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1.0 EXECUTIVE SUMMARY

MM. LLC develops mobile games relating to traditional cultures and current issues. MM. LLC is developing their very first mobile game, ‘YUT PLAY’, as a start-up company. This business plan illustrates our game design and game strategies we are employing to get customers and create a solid revenue stream. It is not just any mobile game company. Our unique focus of designing games with a twist gives us an advantage over our competitors by giving customers a new outlet to enjoy mobile games. This fills a read that needs not just traditional games but expands our reach to people who would normally not play mobile games yet are intrigued by the different angle we use.

1.1 Product & Services

Modern people are into playing games on various digital platforms, such as computer, or mobile devices. People are always looking for playing a new game because they are easily tired of playing the same game. That means most digital games don’t keep make people playing for a long time. However, some of ancient or traditional games are still popular. For that reason, we wanted to recreate a Korean traditional game ‘Yut-no-ri,’ which has a long history and have been forgotten to people for a long time, on a mobile device. We’d like to make a new version of ‘Yut-no-ri’ game to bring their old memories and revitalize and their lives, it could be the way for its players to inherit Korean traditional culture. Also we wanted to introduce to people, who never played, the traditional game in a new form, so it lets people all around the world know and share Korean culture with this game together.

‘YUT PLAY’ is basically played on iPad tablet platform. There are two ways to play this game; one is a classic version of game, which player learns the traditional way of playing; the other is challenge mode, which has many new features, such as special missions to do that traditional game doesn’t have. The interface of the game is represented Korean circumstance, which shows images of Korean historic view, secret garden of palace, and the sign of zodiac that is related with the history of ‘Yut-no-ri’. Basically we aimed at extending game features without losing the original game mechanics and feeling of the original game.

1.2 Marketing

According to reports from DFC Intelligence, the worldwide market for portable and mobile games is expected to grow to $11.7 billion by 2014. By 2014, sales for games on the iPhone/iPod Touch are expected to account for about 24% of total portable game software sales.

(Reference: IE Sherpa 2010.10;www.ieshrpa.com)

In the United States, Consol Games were a highly developed, so relatively the preference of Mobile Games was not high, but the iPhone and iPad have been spreading quickly, and the current trend is an increase Mobile Game Uses. Particularly, global Mobile Game companies, such Infospaces, Jamdat Mobile, mforma, and etc, are growing by leaps and bounds. As EA took over Jamdat Mobile, and THQ established THQ Wireless, existing big game companies have actively participated in Mobile Game market. Moreover, Mobile G
ame Publishers in West Europe have produced excellent results through developing new Mobile Games and converting well-known traditional games to mobile devices.

1.3 Company

MM. LLC will be created as a California C corporation, owned by YOUNG EUN MIN. As of this writing, it has not been chartered yet and is still considering alternatives of legal formation. The initial office will be established in A-quality office space in California. The vision of company is to provide people with a brief escape of fun over the course of their normal day. We do this by providing them with timely interactive games that they can access on their mobile devices games that are easy to play and have some connection with communication.
2.0 PRODUCT

2.1 Concept of Product

2.1.1 Impetus

‘Work’ is the necessary condition to maintain our life, such as food, clothes and shelter. On the other hand, ‘Play’ is a creative break to recharge our energy of life. In the ancient societies, agriculture and hunting occupied most ‘Work.’ However, the concept of ‘Work’ in modern society doesn’t mean just physical work. The idea of work in ancient society no longer pertains for many modern people, who do most of the work with computer and mobile devices.

The idea of work in modern society is changed, and also the idea of play is also changed. The ancient society had a tradition of family games and community games. However, modern society can’t preserve that kind of tradition. It has changed to personalized games, often delivered by the Internet and mobile device. Traditional games, which made people communicate with each other in face-to-face, was replaced by personal games. Computer games and mobile games are the representative examples of the personal games. Game contents diffused in Apps store should make more deep personalization of modern play. Tina Banitez, writer of game magazine says, “Most families are separated by miles, exceedingly busy work schedules or video games, blackberry messages and Internet searches. One of the things that is a tragedy in today’s world is the average family is having dinner together two or three nights a week.”


