

# Cyber Farm Project Plan

Name: Lorena-Maria Neagoe

Studio: NewLeaf Games

Project: Cyber Farm

Format: IPA for iOS, APK for Android, NSO for Nintendo Switch

Target Audience: 12+, construction and management simulator game enjoyers

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Project Budget - Cyber Farm

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Format: android, iOS, Nintendo Switch

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# Project Overview

**Cyber Farm** is a 2D, pixel art construction and management simulation game aimed for a 12+ audience. Collect cute robots, offer them shelter, assign them tasks based on their skills, expand and upgrade your building and manage your resources like electricity, bio-mass etc.

**NewLeaf Games** is a new, fully remote games studio. It was founded in 2019 as an outsourcing studio, but now we are working on our second IP game.

The core team is made of 2 programmers, and 3 artists, 1 producer and 1 game designer. We will hire the following:

- video/ trailer editor
- marketing company
- OST composer
- audio engineer/designer
- Romanian, German, Japanese and Korean translators for localisation

The game is set to release in **March 2024** on mobile (as a free to play game) and on Nintendo Switch with a price tag of £3.99. On top of that, we plan to include cosmetics that players can purchase on all platforms, occasional ads on mobile devices with the option to pay £3.99 to remove ads, and seasonal events and DLCs if the game performs well.

## What could impact the project:

- a lot of diverse and unique characters needing to be animated and implemented;
- a big marketing team is needed because the game will be targeted at audiences from Europe, US, Australia and Asia;
- software pricing changes;
- shifts in social media trends;
- possibility of having to delay the release of the Nintendo Switch build;
- having to compete with other cute and cozy games already established on the market such as Animal Crossing, Fallout Shelter etc.;
- unforeseeable events leading to staff having to take extra time off;
- features and assets taking longer than what we're expecting, therefore not meeting our milestones;

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### **SWOT Analysis:**

- **Strengths:**
  - dedicated team for the project;
  - professional marketing team;
  - perfect concept for a specific niche;
  - cute and unique characters;
- **Weaknesses:**
  - not everyone might be interested in this game concept;
  - only 2 programmers;
- **Opportunities:**
  - the game doing really well with younger audiences;
  -
- **Threats:**
  - other cute and cozy games;
  - other management games like Fallout Shelter;
  - possibility of not breaking even;

### **MILESTONES / DEADLINES:**

- Character concept art finished on **28th of July 2023**
- Features implementation finished on **3rd of November 2023**
- Localisation finished by **30th of November 2023**
- Trailers ready to go for marketing by **31st of October 2023**
- UI, main menu & pause menu implemented by **20th of January 2024**
- All environments implemented by **16th of February 2024**
- Character animation finished by **end of February 2024**
- Character implementation finished by **end of February 2024**
- Bug fixing finished by **end of February 2024**
- **RELEASE DATE: EARLY TO MID MARCH 2024**

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# Budget Overview

Staffing Totals			
Department	Value	Staff #	Average / staff
Art	136000,00	3	45333,33
Audio	6350,00	2	3175,00
Programming	108800,00	2	54400,00
Video editing	7500,00	1	7500,00
Localisation	22400,00	4	5600,00
Producer	46000,00	1	46000,00
Game Designer	36000,00	1	36000,00
Licences			
Department	Value	Staff #	Average / staff
Art	2022,72	3	674,24
Programming	2116,80	2	1058,40

