



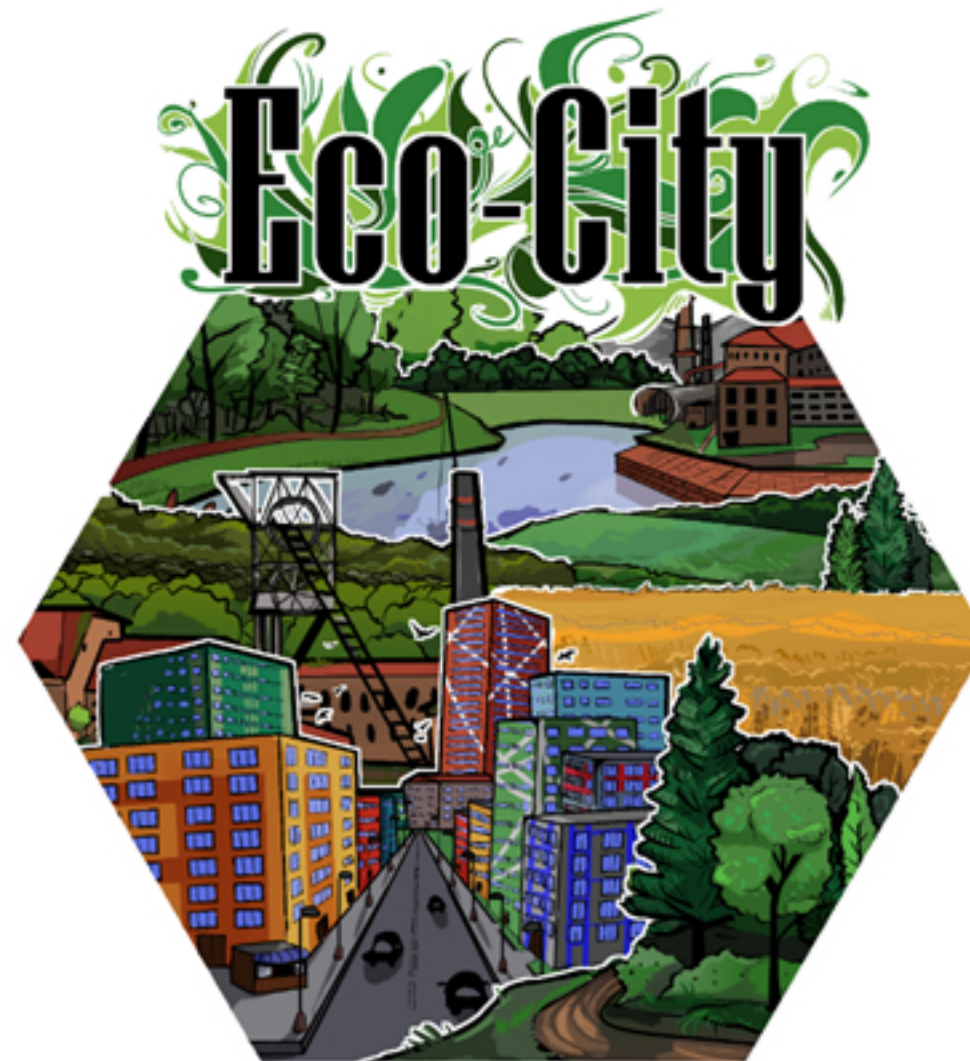


# 1| Overview

There is a saying, that people are miserable because they don't understand the nature. That's the reason for the creation of our game.