Games of ancient society had a productive function that gave a rest and pleasant time for the people. In the modern society, also we need this productive function of games, and games of ancient society included other good social functions communication and social solidarity. However, games of modern society can’t preserve these good social functions. Moreover, according to increased on-line games and mobile games, traditional games are disappeared so rapidly. It is substituted to digital games of advanced digital products like iPad and iPhone. However, there is a serious question that “Was mobile game contributed to human life as a healthy play? Mobile game as a personal play can be a creative break for modern people? When a mobile game player wins a game, what’s the meaning of this victory? Can you find out any good function with this victory like a social communication and social solidarity? We can’t believe it. When the most games of digital devices are end we can feel some emptiness? Sometimes these kinds of games make people exhausted. It is just an energy consuming of our life.

Traditional games are not a problem. Even if modern people play a traditional folk game for the first time, it is still interesting. Traditional games in a long history had interesting elements always. The real problem is reduced opportunity that modern people can play interesting traditional games because new internet and mobile games chased out traditional folk games modern people can’t have a chance to experience them. So then, why don’t we create traditional folk games in mobile devices? Is it impossible? No! We can find out traditional folk games as a mobile device. There is a little famous traditional folk game as mobile device, but unfortunately these are not interesting. These traditional fol
folk games have no competitive power against modern games. Maybe there are some critical problems.

2.1.2 Concept of Product

What are games? It is difficult when one tries to answer the question “what are games.” We say that games are energy revitalization of our lives. Games can give us a creative break. Games are great communication tools for our friends and family. In the personalized modern society, which games can shows productive function like social communication and solidarity that is basic functions of traditional folk games. What is the best game for the communication for friends and family? Definitely it is a board game. (Reference: Katie Salen/Eric Zimmerman ‘Rules of Play’ 2003)

When people play board games, they can talk with each other more than usual. We’re so immersed in technology, playing a board game is a break from all that. (Robin F8) Board games are wonderful tools for family members to spend quality time with each other. It helps them to interact, to share on an emotional and intellectual level, and it’s really good bonding. (Reference: Robin Summerfield ‘Families still gather around the game board’ 2005)

Today, playing board games provides sweet relief from our busy, noisy and tech-heavy lives of television, video games, the Internet and cell-phones. (Reference: Robin Summerfield ‘Families still gather around the game board’ 2005) Playing board games is a social thing. As long as people sit in a circle and play and talk to each other, board games will be popular. (Reference: Carol Bidwell ‘Creating a game of family conversation’ 1999) Most interesting, perhaps, is the fact that rather than sitting silently in a darkened movie theater or other amusement venue, more people are apparently eager to spend quality time at home. One way to nurture this growing trend is by participating in family-oriented activities such as a board game playing. (Reference: Denise I. O’Neal ‘Rules of board games teach rules 1999)

The most interesting Korean traditional board game is Yut-no-ri. It has a thousand year history, and it is a typical game to enjoy with all family members. Maybe most Korean adult people have that happy memory. Yut-no-ri’ is exciting enough and easy to unite participants. ‘Yut-no-ri’ is a very proper game to play together, especially for families, and the way of playing itself is also interesting. Compared with other interesting traditional games in the world, it’s outstanding and creative. However it has been forgotten and also a number of young people of the modern society don’t know about it anymore. Why have these kinds of amusing traditional games been forgotten to people? What is makes people sour on these games?

There is a new way to show Yut-no-ri game for them. It is a mobile Yut-no-ri game. iPhone and iPad can make it possible. Moreover, Korean young generation and most young generation of the world can enjoy Yut-no-ri as a board game on mobile devices. If people focus on mobile devices, we can follow them. We can show how the Yut-no-ri game is interest in mobile devices. If we create a new mobile Yut-no-ri game, it means a revitalization of traditional board game that has been forgotten. If we create a new ‘Yut-no-ri’ game added a modern twist in mobile devices, can it make people feel that happiness again? We believe digital Yut-no-ri game on iPad & iPhone can give us some ener
gy revitalization, and it can preserve good productive functions of social communica-
tion and solidarity.

