



Game Shuffler

Easing Decisions One Game at a Time

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Problem Statement

People have access to too many options, specifically when it comes to board games, making it difficult to choose what to play. How can we help our user organize and decide on what game to play based on their own boardgame collection while minimizing decisions?

Global Implications

- Consumer overchoice and decision paralysis are problems experienced globally, lending to the need for a solution in the board game market

Top 5 countries in board game revenue



- Global board game sales expected to accelerate at a CAGR of 7.30%

Market Analysis

What makes the board game industry unique?
Who is our target market?



Ownership

As opposed to movies and music nowadays, board games are largely physical products that are owned.



Repeatability

Board games are meant to be played more than once as opposed to movies or books, generally speaking.



Avid Board Game Players

Our target audience are avid board game players who own a plethora of games that need cataloguing.

Diversity

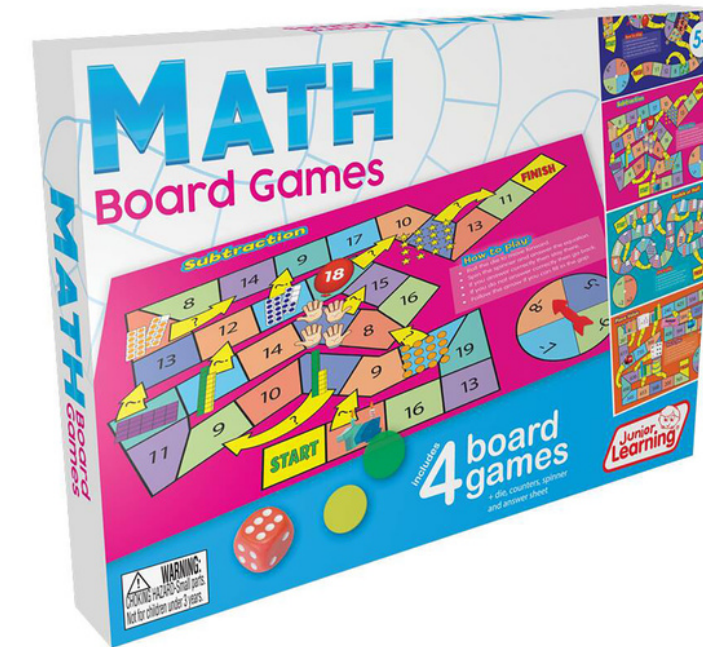
Cross-Generational

Board games are played by a variety of people, not restricted to things such as gender, age, education level, or nationality



A Multipurpose Market

Board games have been around for hundreds of years, ranging from purposes in education and geography to pure entertainment



Potential Solution



We propose an app called the Game Shuffler that would select a game, with help from our user survey, for the user to play based on their board game collection

BoardGameGeek (BGG)

The app would connect to the user's BoardGameGeek account and will filter through games in their "owned" collection.

User Survey

The user will answer questions about the number of players, the play time, and difficulty of the game that they are looking for.

Filter

The app will take these selections and select a game that fits these parameters from the user's "owned" collection on BGG.

