Eimear Studios LLC • Kendra Corpier • kendra@eim-games.com • 330-599-8917

## Introduction

Eimear Studios is a video game developer that will transform the landscape of action adventure games. For those of you who follow the video game industry, you know that studios like Moon Studios and Yacht Club Games have become wildly successful developing action adventure games. The problem, however, is that these games ultimately focus on a single hero saving the world with a very linear storyline. They don't challenge players to think about the consequences of their actions or to think outside the box. We plan to change that.

## Company and Management

Eimear Studios was newly founded in June 2020 in Maryville, Tennessee by Kendra Corpier. Kendra is the CEO along with Todd Hasson as the CMO.

Kendra has been in game development for 20 years, starting her career with THQ, Inc. after graduating college in 2006. Kendra has worked on several games, including publishing several of her own titles. In 2012, Kendra moved to Ohio and helped develop Ohio's emerging game development and technology ecospace by working with schools, universities, and community groups all dedicated to the growth in STEM education and the growth of Ohio's game development industry. In 2020, Kendra moved to Tennessee and is passionate about doing the same, here.

Todd Hasson is the CMO of Eimear Studios. He is a serial entrepreneur looking to help Tennessee's technology industry grow. He has over 20 years of experience developing companies from construction to medical billing. With his extensive knowledge and experience on B2B and B2C relationships, he will help lead Eimear Studios to success.

## Product

Eimear Studios develops action-adventure video games. The current game in production, Enfield's Apocalypse, is currently in early stage development, and is scheduled to be published in Spring of 2023. The first game demo is scheduled to be finished in December 2020 for the Xbox ID program, and the consumer marketing will launch in January 2021.

This emerging type of gameplay is very popular among players from teenagers to thirty-five-year-olds, the fastest growing segments of the video game market. There are approximately 133 Million players in that target demographic, and they spend over $35.4 Billion annually on games, in-game purchases, and merchandise.  We anticipate that our first game alone will eventually see 10 Million downloads, and generate $56 Million over a 5 year period (which is the typical lifespan of a successful game).

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## Our Competitive Advantages

Our research has shown that the action-adventure type of gameplay is very popular among teenagers to thirty-six-year-olds. With this fun new mechanic and the consumer demand for this type of game, we believe Enfield's Apocalypse has the opportunity to take the game world by storm.

Eimear Studios is also one of only a few female led game development teams, which is a competitive advantage for marketing. This type of marketing will show a female led technology company, which will inspire people to learn more about how we got started and how others can get involved.

Our team's experience in business development and game development will be an advantage to other studios, as most independent game developers have very little to no experience in developing a business and have only worked on a few, if any, previously published game titles.

## Financial Considerations

Following the release of Enfield's Apocalypse, Eimear Studios' plan is to expand the studio into two development teams, allowing for two indie games to be made simultaneously. We expect to be profitable within 6-9 months of our first release, allowing the studio to grow further, producing additional titles and creating technology jobs right here in East Tennessee.

Our research, based on the profits of similarly funded and developed games is expected to be $5 million during the first year after the game is published, and then $50 million during the game's lifecycle, which is typically about 5 years.

## Startup Financing Requirements

Eimear Studios is currently seeking $300,000, which will allow us to move forward with the first game, and cover the costs to purchase equipment, software licenses, marketing, and hiring another artist and programmer.  In the coming year, we'll be raising an additional $650,000 to bring the game to market, and to begin production of our second title.  Our goal is to be acquired by a larger publishing company such as Microsoft, which recently purchased the game developer ZeniMax for $7.5 billion dollars.