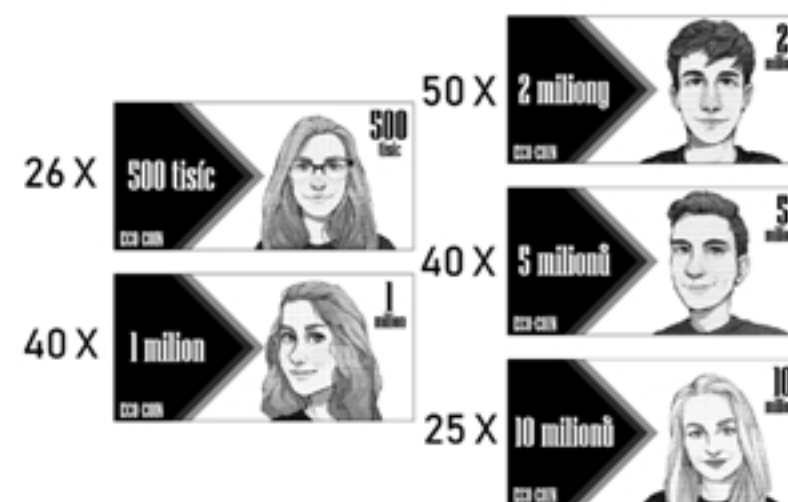
## Product

It's teaching children ecology, finances, economical thinking and teamwork. Our product is extraordinary thanks to it's unique graphics. Every piece is made of original drawings by our company graphic designer. We've connected nature with fun, so let's have fun!



## Goals

- educate children and the youth about a essential problem of modern society
- bring families closer together
- get between the top bunch on the game market



## Contents

- Executive summary
- Foreword
- Structure of the Company
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- Education and CSR

## Financial summary

total turnover	34 850 Kč
costs	25 282 Kč
revenues	9 568 Kč
margin per piece	19,5 %

Current data to 15.5.2020

### SEPTEMBER

creating the company and it's structure

### OCTOBER

presenting our suggestions of a product, choosing one of them

### NOVEMBER

producing the first prototype and it's testing

### DECEMBER

making the graphics and production of a second prototype

### JANUARY

testing, consulting with game experts from Mindok and Knihy ABZ

### FEBRUARY

first pieces sold, workshop about presentational and selling capabilities

### MARCH

selling of the product

### APRIL

the JA fair of student's companies



## 2| Foreword

Dear ladies, dear gentlemen,  
let me introduce to You our company FLUN.

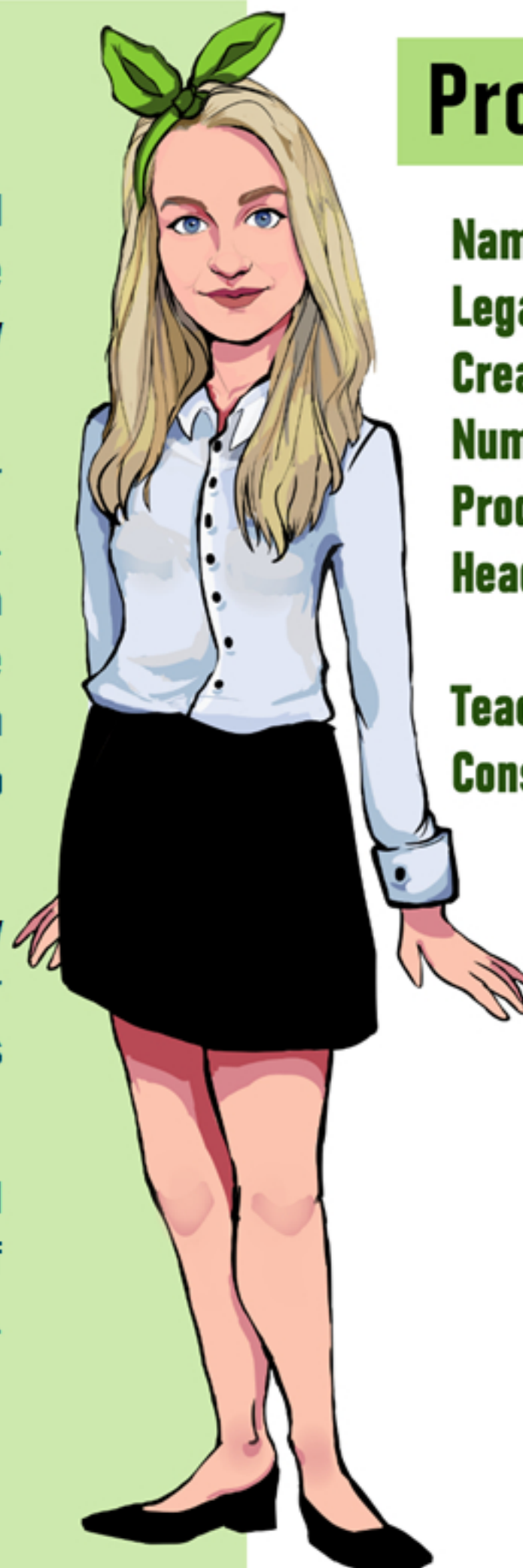
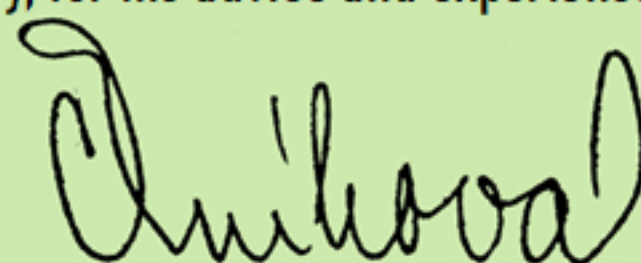
Thanks to my determination and capabilities I go the trust of my colleagues and I was chosen as the CEO of our company. That has already given me an innumerable amount of valuable experience over the last seven months, for which I'm very grateful for.