Project duration: 16 months

**Total budget available: £500,000**

**Contingency: £50,000**

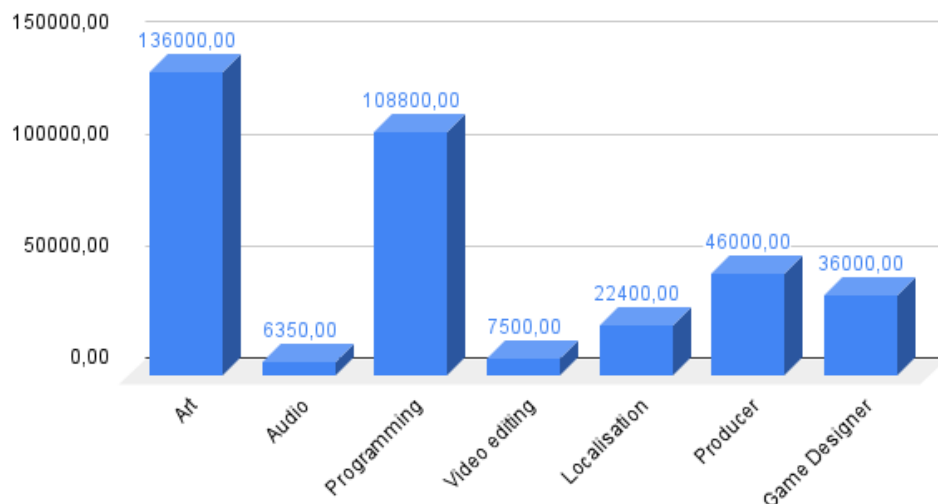
**Staffing: £363,050**

**Marketing: £78,000**

**Licenses: £4,139.52**

**Break even: 125,313 copies sold OR**  
**roughly around 125,000 ads**  
**impressions**

Departments costs



The most costly departments are art and programming. Any changes made to these 2 departments will greatly affect the budget.

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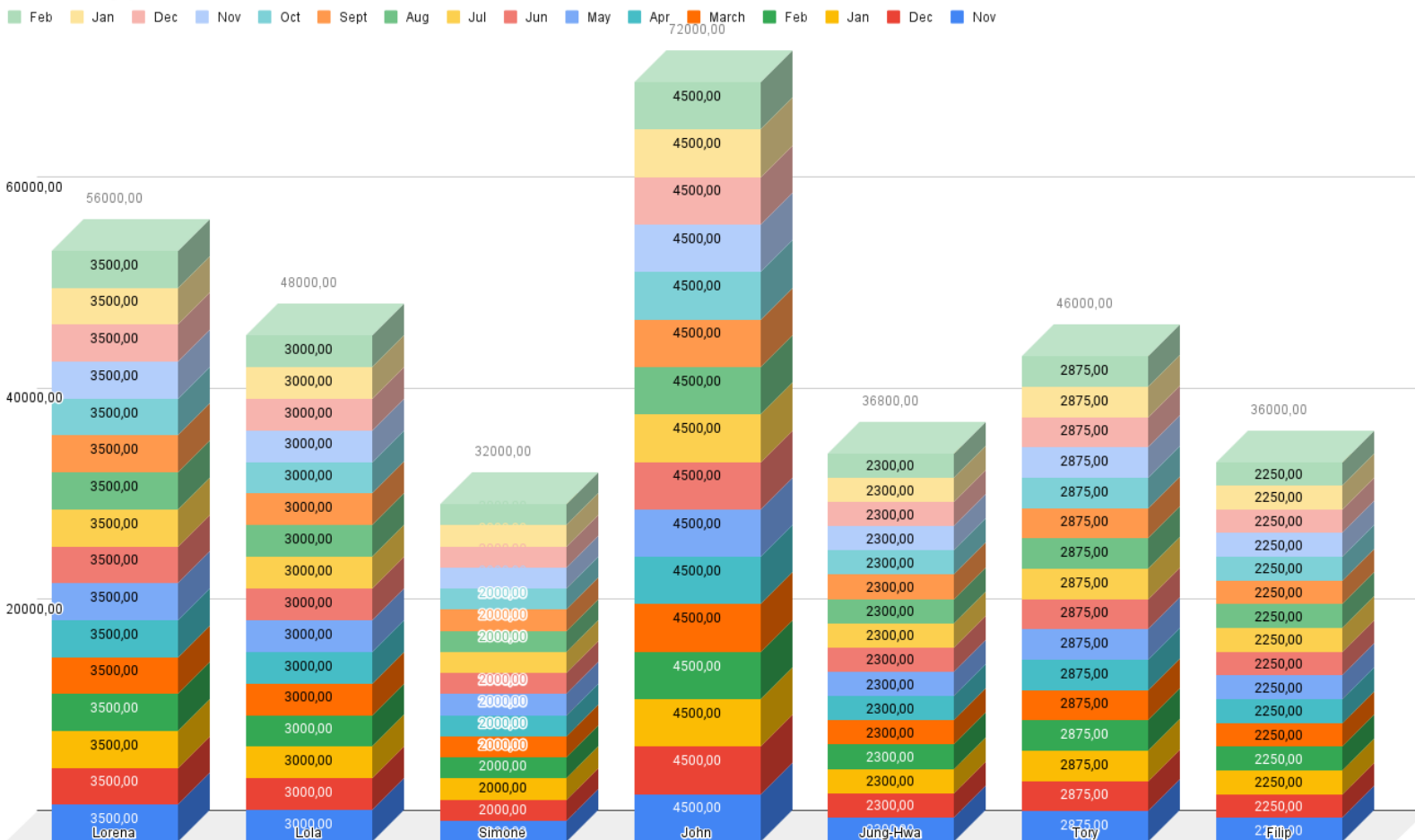
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# Staffing Totals