Financial Projections

Cost

App Development & Maintenance: \$150,000

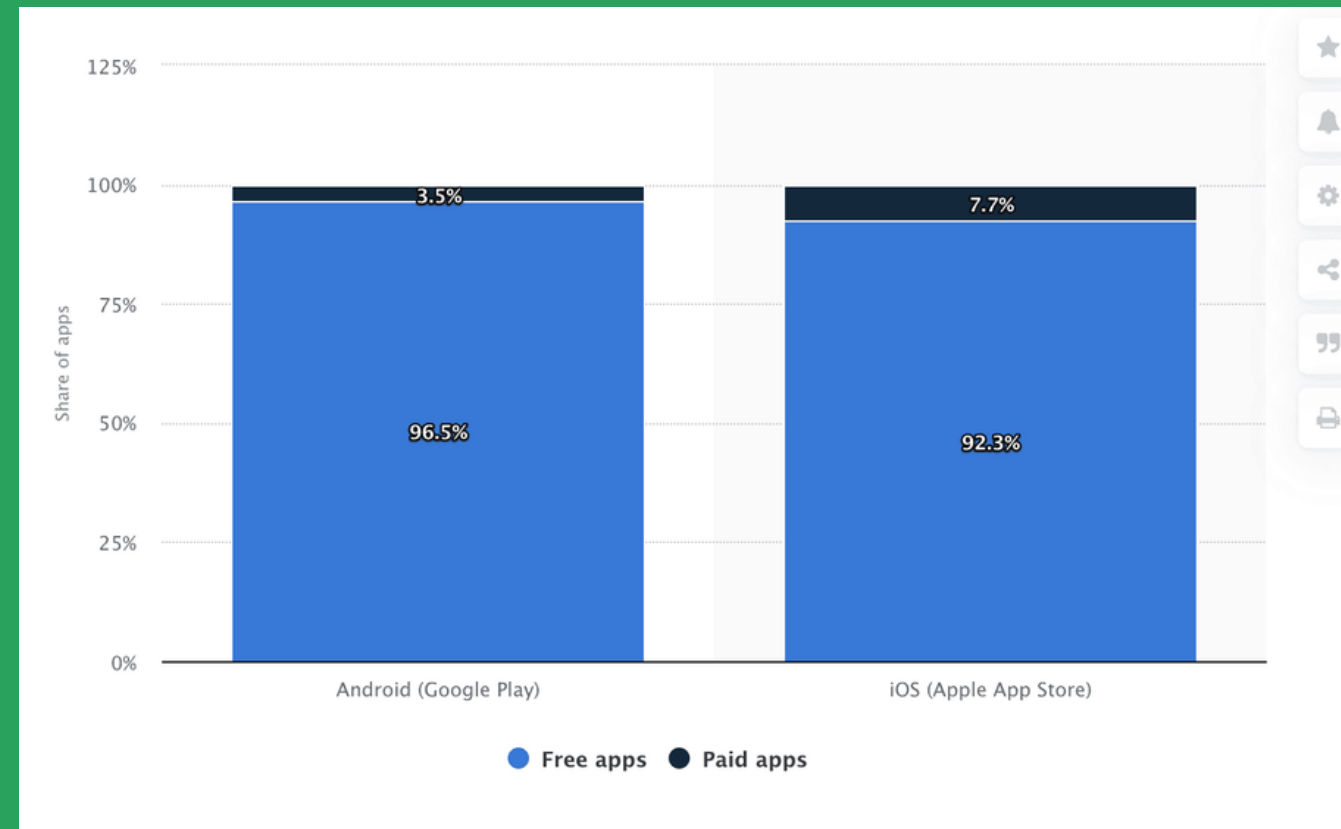
- Our app would fall into the “Basic” category since it is data-driven but also multi-featured with an advanced algorithm

KICKSTARTER

- Kickstarter has a large tabletop games category, which saw a 19% increase in money raised from 2017 to 2018. We will use the Kickstarter platform to crowdfund money for developmental costs

Financial Projections

Revenue



98% of app revenue worldwide comes from free apps

Revenue Sources

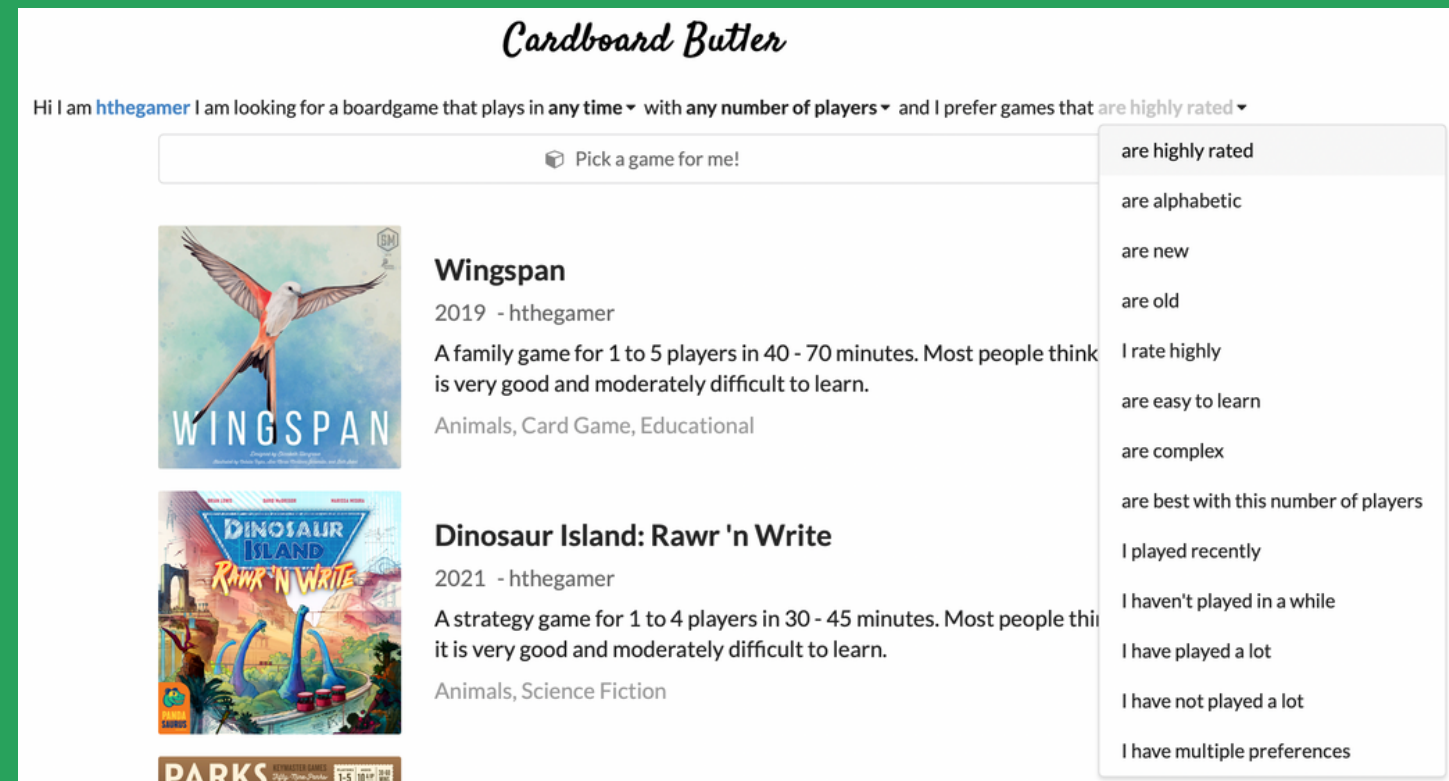
- In-app purchases
- Advertisements
- Sponsorships