Coming up with a product, that'd be interesting both for customers and for us, was truly difficult. After bunch of meetings we've thought of the one. Desk game. And because we didn't want to make a ordinary game, so we've come up with a educational game with an ecological theme. We want to educate the players in the areas of ecology, economy and finances. We're mostly aiming at families with children. We want to show children, that it's possible to have fun while also educating themselves.

We've organized some successful promo events, that made our company more visible to the customers, made us a good name and raised some money for product development. In order to get better skills, we've gone to multiple workshops organized by JA Czech.

In the end I'd like to thank my colleagues for their trust, diligence and enthusiasm for the company. A heartily thanks also belongs to our professor of applied economy Mgr. Taťana Slaurová for her great support and very handy tips. And finally to our consultant bc. Matěj Kapošvály, for his advice and experience.

**Barbora Černíková**  
CEO



## Profile of the company

<b>Name:</b>	FLUN (Flora & Fun)
<b>Legal form:</b>	company
<b>Created:</b>	30. 10. 2019
<b>Number of employees:</b>	13
<b>Product:</b>	desk game Eco-City
<b>Headquarters:</b>	Františka Hajdy 1429/34 700 30 Ostrava
<b>Teacher:</b>	Mgr. Taťana Szlaurová
<b>Consultant:</b>	bc. Matěj Kapošvály