## Permanent staffing

Name	Role	Departament	Total p/m	Total (16 M)	Tax p/m	Annual Tax	Total tax (16 M)	Takehome
Lorena	Lead	Art	3.500,00	56000,00	490,50	5886,00	7848,00	3.009,50
Lola	Associate	Art	3000,00	48000,00	390,50	4686,00	6248,00	2609,50
Simone	Junior	Art	2000,00	32000,00	190,50	2286,00	3048,00	1809,50
Jung-Hwa	Junior	Programming	2300,00	36800,00	250,50	3006,00	4008,00	2049,50
John	Lead	Programming	4500,00	72000,00	690,50	8286,00	11048,00	3809,50
Tory		Producer	2875,00	46000,00	365,50	4386,00	5848,00	2509,50
Filip		Game Designer	2250,00	36000,00	240,50	2886,00	3848,00	2009,50

Staff Salary per month



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Staff will be working between 4 to 5 days a week. Holiday is 28 days of paid holiday per year.

Total tax amount subject to changes depending on the rates for the next tax year.

For marketing, we hired a marketing company called [LocalIQ](#).

## Freelancers

Name	Department	Rate / asset	Rate/hour	Days/Month	No. Assets	Total
Lewis	Audio	100,00	-	-	50	5000,00
Mary	Audio	450,00	-	-	3	1350,00
Marylin	Trailer/video editor	1500,00	-	-	5	7500,00
Tod	Localisation	-	30,00	20,00	-	4800,00
Vilfred	Localisation	-	40,00	20,00	-	6400,00
Gyeong-Hui	Localisation	-	40,00	20,00	-	6400,00
Elton	Localisation	-	30,00	20,00	-	4800,00

The audio and video freelancers are paid per asset produced. We estimate needing approximately 50 sound assets from Lewis, the sound designer, 3 OSTs from Mary, the composer, and 5 trailers from Marylin, the video editor, which will be used for marketing and advertising on social media as well as sent to the marketing company we hired. Should we need more assets, we will contact the freelancers about producing more assets for us.

The localisation freelancers are paid per hour, each working 8 hours a day, 20 days a month, for 2 months.