Pricing Models

- CPM (Cost Per Mille)
- CPC (Cost Per Click)

Competition

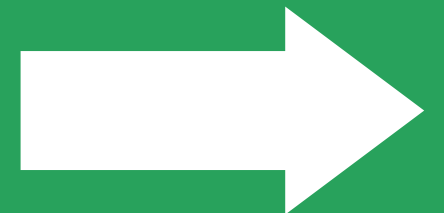
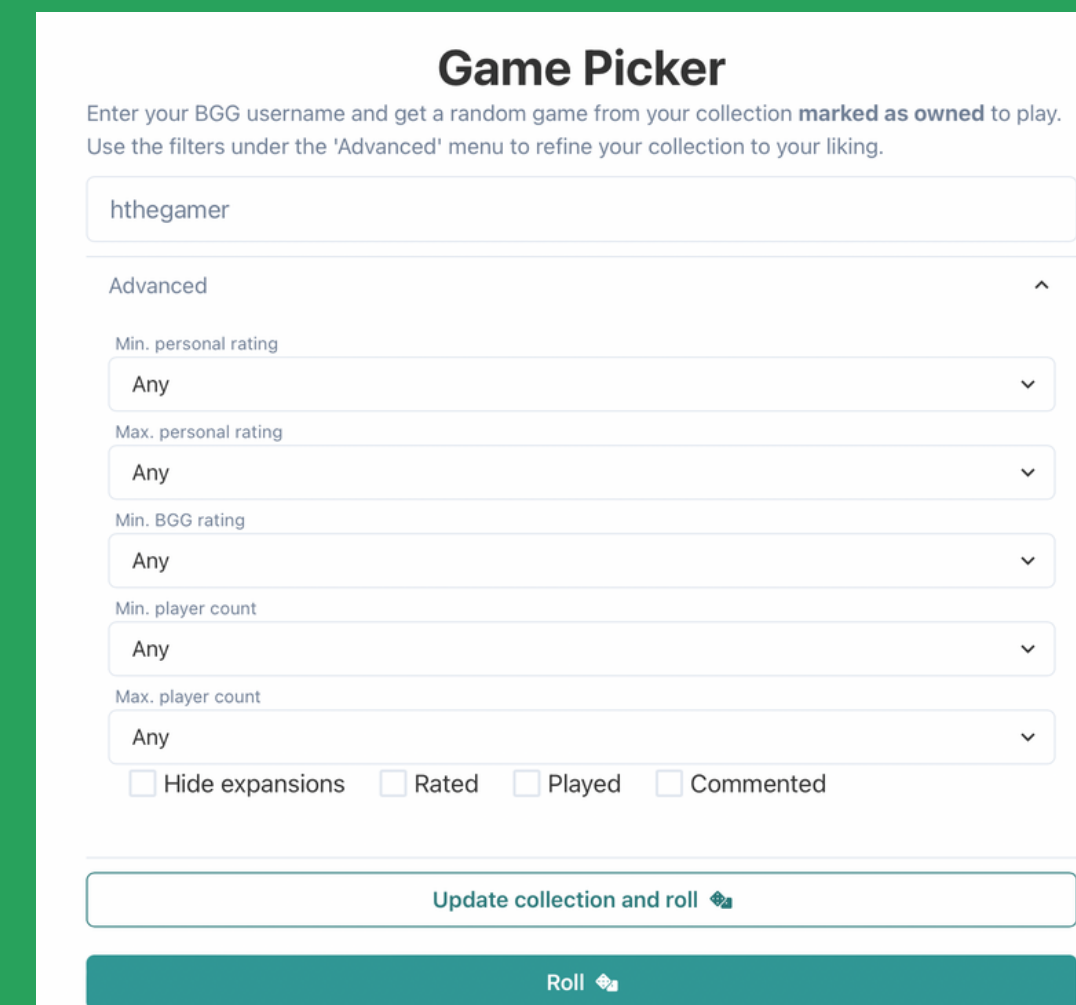
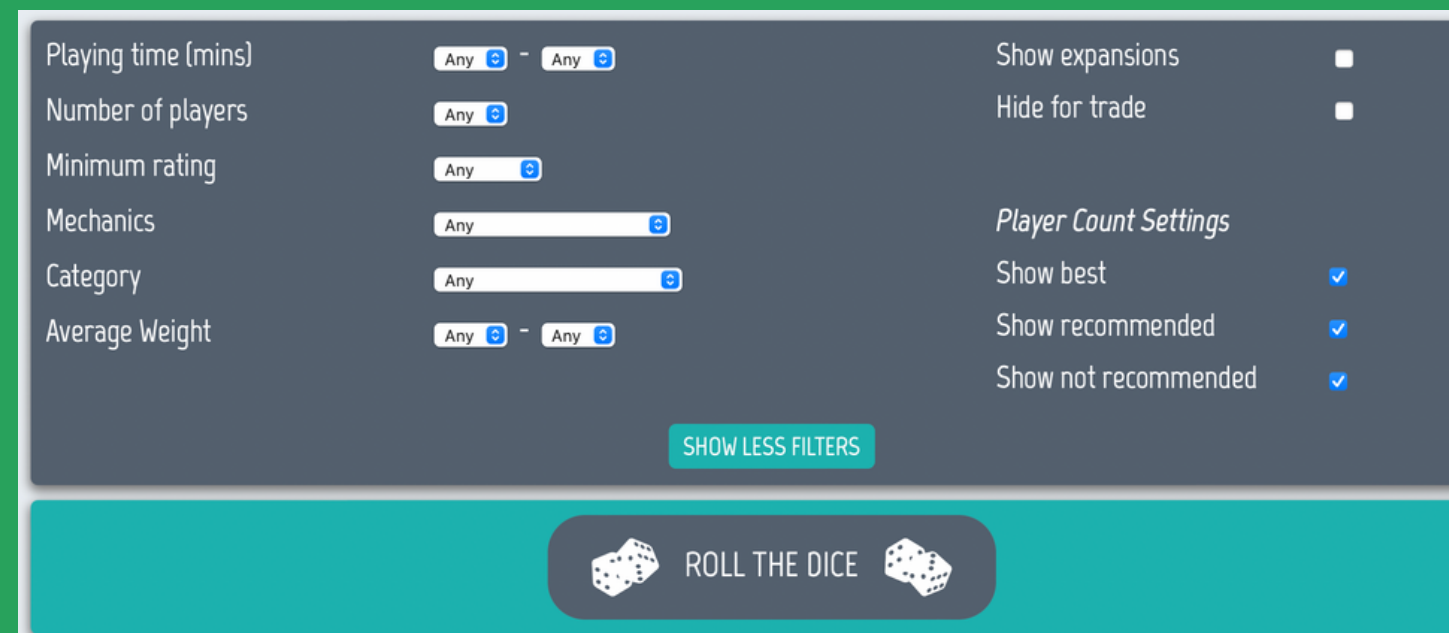
- Cardboard Butler



These 3 websites are our main competition when it comes to providing a solution for our problem statement. The screenshots show the filters offered to their users

- Board Game Picker

- Board Game Caddie



Competition

Our Unique Value Proposition:

Our app can be used offline, unlike our competitor's solutions that are all web-based, making them only available online

Strengths + Weaknesses of Competition

Some strengths include: using BGG API to access user's game collection, including a filter to help narrow user's choices, and targeting avid board game players by promoting their sites on Reddit

Some weaknesses include: site functionality, limited filter options, and poor UX design



Limitations and Challenges

Competition

Our competition are mostly websites, so our app will help us stand out.

Human Error

In developing an app, we are bound to have errors in the function of the code.

BoardGameGeek

If BGG were to ever shut down, we would need a new algorithm.

Kickstarter Marketing

Draw users to Kickstarter site to gain funding



Kickstarter has a large board game community



Fundraising campaign on Twitter, Instagram, and TikTok



Helps raise funds as well as interest in the project

Launch Marketing

Draw active users to our product



Partner with board game streamers and influencers



Influencers would show the functions of the app



Streamers would use the app during the stream to show the ease of use