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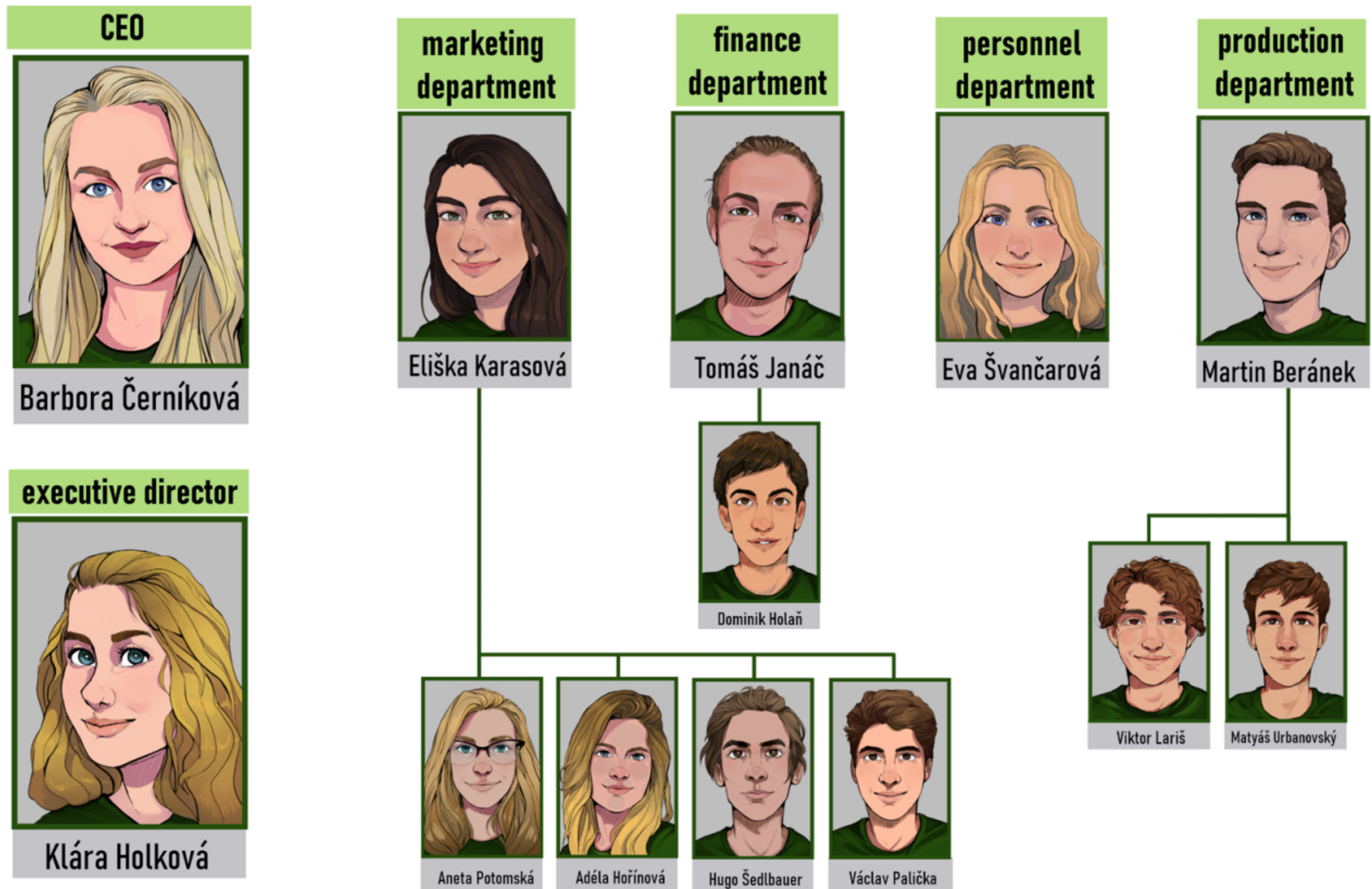
[www.facebook.com/fluncz](https://www.facebook.com/fluncz)



[www.instagram.com/fluncz](https://www.instagram.com/fluncz)



# 3| Structure





## 4| Financial analysis and the future plans

### Costs

production costs	21 490 Kč
promo events	2 080 Kč
other	1 712 Kč
<b>in total</b>	<b>25 282 Kč</b>

25 282 Kč

total costs



### Revenues

sold games	14 240 Kč
contribution from the members	6 500 Kč
sponsorship contribution	8 000 Kč
promo events	6 110 Kč
<b>in total</b>	<b>34 850 Kč</b>

34 850 Kč

total revenues



### Assets

in stock	12 460 Kč
in bank	9 568 Kč
<b>in total</b>	<b>22 028 Kč</b>

### Liabilities

loans	0 Kč
<b>in total</b>	<b>0 Kč</b>

beneficial deals  
Knihy ABZ and  
Mindok, expanding  
to schools and  
gaming communities

**1**  
year

establishing deals  
with more  
companies.  
creating own e-  
shop

**3**  
years

creating multilingual  
versions of the  
game, getting into  
the international  
trade