In iPhone App Store, we can find out similar mobile game of Yut-no-ri, but it shows
only same feature of traditional Yut-no-ri game. There is no different shape compare
with traditional game. In the game, we will create new style. Visual image, game rules
and game tools will be created by new idea because mobile game is so different with
traditional one. We want to show that feeling for new generation of the world. That is
the reason why we want to recreate and revitalize ‘Yut-no-ri’ on a mobile device, and
it will serve as an impetus to the study of developing modernized traditional folk play
with the value of the world cultural heritage.

2.2 Development of Product

2.2.1 Precedents

Scrabble game for iPad is from a board game. Scrabble game took America by storm in
the early 1950’s and has continued to grow in popularity. In 1931, Alfred Butts trans-
lated his lifelong love of crossword puzzles into a board game. Mr. Butts, attempting
to create a game that uses both chance and skill, combined features of anagrams and
crossword puzzle-and called his new game “Criss Cross Words.” Scrabble game was
strictly a home entertainment for his family and friends. Until we began to use the In-
ternet, Scrabble game was an off-line board game, but now it has developed to on-line
game, and also it has developed to mobile game on iPhone & iPad. Scrabble game for
iDevices is not different with an off-line game in rules, and it is still interesting. Color-
ful visual elements and functions of game operation are more developed than before.
Eventually, the player is satisfied with the scrabble game on mobile device. There are
another favors for players who use iPhone & iPad together, as an advance game playing
system. We want to develop mobile Yut-no-ri game successfully like a scrabble game. If
we can develop interesting game rules, easy operating functions, and advanced playing
system with digital devices like iPhone & iPad, it could be possible as a successful mobile
game Yut-no-ri. The game has a traditional long history, and we can discover it as an ar-
chetype. Scrabble game and Yut-no-ri game also have an archetype, and it makes them
interesting to people. Even if modern society has a different life style yersus ancient
society, archetypes of game are not changed. People always know what is universally
interesting. There are simply not enough chances for people to experience traditional fol
game Yut-no-ri. If Yut-nori game was developed on a mobile device, iPhone & iPad players could realize an interesting its archetype for more than a thousand years.

2.2.2 Methodology

Turn based game, is the game mechanics of traditional folk game, Yut-no-ri, alike ‘Candy Land’, where players race pieces around board to finish. The way of playing the game is that there are four Yut sticks (one flat side and one rounded). One of flat sides is marked with back arrow mark. You can get six types of results from throwing action of Yut sticks by one player. The result is made by random solution but based on probability. First, we call it DO (one flat side, three rounded). It has 18.75% probability and makes a piece to move one step of the game board. Second, we call it GAE (two flat sides, two rounded). It has 37.5% probability and makes a piece to move two steps. Third, we call it GEOI (three flat sides, one rounded). It has 25% probability and makes a piece to move three steps. Fourth, we call it YUT (four flat sides). It has 6.25% probability and makes a piece to move four steps. Fifth, we call it MO (four rounded sides). It has 6.25% probability and makes a piece to move five steps. Sixth, we call it BACK-DO (one flat side with ‘-’ mark on the flat side of stick, three rounded). It has 6.25% probability and makes a piece to go back one step.

A team or player that makes all pieces go around of the board is a winner. If you get YUT or MO you can have one more chance to roll Yut. If you get BAEK-DO you must go back one step the way you just passed. If you get the same spot with yours, you can stack and move together. If you get the same spot with an opponent, you can make it remove of the game board. The game board has 4 possible courses a PIECE can take. If your PIECE lands on a spot, which is connection point, leads to two Spots, you will have the choice to pick either pathway on your next turn. When you pick the way, you cannot go back the way until you get Back.

2.2.2.1 Prototypes

PROTOTYPING 1:
First of all, we tested people, who haven’t had any experience playing Yut-no-ri game b-
before, and we got their response to Yut-no-ri game because the new mobile game Yut-no-ri has to be played by worldwide customers. We showed paper-type of Yut-no-ri game to the players with new quadrangle design and new operation rules. When we explained game rules they were so interested in. Every participant concentrated on Yut-no-ri game. When somebody got a win, he was yelling that “I won,” and the other player who defeated yelling also, “Try one more game.”

