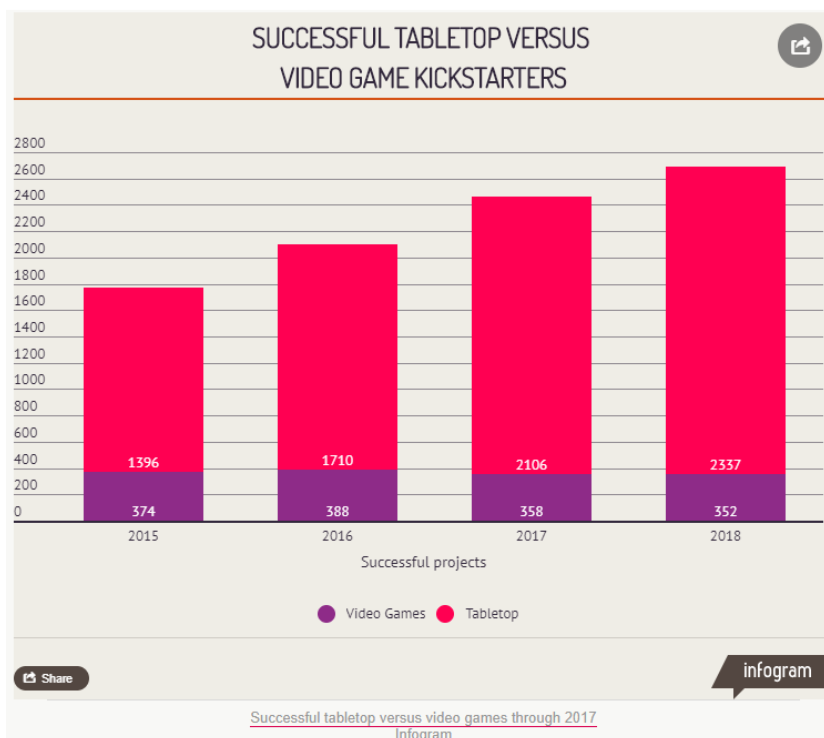
Luke was the first student to graduate from CMU with a degree in Rhetoric as an undergraduate. He assisted Bob Miller, the creator of the Opportunity Machine, in the initial development of the organization working to help the Lafayette Economic Development Authority focus on supporting startups throughout Lafayette and the surrounding region. After that, Luke worked for Lafayette Chamber of Commerce on business development and policy analysis, before going into business for himself and adopting the role of Lead Game Designer for the Kyrae Tabletop Roleplaying Project. Combining extensive experience in research, writing, editing, and start up business management with a lifelong interest in roleplaying games and the development of house rules, settings, and systems, Luke brings both enthusiasm and experience to the project team.

## John A. Tate | Game Designer

John Albert Tate is a game designer trained in the School of Cinema's Interactive Game Development Program out of University of Southern California. He has apprenticed under figures such as Spender Zuzolo and Billy Joe Cain since he was 14 and continued to work in game development with Singaporean game developer Personae Studios immediately out of Graduation. In this time he has participated in many projects both of video game and tabletop game development, personal and professional. John will use his knowledge to design fun and engaging mechanics for Kyrae.

## Channels

Moon Talon LLC will utilize Kickstarter as a means to receive funding for the project. Kickstarter is a global crowdfunding platform used for a number of different projects. Kickstarter is an excellent choice as there is a growing demand for tabletops as shown below.



As of 2000, Wizards of the Coast did a survey that revealed 5.5 million people play tabletop roleplaying games<sup>1</sup>. There hasn't been a more recent survey, but one can assume there is a growing market with Kickstarter's numbers in successfully funded independent TRPGs. Tabletop games are seeing an upward trend and as of 2018, pledges made on Kickstarter was

at \$165 million, accounting for over 85% of total money pledged on the website<sup>2</sup>.

