

Business Plan for H-POP

1. Executive Summary

Game Overview:

H-POP, which stands for "Hilarious Power of Perception," is a trivia game designed to captivate audiences through a unique combination of humor, competition, and attractive cash prizes. Players watch a series of short, funny videos, followed by trivia questions about each video. Points are awarded based on the accuracy and speed of answering, and players compete in real-time against others, advancing through levels as they win.

Key Differentiator:

Unlike traditional lottery games, H-POP offers a much more engaging, skill-based way for players to win life-changing prizes. Our game offers multiple prize tiers and a level structure designed to exponentially increase prize amounts as user engagement grows.

2. Mission Statement

Mission:

To provide a fun, accessible, and rewarding trivia experience worldwide, offering players the chance to win substantial prizes while enjoying an entertaining game.

3. Product Description

Gameplay Mechanics:

1. **Watch and Answer:** Players watch funny, engaging videos and then answer trivia questions about what they saw.
2. **Points System:** Points are awarded based on how quickly and accurately players answer.
3. **Competition:** Players compete against two others in each game. Winning 3 games or defeating 6 players earns them a prize and the opportunity to level up.

Revenue Model:

Entry Fee: The game costs 20 cents USD per play, ensuring accessibility to a wide audience.

Advertiser Revenue: Additional revenue is generated from funny commercials used as videos, allowing advertisers to target a captive audience in an engaging format.

Prize Structure:

Players advance through a series of levels, each offering larger cash prizes.

The starting jackpot of \$10,000 is projected to grow with player participation, eventually reaching levels where players can win lottery level prizes in the highest level.

Prize structure incentivizes continued play and progression through levels.

Future Game Levels and Growth Goals:

- Level 4: Jackpot starts at \$10,000, expected to reach \$24,000 with 24 wins.
- Level 5: Launches with \$25,000 jackpot, scaling to \$100,000.
- Level 6: Jackpot starts at \$250,000, scales to \$1M with 700,000 players.
- Level 7: \$10M jackpot, scaling to \$100M at 18M players.

4. Market Analysis

Target Audience:

Our audience includes trivia enthusiasts, lottery players, and casual gamers aged 18-65 who are attracted to skill-based games with significant prize potential. The global reach includes English-speaking markets in the US, Europe, Asia (excluding China), South America, and Africa.

Market Size and Opportunity:

The global mobile gaming market is projected to reach \$153 billion by 2027, with casual gaming as one of the largest segments. In the US alone, daily lottery ticket sales reach \$50 million, reflecting the high demand for games with life-changing prizes.

Competitive Advantage:

- **Low Entry Cost:** Only 20 cents to play, making it accessible to a broad audience.
- **Better Odds than the Lottery:** Structured rewards offer players a higher probability of winning significant prizes.
- **Skill-Based:** Unlike pure chance-based lottery games, H-POP rewards players based on observation and recall, appealing to those looking for a skill element.
- **Sustainable Engagement:** Our plan incorporates a growing library of funny, relatable video content, ensuring continued user engagement.

Case Study of HQ Trivia:

HQ Trivia demonstrated the potential for a trivia game to go viral, reaching 2.4 million players. However, poor monetization and unsustainable gameplay led to a rapid decline. H-POP addresses these weaknesses with a solid monetization model, a better prize structure, and sustainable, engaging gameplay.

5. Revenue Model

Primary Revenue Streams:

1. **Entry Fees:** 20 cents per game. With an initial target of 24,000 players spending an average of \$2 per week, this would generate a monthly revenue of over \$200,000
2. **Advertiser Revenue:** Revenue generated from featuring funny commercials, enhancing the game's entertainment value while providing advertisers access to a highly engaged audience.

Revenue Growth Strategy: As we reach key player milestones, we will incrementally add levels and increase jackpot values to retain player interest and expand the audience.

6. Marketing Strategy

1. Viral Growth Campaign:

- **Social Media Ads:** Targeted campaigns on TikTok, Instagram, and Facebook to capture attention in key demographics.
- **Influencer Partnerships:** Collaborate with popular influencers in the comedy, trivia, and gaming communities.
- **Referral Program:** Incentivize players to invite friends, with both parties receiving a free game upon successful referral.

2. Paid Advertising:

- **In-App Ads:** Advertise the game in other apps targeting trivia, puzzle, and lottery enthusiasts.

3. Public Relations:

- **Press Releases:** Leverage major milestones, like reaching 1 million players or offering a \$1M jackpot, for media attention.
- **Podcasts and Interviews:** Promote the game on entertainment and gaming podcasts, reaching an engaged audience.

7. Operations Plan

Development Team:

A core team focused on gameplay, graphics, video integration, and user experience optimization.

Technology:

- **Backend:** A scalable server infrastructure to handle large volumes of simultaneous users.
- **Security:** Robust encryption and fraud prevention to protect user data and ensure fair gameplay.
- **Video Content Management:** Regular updates to video content to ensure a fresh and engaging experience.

8. Financial Projections

Initial Funding Requirements:

- **Game Development:** \$300,000
- **Marketing and Outreach:** \$200,000
- **Operating Costs:** \$150,000 for the first six months

Projected Revenue (5-Year Timeline):

With user growth milestones of 24,000, 700,000, 18 million, and 260 million players, revenue projections scale from \$1 million in the first year to over \$50 million by Year 5, primarily through player entry fees and advertiser partnerships.

9. Investment Opportunity

Use of Funds:

We are seeking \$650,000 to cover game development, marketing, and initial operational costs, with the following allocation:

- **Game Development: 30%**
- **Marketing and Outreach 40%**
- **Operational Costs and Infrastructure: 30%**

Investor Returns:

Equity Offering: Investors will receive a 100% of the profits till the investment is paid back, then equity shares for the life of the company. We are seeking \$650,000 with the smallest investment of \$5000

ROI Potential: With H-POP's scalable model and the ability to quickly reach millions of users, we anticipate a 3-5x return within three years.

10. Conclusion

H-POP combines the engagement of trivia with the thrill of large-scale rewards, filling a gap in the gaming market for a skill-based game with life-changing prize potential. This project's unique structure, low-cost entry, and broad global reach position it to be a lasting sensation, driven by viral marketing and sustained by continuous, humorous content.

By investing in H-POP, you're not just funding a game; you're backing a world-changing experience. Join us in launching the next big global gaming sensation.