Players showed almost same response that to catch another player is the best exciting part of the game. And someone said, “If there is more bonus chances, it will be more fun.” And player thought BACK-DO could be a good chance. Finally most players thought this game is so much fun itself. On the other hand, some players suggested negative opinion that game rules are a little strict. They want to control game by themselves, and the other player said quadrangle board design reminds them of a chess board. So then, we considered round type board design again.

PROTOTYPING 2:
In the second prototyping, we changed the shape of game board from square to round. It was a sort of return to the design archetype of traditional Yut-no-ri game. The round type of board design of Yut-no-ri game was preserved in long history. The purpose of new board design was an innovative attempt for modern people. We thought modern people like square board design, but as a result, it proved the traditional archetype has an authentic reason of presence.
PROTOTYPING 3:
We’ve researched various communicative functions of Yut-no-ri game between participants. When some people play Yut-no-ri game, usually they talk with each other more than usual because they have to decide various conditions. First of all, they have to form each team. Next, they have to decide the order of throwing Yut sticks. Then, they have to discuss racing strategy, and etc.

Eventually Yut-no-ri game makes people one as a team that plans together with careful thinking. In the second prototyping, we changed the shape of the game board from square to round. It was a sort of return to the design archetype of traditional Yut-no-ri game. The round type of board design of Yut-no-ri game was preserved in long history. The purpose of new board design was an innovative attempt for modern people. We thought modern people like square board design, but as a result, it proved the traditional archetype has an authentic reason of presence.

2.3 Features & Benefits

2.3.1 Visual Design

2.3.1.1 Symbolization
There is no unique visual concept in traditional folk game ‘Yut-no-ri’ when it is developed as a mobile game. The only thing we could keep as an archetype is the tool of ‘Yut’ and ‘Board’ in that game. We thought the most important thing that we should consider in the process of developing ‘YUT PLAY’ on a mobile device is how to create the interface design in the game.

First of all, we created symbol image of mobile game ‘YUTPLAY’ because it would be introduced on Appstore first. We created different two types of symbol image for iPad and iPhone. We focused on the typography of its title ‘YUTPLAY’ because it is the first image consumer can see on Appstore. We figured title ‘YUTPLAY’ as dynamic images of stick. There is some strategic approach to an appealing active and fun image of the game. Symbol icon of ‘YUTPLAY’ is shows on iPad and iPhone. Then it has to differentiate itself from other icons. We focused on dynamism, stability and amplification. And we created another free download icon for sales promotion.

2.3.1.2 Visual Mapping

For creating visual interface for ‘YUTPLAY,” we researched various Korean cultural images because definitely this game based on Korean traditional folk game itself. Long time ago most Korean people played ‘Yut-no-ri’ on the center-ground of village. Then we tried to map some typical images of traditional Korean village. We decided developing three typical images of ground, a tiled roof and wall for creating basic visual image of the game.

According to progress of ‘YUTPLAY’ it needs several different background images. Then we had to mapping three different background images center-ground of village, pond and the Milky Way.

2.3.1.3 Sketches
When we sketched center-ground image, we arranged images a tiled roof, wall and leaves to 4 corners. Naturally rest space can arrange to center-ground image. It shows an open style space of the game that characterized in traditional folk play ‘Yut-no-ri.’

Finally we created three types of background images of ‘YUTPLAY’ center-ground of village, pond and the Milky Way.

2.3.1.4 Design of Tools

‘YUT’ is the most important tool of the mobile game ‘YUTPLAY.’ When we design ‘YUT’ we focused on adapting Korean traditional pattern of the line because we want to show a beautiful image of historical culture, and we created color of ‘YUT’ as bright and splendid.

Another important tool of the game ‘YUTPLAY’ is ‘Piece.’ It always used by players. When we create visual images of ‘Piece,’ we researched so many visual references. Eventually we found appropriate visual images of it. It was various petal images. Then we adapted them as ‘Pieces’ of ‘YUTPLAY.’
On the process of ‘YUTPLAY’, we have to guide next steps for the players. These instruction sentences are designed to be dynamic and fun visual images.