**5**  
years

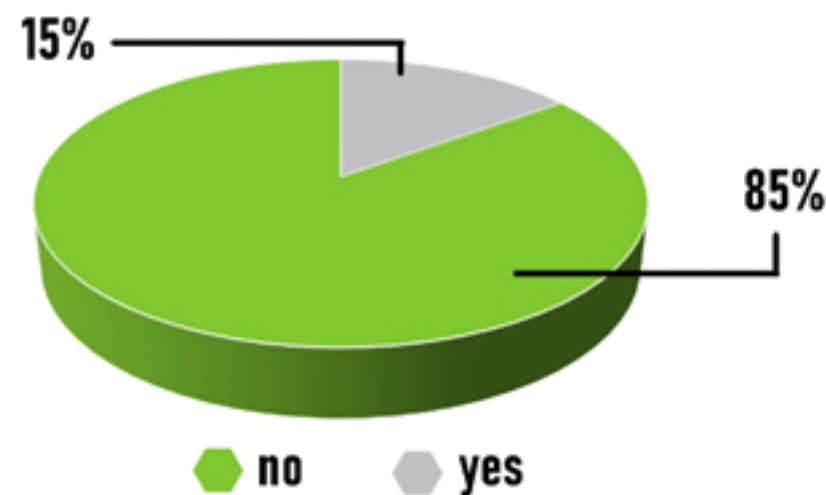


# 5| Marketing

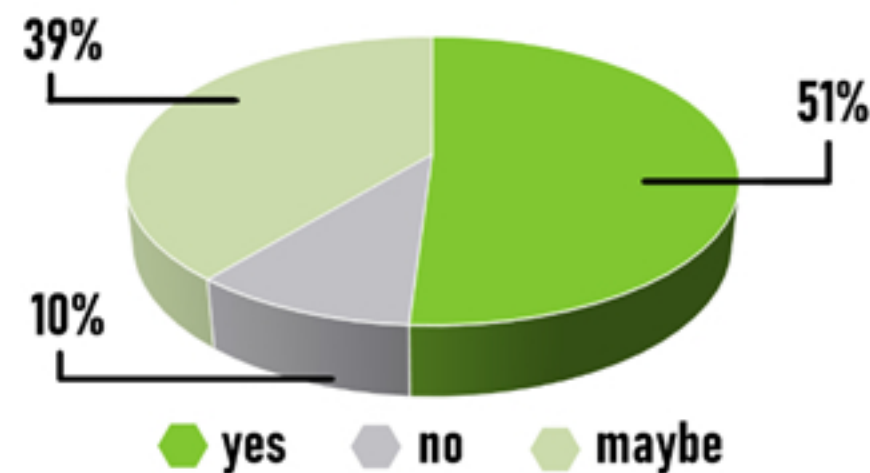
## Survey

We've carried out a survey through the means of a questionnaire. We've asked 100 respondents aged from 17-50 years about their opinions about connecting desk games and ecology.

### Do you know any eco-games?



### Would you be interested in one?



From our survey we've learned, that there's a space on the market for such a game and that there's people willing to buy it. Over a half of the respondents have said, that they'd be interested. That's why our another question was: "how much would you be willing to pay for such a game?" 55% of the people that had answered have said, that they'd pay the same price as for any different game. We realize, that on the first glance, our price can seem quite high. But it has its reasons. The game is composed of many different parts and when compared to others with the same amount of contains, it isn't so high after all.

## SWOT analysis

### Strenghts

- unique design
- approaching a world problem



### Opportunities

- expanding to the international trade
- possibility of translating into different languages



### Weaknesses

- costly and difficult
- production



### Threats

- competition stealing our know-how





# 6| Marketing

## Selling

We want to sell our product through big and already well known gaming companies. During december and january we've presented our product to representatives of established gaming companies Knihy ABZ and Mindok. We've chosen these in order to get a firm foundation for the beginnings of our business. We think that it's very important to teach the public about underlying problems connected with environment. Through our product we're showing possible solutions to various ecological problems and situations. We also incorporate ecological problematics to the subconscious of the players and we believe, that it can help negate at least some non-ecological behavior.

## Our customers

We're aiming for families with small children aged 8 years. Through our game we want to bring families closer together by spending their free time with each other and direct communication. We want to educate the young generation about a problem, that's very dangerous when it comes to our future, because today's non-eco behavior will affect our life later.