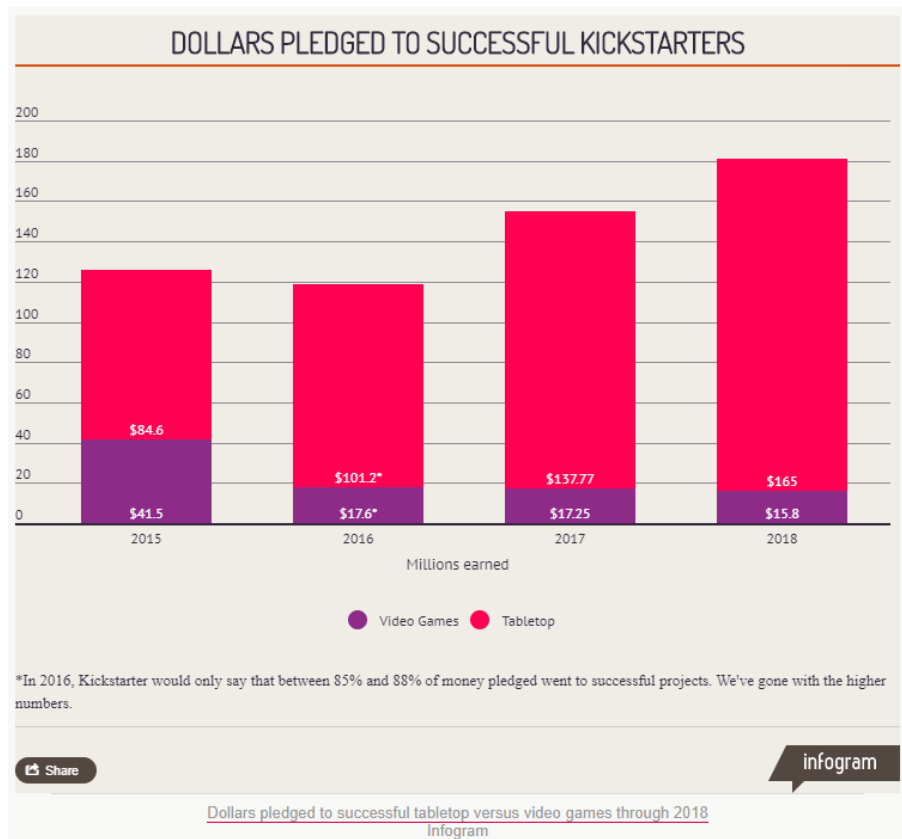
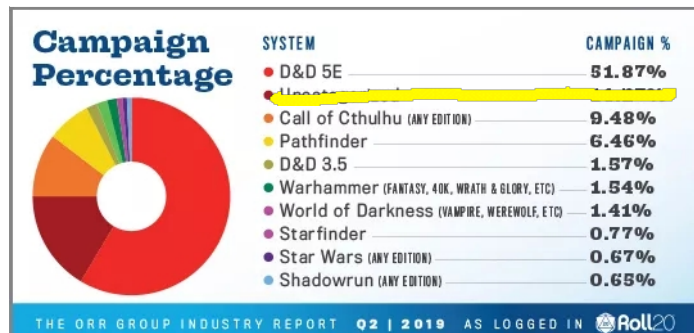
<sup>1</sup> Phillips, C. (2013, July 29). *After 40 years, popularity of tabletop gaming rises despite high-tech competition*. Retrieved from <https://www.timesfreepress.com/news/life/entertainment/story/2013/jul/29/after-40-years-popularity-tabletop-gaming-ri/114446/>

<sup>2</sup> Hall, C. (2019, Jan 15). *Tabletop games dominated Kickstarter in 2018, while video games declined*. Retrieved from <https://www.polygon.com/2019/1/15/18184108/kickstarter-2018-stats-tabletop-video-games>

According to icv2.com, "...and Roleplaying Games, the smallest category, was up 22% from \$45 million in 2016 to \$55 million in 2017."<sup>3</sup>

## U.S./CANADA GAMES SALES – 2017

HOBBY GAMES CATEGORY	RETAIL SALES (IN MILLIONS)
Collectible Games	\$725
Non-Collectible Miniature Games	\$270
Hobby Board Games	\$345
Hobby Card and Dice Games	\$150
Roleplaying Games	\$55
<b>TOTAL HOBBY GAMES</b>	<b>\$1,545</b>



<sup>3</sup> Griepp, M. (2018, July 30). *HOBBY GAMES TOP \$1.5 BILLION*. Retrieved from <https://icv2.com/articles/news/view/41016/hobby-games-top-1-5-billion>

Kyrae TRPG will be distributed by DriveThruRPG.com once its Kickstarter goal has been met. This website was chosen as it has high traffic, allows for on-demand printing, and ease of access for users. It also has a high ranking through search engines when looking for TRPGs and a mobile app that allows users to access their books on the go. By having them as our sole provider we can have a 5% increase on profits retained from each sale.

