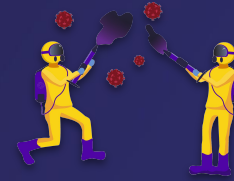


# Overview of 2020: The Game

- 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

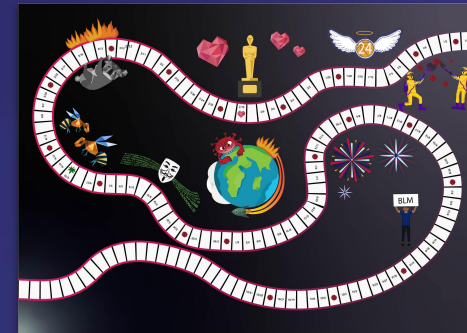
The first coronavirus death reported in the U.S., though earlier deaths will be reported later.  
(-5 Health)

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         |
|             | <b>\$6.35</b> |            | <b>\$31,738.35</b>  |

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