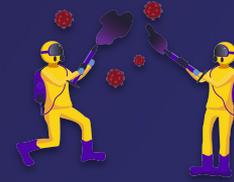


Overview of 2020: The Game

- 2020: The Game is a board game based on the chaotic events of 2020
- Players try to make it to the end of the map/year with health and the most wealth possible, all while landing on “event spaces” that take away these components
- Sales will be through website and/or social media pages
- Customers will be able to pre-order by 11/20, though final product is waiting on conclusion of 2020



Feb. 29

The first coronavirus death reported in the U.S., though earlier deaths will be reported later.
(-5 Health)

Mar. 24

The 2020 Summer Olympics in Tokyo are suspended until 2021.
(-150 Wealth)

May 29

Murder Hornets arrive in the United States.
(-5 Health)



Opportunity



Board game sales are soaring as people prepare for a winter filled with Covid-19 cautious activities (Hasbro sales up 20%)



Virality of the chaos of 2020 has led to "meme" creations and public arousal surrounding the unbelievable year of events



Holiday season is around the corner, and our game provides a unique and culturally relevant gift



Our game creates opportunity to give back to the people and communities most deeply affected by the pandemic



Target market: age range is 16-30, but enjoyable for all ages
College students or families stuck quarantining for winter

Solution/Strategy

- 2020: The Game will work as a socially entrepreneurial venture through donating 20% of its profits to various outlets that support those affected most by COVID-19.
- To grow our social media presence, we will distribute the funds on our Instagram by having followers vote on which foundations/organizations they're most passionate about
- The game itself provides a trendy, cheap, and fun activity for the winter pandemic blues
- We have a prototype that will be mass produced for \$6.35 per unit and will sell for \$20.20



Future

Funding

2020: The Game is seeking \$50,000 to expand its manufacturing capacity and social media advertising capabilities

Input	Unit Cost	# of Units	Cost per 5000 units
Dice	\$0.22	5000	\$1,120.00
Game Board	\$0.86	5000	\$4,307.80
Game Pieces	\$0.16	5000	\$805.00
Box	\$1.67	5000	\$8,344.60
Assembly	\$0.75	5000	\$3,750.00
Shipping	\$2.68	5000	\$13,410.95
	\$6.35		\$31,738.35

The remaining funding of \$18,261.65 will be put towards Instagram, Tiktok and Facebook advertising efforts.

- *Unit costs subject to change in relation to number of units manufactured