To retain loyalty and be active with our consumers we will utilize social media outlets such as Twitter and Facebook. Online communities tend to flock to using Discord, a natural evolution of Skype made for gamers that allow for chat rooms, video, and voice chats. Many developers and businesses have been using Discord to connect with their markets and receive feedback. It would be in our best interest to foster and interact with our communities to strengthen our customer relations.

Progress will be primarily tracked through base product sales. Progress can also be determined with additional context through various media outlets (eg. - Kotaku) and social media.

Future plans will to include a mobile app that allows players to have ease-of-access to available materials to create their campaigns, save characters, and keep track of monster companions. This mobile app will be available for both iOS and Android.

After a successful Kickstarter, Moon Talon can expand to Patreon; a website that allows creators to get community support through various membership options. It is ultimately a loyalist program. Membership options allow us to receive monthly funding while rewarding loyal subscribers. At this time, it is too early to decide what options to create until we've established a presence within our target market.

## Financial Plan

Using Kickstarter as our means for our initial funding, we can expect to have a goal of around \$67,000 USD to cover the expenses.

Our cost breakdown is as follows:

<b>Source</b>		<b>Costs</b>
<i>Writing</i>	\$45/page for 400 pages	\$18,000
<i>Art</i>	\$30/hour	\$30,000
<i>Luke</i>	\$40/hour	\$23,000
<i>John</i>	\$25/hour	\$14,400
<i>Adobe CC</i>	\$52.99/month or \$599.88/yr	\$600
<i>Web Hosting</i>	\$20/month	\$240
<i>Kickstarter Fee</i>	5%	\$3,162
<b>TOTAL</b>		<b>\$66,402</b>

We are working under the assumption that Luke and John will work at their respective rates at 6 hours per day for 4 days out of the week for a max of 6 months. The art has been calculated the same way.

Once the project is ready for sale through DriveThurRPG, we can expect 70% return from sales as we can expect to be exclusive partners with OneBookShelf. PDF formats will cost \$15 and \$45 for hardcover books. This means we get an \$10.50 return on each PDF and for hardcovers, if it costs us \$16 to make at \$45 that's  $\$45 - \$16 = \$29 \times 70\% = \$20.30$  per sale. To break even we would need to sell 6380 PDFs or 3300 hardcover books.

Moon Talon LLC can create a monetization structure through several means as we become more financially independent. These would include the following: Patreon, peripherals, books, and a mobile app.

Patreon would allow us to create tiers of membership choices that reward backers while also creating a monthly stream of income separate from book sales. It would enable players to access early writing of in process books, special splats unavailable to common purchase and similar, for various monthly subscriptions ranging from as little as \$1.00 USD a month to as much as \$20.00 USD a month. This is subject to change.

Peripherals would allow players to purchase Kyræ related products to add immersion to their games. These would include GM (Game Master) Screens, play mats, specialized dice, models and 3D printer blueprints. Models of the monsters, or naeons, will be customizable. This means we will need to allow for interchangeable parts similar to how Game Workshop handles their figures. This would be a future goal and with 3D printing becoming more accessible and cheaper, at this time, it's difficult to get appropriate estimates.

All situated roleplaying games have what are known as splatbooks. These are separate from the core rule book to add additional rules and materials for players to use within the core system. Kyræ should be no exception and would utilize multiple splatbooks to expand the Kyræ universe to further player enjoyment. These act as expansions to already existing material and are an essential part of the tabletop business model.

With a mobile app, we can have our products create synergy with one another. To connect the core rule book to the planned mobile app, each purchase of a core rule book would come with a code to unlock within the mobile app or be purchased separately. With each book that comes out we can add codes to connect to the mobile app to unlock specific features. The app itself would be free-to-access for players without access to the core rule book. It would operate under a freemium model of microtransactions but not be intrusive to player enjoyment. A paid version of the app, either through the app itself or through a code from the core rule book, would unlock the GM mode. This would enable the creation of campaigns that could connect to other players using the app.

What is available to the players will depend on what books have been registered with the GM's app.