For the special instruction, we created some specific visual images of traditional scrolled letter.
2.3.1.4 Final Design

Finally these visual images are arranged to mobile game ‘YUTPLAY.’ We think it can make players feel this game is beautiful. It can also give a fantastic Korean cultural experience to the player.

![Figure 19: The Series of YUT PLAY Interface](image)

2.4 Competition

2.4.1 Competitive Forces

There are many mobile game developers. However, few are actual companies. Most games are developed by one person who does not have the marketing savvy to integrate advertising sponsorships into their games as we have outlined in this business plan. But the developers of mobile game ‘YUTPLAY’ consist of excellent experts. This game shows fantastic visual images that figure the beautiful atmosphere of nature. And this game is programmed with Gyroscope on iPhone4 for creating active game functions.
2.4.2 Competitive Advantage & Barriers to Entry

‘YUTPLAY’ has great cultural background of Korea. It based on long history and culture of Korean society. Then when it is launched, it can get a great competitive advantage in Korea because it is a digital revival of Korean cultural heritage. But there are several similar contents in Appstore. Although few people downloaded, it is a barrier for our product.
3.0 MARKET ANALYSIS

3.1 Market Size

PwC, global IT consulting company, predicted that the size of Mobile Game Market would be 13.8 billion dollars. In fact, the Mobile Game Market is growing very fast. For example, on 2008, Mobile Game Market in the United States would grow over 1.75 billion dollars. (Reference: PwC “Global Entertainment and Media Outlook 2005-2009” 2005.6)

According to reports from DFC Intelligence, the worldwide market for portable and mobile games is expected to grow to $11.7 billion by 2014. By 2014, sales for games on the iPhone/iPod Touch are expected to account for about 24% of total portable game software sales. (Reference: IE Sherpa 2010.10;www.ieshrpa.com)

“Reston, VA, April 14, 2010–comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released the results of a study on mobile gaming highlighting the potential for growth in the mobile gaming market despite a 13-percent decline in the number of U.S. mobile gamers during the past year. This overall decline was driven by a 35 percent decline in mobile gaming among feature phone (i.e. non-smart phones) subscribers, who represent approximately 80 percent of the market, which contrasted with the sizeable 60 percent increase in the number of gamers via smart phones. “Although the number of mobile gamers has declined in the past year, there is reason for significant optimism about the future of this market,” said Mark Donovan, comScore SVP Mobile and senior analyst. “As the market transitions from feature phones to smart phones, the dynamics of Gameplay are also shifting towards a higher quality experience. As a result, we can expect to see a profound increase in adoption of this activity, both in terms of audience size and overall engagement.” The inevitable ascent of the mobile gaming market depends not only on smart phones subscribers’ higher propensity to play games on their mobile devices, but also their heavier gaming activity across nearly every dimension. Smartphone subscribers (47.1 percent) are three times more likely than feature phone subscribers (15.7) to play games on their device at least once a month. They are more than five times as likely to play games almost every day and far surpass their feature phone counterparts across various methods of game play.

Smartphone subscribers also install significantly more games on their devices with 27.3 percent having installed at least one game compared to just 5.6 percent of feature phone subscribers. A third of smart phones subscribers with games have more than five...
games installed on their phones, while less than one percent of feature phone subscribers have that many games installed.” *(Reference: http://www.comscore.com - Smartphone_Adoption_Shifting_Dynamics_of_U.S._Mobile_Gaming_Market)*

### 3.2 Target Customer

There are two types of target customers that define the demographic of mobile gamers: teens including preteens and young adults. So, our ideal customer is between 13 and 28 who enjoys playing video games and has a mobile phone that allows application to be downloaded, such as the iPhone, Android or Blackberry. They often have an Xbox, 2Wii, Playstation, or other TV-based video game unit at home. They may also have a portable gaming unit such as the DS/DSi and other portable gadgets such as an iPod. Around 30’s and 40’s could be the Follower target. And there is another group target of families and friends because ‘YUTPLAY’ is a best game family members can enjoy together.