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# Budget Schedule

**Planned release date: March 2024**

	2022		2023												2024	
	Nov	Dec	Jan	Feb	March	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Lorena	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00	3500,00
Lola	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00	3000,00
Simone	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00	2000,00
John	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00	4500,00
Jung-Hwa	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00	2300,00
Tory	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00	2875,00
Filip	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00	2250,00
Lewis	-	-	-	-	-	-	-	-	-	-	2000,00	2000,00	2000,00	2000,00	-	-
Mary	-	-	-	-	-	-	-	-	-	-	540,00	540,00	540,00	540,00	-	-
Marylin	-	-	-	-	-	-	-	-	-	-	3750,00	3750,00	-	-	-	-
Tod	-	-	-	-	-	-	-	-	-	-	-	2400,00	2400,00	-	-	-
Vilfred	-	-	-	-	-	-	-	-	-	-	-	3200,00	3200,00	-	-	-
Gyeong-Hui	-	-	-	-	-	-	-	-	-	-	-	3200,00	3200,00	-	-	-
Elton	-	-	-	-	-	-	-	-	-	-	-	2400,00	2400,00	-	-	-
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	19500,00	19500,00	19500,00	19500,00
TikTok ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
Instagram ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
Facebook ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
Youtube ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
Twitter ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
LinkedIn ad	-	-	-	-	-	-	-	-	-	-	-	-	40,00	40,00	40,00	40,00
Adobe CC Licence	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42	126,42
Unity Licence	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5	66,5
JetBrains Rider Licence	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8	65,8

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### **Pre-production stage is from Nov 2022 to Jan 2023.**

During this stage, we focus on producing concept art, early prototyping, figuring out technological capabilities and setbacks and signing contracts with freelancers and a marketing agency.

Total spent on art staff: £25,500	Total spent on programming staff: £20,400
Total spent on producer: £8,700	Total spent on game designer: £6,750
Total spent on freelancers: £0	Total spent on marketing: £0
Total spent on licenses: £776.16	Total spent on social media ads: £0

### **Production stage is from Feb 2023 to Dec 2023.**

Total spent on art staff: £93,500	Total spent on programming staff: £74,800
Total spent on producer: £31,900	Total spent on game designer: £24,750
Total spent on freelancers: £40,060	Total spent on marketing: £39,000

of which:

- audio: £10,161
- localisation: £22,400
- trailer editor: £7,500

Total spent on licenses: £4,968.04	Total spent on social media ads: £480
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### **Post-production stage is from Jan 2024 to Feb 2024.**

Total spent on art staff: £17,000	Total spent on programming staff: £13,600
Total spent on producer: £5,800	Total spent on game designer: £4,500
Total spent on freelancers: £0	Total spent on marketing: £39,00
Total spent on licenses: £517.44	Total spent on social media ads: £480



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# Schedule Overview

Project duration: 16 months

## Pre-production stage is from Nov 2022 to Jan 2023.

During this stage, we focus on art tests to figure out the best aesthetic and visual look for the game, early prototyping, figuring out technological capabilities and setbacks and signing contracts with freelancers and a marketing agency.

## Production stage is from Feb 2023 to Dec 2023.

In this stage we will work on producing the assets, features etc. necessary to complete the game, as well as start the marketing campaigns and fixing bugs.

## Post-production stage is from Jan 2024 to Feb 2024.

In the final stage of our project we will focus on wrapping up implementing any characters and assets left, fixing bugs and wrapping up the marketing campaigns leading up to the release of the game.

## Project Departments:

<b>ART</b>	- concept art, animation, UI & menus assets, assets for marketing campaigns;	<b>AUDIO</b>	- SFX assets & OST;
<b>PROGRAMMING</b>	- features implementation, assets implementation, bug fixing;	<b>MARKETING</b>	- marketing campaigns in UK, USA, Australia, Romania, Germany, Japan & South Korea
<b>PRODUCER</b>	- team managing, chasing sponsors making sure deadlines are met, managing project budget;	<b>VIDEO</b>	- trailer editing;
<b>GAME DESIGNER</b>	- coming up with fun, enjoyable gameplay mechanics and features;	<b>LOCALISATION</b>	- Romanian, Japanese, Korean & German translation;
<b>ALL</b>		- team meetings involving all departments	