[www.facebook.com/fluncz](http://www.facebook.com/fluncz)

- 116 fans
- propagation of the company
- photos and videos from our events



[www.instagram.com/fluncz](http://www.instagram.com/fluncz)

- 101 followers
- information about promo events
- product ads



[www.flun.cz](http://www.flun.cz)

- information about the activity of the company
- presentation of the product and company
- information about our events



public

- day of open doors at our school Gymnazium, Ostrava-Hrabůvka
- negotiating with partners and makers of ads in gaming communities



# 7| Product

## Eco-City, clean your city

We've made a research of the market and we've included elements from popular international games. We've made first prototypes ourselves, mostly handwritten on paper. After that, we've played the game countless times and worked on it's gaming engine till it was perfect. After that we've consulted with an desk game specialist, Radek Kučera, has consulted the overall playability. Thanks to his professional advice we continued on developing till we got the current version.

## Educational

The game educates the young generation about the importance of ecology and the impact of our actions on the environment. It teaches them about the current state of our planet and gives them important information from the ecology sector.

## Fun

Players are the lords of their "worlds". Accomplishing different tasks, using the shops or the quiz questions they repair their city and lead it to the eco-utopia.

## Aesthetic

The whole game is made even more special thanks to its specific graphic design, made by our talented colleague. Thanks to it, learning becomes a pleasant experience.

## Price per piece

selling price	890 Kč
print	576 Kč
bags for figures	40 Kč
figures + dices	20 Kč
box	50 Kč
sticker	30 Kč
margin per piece	174 Kč

## Cost of an order (30pc.)

total price	21 490 Kč
print	17 290 Kč
bags for figures	1 200 Kč
figures + dices	600 Kč
box	1 500 Kč
stickers	900 Kč
total margin	5 210 Kč



# 8| Eco-City

## Description

The game is for 2-5 players. Every player will draw seven basic hexagons, that show problems of the environment. The player has to deal with these problems. The player that manages to successfully manage all of them first shall emerge victorious. On the main board, that is shared by all the players, depending on what number you roll, you can end up on the space of chance, subsidy, income tax, shop or property, that help the players to move forward in the game. You can enjoy our game also thanks to our wonderful graphic design and knowing, that you've learned something.

## The whole family is having fun

In today's hurried times we wanted to make a product, that'd make the families spend more quality time together. A desk-game is a verified way of family themed fun. That's why we've decided to connect desk game with a theme that's nowadays all around us. We wanted to put an idea into the game that'll give the children a gateway to the issues of environment. We believe that understanding the issue is the first step that we should take.

## Content

35 hexagon pieces with themed pictures, 1 circular game plan, 1 card of the shop, 50 cards of chance, 100 cards of subsidy, 8 cards of property, 1 dice, 80 big and 60 small (half) chips





## 9| Education and CSR

### Workshop for directors of student's companies

15. 10. 2019, Brno

During the day I've listened to lectures about programs JA Czech, financial management and basics of economy. Last lecture had the theme of "How to build a team?" The whole program was an incredible experience and I believe, that many of the thing that I've learned here today will come in handy when directing our company.

- Barbora Černíková, CEO

### Workshop about presentational and selling skills

4. 2. 2020, Brno

Our mission was to simulate the situations at our stands. One firm was presenting their product and the other one was the customer. We were supposed to prepare for dozens of questions, that we've had to answer, but also could use when it was our turn being the customer. We were as ready as ever, so nothing surprised us, and our presentation was a success. This workshop gave us lots of new knowledge and we're all thrilled that we could participate.

- Aneta Potomská, graphic designer

### Charity for Syria

4. 12. 2019, Gymnázium, Ostrava-Hrabůvka, p. o.

Within a charity project we've organized a Charity for Syria. During this project we managed to collect 18 755 Czk (a little over 690 euro), that will with the help of Caritas Czech Republic/Czech republic's charity help in areas affected by war. Organization of the event was quite the challenge, but we've enjoyed the journey.

- Eva Švančarová, personnel manager

### The whole family will love Eco-City

In today's hurried times we wanted to make a product, that'd make the families spend more quality time together. A desk-game is a verified way of family themed fun. That's why we've decided to connect desk game with a theme that's nowadays all around us. We wanted to put an idea into the game that'll give the children a gateway to the issues of environment. We believe that understanding the issue is the first step that we should take.

- Student's company FLUN



*„I didn't get anything for free, everything required the hardest of works. Don't try to find the easy ways. So many people are on hunt for those, that you'll never manage to get anywhere meaningful.“*

**- Tomáš Baťa**