![Figure 21: Target (from abc TV show ‘Modern Family)]](image)

### 3.3 Trends

Mobile phones have graduated from being a communication device to becoming a fun and entertainment device along with being a business assistant. Now you can have in-built games, loud blaring music, cameras offering images with high resolution and so on. *(reference: http://best-electronic-gaming.com/gaming/communities/mobile-games-development-its-latest-trends-and-future-prospects)*

In the United States, Console Games were a highly developed, so relatively the preference of Mobile Games was not high, but the iPhone and iPad have been spreading quickly, and the current trend is an increase Mobile Game Uses. Particularly, global Mobile Game companies, such Infospace, Jamdat Mobile, mforma, and etc, are growing by
leaps and bounds. As EA took over Jamdat Mobile, and THQ established THQ Wireless, existing big game companies have actively participated in Mobile Game market.

Moreover, Mobile Game Publishers in West Europe have produced excellent results through developing new Mobile Games and converting well-known traditional games to mobile devices. The United Kingdom is highly interested in Mobile Games, such as Soccer games that the preference is very high. Germany is of great importance to Action Games.

Mobile Game Users in Japan are vigorous. For instance, the experience to download Mobile Games of teenagers is 85.4 percent, and the frequency of use of Mobile game is at least once per week and a users rate of more than 50 percent. The users, who is playing Mobile games every day, revs up as 22.1 percent. (reference : Japanese Mobile Game Index 2005) China, for example, 3G Mobile Devices did not propagate, so Mobile Games were not activate, but it has a great potential for growth. However, there is a strong market in Korea, which has formed over 1 million Mobile Game Users over.

“The dedicated portable game systems from companies like Nintendo and Sony are still expected to lead the market, but it appears growth for these devices has peaked. The platforms from Apple are expected to be responsible for the bulk of market growth over the next few years,” says DFC analyst David Cole.

DFC also released some results from a study on the mobile game habits of over 8,000 game players in North America and Europe:

- 54% of respondents in North America had played a game on their mobile phone in the past year
- 69% of respondents in Europe had played a game on their mobile phone in the past year
- 45% of respondents in North America had paid to purchase an application for their mobile phone
- 36% in Europe had paid to purchase an application for their mobile phone.
- Across both North America and Europe about 15% of respondents already owned an iPhone or iPod Touch, compared with 29% that owned a Nintendo DS

(Reference: IE Sherpa 2010.10; www.ieshrpa.com)

3.4 SWOT ANALYSIS

Mobile M. LLC is a company, which provides digital games, such as mobile games or computer games, based on traditional games. This business is to develop a cultural asset as digital services, so the business strategy is to choose the games that people liked to play for a long time, and that strategy should be played up with competitiveness and inherent Strength of the games. In some games’ case that people enjoyed well, the process of informing consumers would be easy because games will be developed in new ways based on the original. On the other hand, our games could have Weakness, such as out of modern sense because it’s based on traditional methods. However, these basic limitations could be developed as Opportunity through developing and integrating new ways’ rules or design that modern people can feel beauty and interest. In addition, more features that traditional games could not have in games could make Opportunity.
However, as the entry barrier of Mobile Game Market is not high, there will be Threat that many competitors will be formed. In the field that folk plays shift to mobile games, there will be the same Threat.
4.0 STRATEGY & IMPLEMENTATION

4.1 Philosophy

Game is a tool of relaxation, which has enriched human life. In the digital Era, however, games have changed modern people’s life pattern transgressed as tool of rest. With the advent of iPhone and iPad, the way of enjoying games is much more and easier, and digital games have become the one of the causes that makes people focus upon digital devices. In the train, on the street, people enjoy digital games whenever they want. As a result, however, the chance that people can spend time with their families and friends is gradually decreasing. ‘YUT PLAY’ is a digital board game that family members and friends play together with iDevices. In this digital era with most people enjoying their mobile games alone, our business has positive purpose, which is for people to expand their communication with around people, who are directly around them. Moreover, there is also an aim to translate traditional games to the digital to revive the cultural inheritance.

4.2 Marketing Strategy

Mobile game users get tired of games quickly and are constantly looking for new games to play. With the plethora of news events always in circulation, we will target the news media so they discuss games related to the stories they are covering. The games we develop will be the target stories that are covered by the types of media outlets. In addition, we will launch the first mobile game, YUT PLAY, along with an aggressive marketing campaign through various channels in the Korean market because it’s based on Korean traditional game.

We will leverage social media and word of mouth for the vast majority of our marketing using platforms such as Twitter, Facebook, and MySpace. The platforms are widely used by the customers in our demographic market. We will make announcements via regular tweets and updates to our fan page on Facebook. The newsworthy component of our mobile games also makes it entice for traditional media to publicize a game. We will also use email marketing list which is comprise of people who have expressed interested in knowing when we release new games.

4.3 Sales Strategy

We need a solution that game users can approach YUT PLAY easily at this point of time the game should be released. We will release a Free version or Lite version of game, which users can get a taste of the full game without committing any money up front. Some features of free versions are disabled and advertising is displayed in some strategic locations within the game so that users are not bothered or distracted by the ads. For paid version, it contains a broader set of features.
5.0 COMPANY

5.1 Company Ownership

Mobile M. LLC will be created as a California C corporation, owned by YOUNG EUN MIN. As of this writing, it has not been chartered yet and is still considering alternatives of legal formation. The initial office will be established in A-quality office space in California.

5.2 Organizational Structure

Our company’s management philosophy will encourage responsibility and mutual respect. While we will present a strong decisive management team, we will also foster an atmosphere of genuine employee appreciation and open communication.

5.3 Leadership

Our company will be managed and run by executive staff. However, as a small manufacturing facility starting out, the CEO, President and VP will be responsible for the majority of purchasing, hiring, training, quality control, and additional day-to-day duties. Additional key leaders will include directors of finance, marketing and sales, human resources, information technology and operations. While these positions remain unfilled at this time, we do have several extremely qualified candidates interested in joining with us in this new venture.

5.4 Board Members & Advisors

Our company’s Board of Directors is not yet fully formed. The board will consist of company owners (shareholders), officers and directors. Duties of the Board of Directors may include:
• Establishing broad company policies and objectives.
• Selecting, appointing, and reviewing the performance of executive staff.
• Insuring the availability of adequate financial resources and approving annual budgets.
• Accounting to the stakeholders for the organization’s performance

5.5 Strategic Alliances

Strategic alliances are KOCCA (Korea Creative Content Agency), which is an association that supports game industry in Korea and VMC, which is mobile content development company.

5.6 Operations

Our facility’s space will be divided in proportion to our needs and will include game planning, game design, and game programming department office. Each area will be staffed with trained employees. Our administrative offices will include space for executive, marketing and sales, accounting, information technology, security, maintenance, and human resource departments.
5.7 Goals

Mobile M LLC will develop at least 2 mobile games in a year. And this company has a goal of 5 million dollars sales in five years.
- Hire skilled employees to complete our team.
- Successfully penetrate targeted markets.
- Secure contracts to achieve projected sales goals.
- Become a profitable company.
- Establish a solid reputation as an industry leader.

5.8 Exit Strategy

Should we seek a business exit, there are several options we would be willing to pursue. Our company could most likely be sold to content creating company that needs to extent their portfolio of game content.

5.9 Requirements

Mobile M LLC requires $200,000 to launch and operate. We are currently seeking funding from outside investors and business loans. We are also looking into additional options including supplier financing, deferred rent, subleasing space. Young Eun Min invested $50,000 into the company.

5.10 Use of Funds

The start-up funds will be used to cover operating costs including payroll, taxes, and utilities. Start-up funds will also be used to purchase capital expenditures such as leasehold improvements and software, which will produce future benefits for the company. Approximately twenty percent will be spent on assets, while the other sixty percent will be spent on operations until we realize profitability.

5.11 Cash Flow Projections

The nature of our company’s business requires that our company collect payment during the product is developed. So we have included the accompanying cash flow statement, which projects our monthly flow of cash. While we expect to reach break-even by our eighteenth month, it will take nearly two years to become cash flow positive.

5.12 Assumptions

Industry regulation and government legislation is always poised to interfere with business projections, but there are no indications at this time to expect any negative influence to our projections. Additionally, we are not relying on new regulations or the passage of new legislation to enable our company to reach our projected numbers.