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Lorena-Maria Neagoe

# Pre-Production Schedule

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QQ	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	XG	XH	XI	XJ	XK	XL	XM	XN	XO	XP	XQ	XR	XS	XT	XU	XV	XW	XX	XY	XZ	YA	YB	YC	YD	YE	YF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YY	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QQ	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	XG	XH	XI	XJ	XK	XL	XM	XN	XO	XP	XQ	XR	XS	XT	XU	XV	XW	XX	XY	XZ	YA	YB	YC	YD	YE	YF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YY	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	CU	CV	CW	CX	CY	CZ	DA	DB	DC	DD	DE	DF	DG	DH	DI	DJ	DK	DL	DM	DN	DO	DP	DQ	DR	DS	DT	DU	DV	DW	DX	DY	DZ	EA	EB	EC	ED	EE	EF	EG	EH	EI	EJ	EK	EL	EM	EN	EO	EP	EQ	ER	ES	ET	EU	EV	EW	EX	EY	EZ	FA	FB	FC	FD	FE	FF	FG	FH	FI	FJ	FK	FL	FM	FN	FO	FP	FQ	FR	FS	FT	FU	FV	FW	FX	FY	FZ	GA	GB	GC	GD	GE	GF	GG	GH	GI	GJ	GK	GL	GM	GN	GO	GP	GQ	GR	GS	GT	GU	GV	GW	GX	GY	GZ	HA	HB	HC	HD	HE	HF	HG	HH	HI	HJ	HK	HL	HM	HN	HO	HP	HQ	HR	HS	HT	HU	HV	HW	HX	HY	HZ	IA	IB	IC	ID	IE	IF	IG	IH	II	IJ	IK	IL	IM	IN	IO	IP	IQ	IR	IS	IT	IU	IV	IW	IX	IY	IZ	JA	JB	JC	JD	JE	JF	JG	JH	JI	IJ	JK	KL	KM	KN	KO	KP	KQ	KR	KS	KT	KU	KV	KW	KX	KY	KZ	LA	LB	LC	LD	LE	LF	LG	LH	LI	LJ	LK	LL	LM	LN	LO	LP	LQ	LR	LS	LT	LU	LV	LW	LX	LY	LZ	MA	MB	MC	MD	ME	MF	MG	MH	MI	MJ	MK	ML	MM	MN	MO	MP	MQ	MR	MS	MT	MU	MV	MW	MX	MY	MZ	NA	NB	NC	ND	NE	NF	NG	NH	NI	NJ	NK	NL	NM	NN	NO	NP	NQ	NR	NS	NT	NU	NV	NW	NX	NY	NZ	OA	OB	OC	OD	OE	OF	OG	OH	OI	OJ	OK	OL	OM	ON	OO	OP	OQ	OR	OS	OT	OU	OV	OW	OX	OY	OZ	PA	PB	PC	PD	PE	PF	PG	PH	PI	PJ	PK	PL	PM	PN	PO	PP	PQ	PR	PS	PT	PU	PV	PW	PX	PY	PZ	QA	QB	QC	QD	QE	QF	QG	QH	QI	QJ	QK	QL	QM	QN	QO	QP	QQ	QR	QS	QT	QU	QV	QW	QX	QY	QZ	RA	RB	RC	RD	RE	RF	RG	RH	RI	RJ	RK	RL	RM	RN	RO	RP	RQ	RR	RS	RT	RU	RV	RW	RX	RY	RZ	SA	SB	SC	SD	SE	SF	SG	SH	SI	SJ	SK	SL	SM	SN	SO	SP	SQ	SR	SS	ST	SU	SV	SW	SX	SY	SZ	TA	TB	TC	TD	TE	TF	TG	TH	TI	TJ	TK	TL	TM	TN	TO	TP	TQ	TR	TS	TU	TV	TW	TX	TY	TZ	UA	UB	UC	UD	UE	UF	UG	UH	UI	UJ	UK	UL	UM	UN	UO	UP	UQ	UR	US	UT	UU	UV	UW	UX	UY	UZ	VA	VB	VC	VD	VE	VF	VG	VH	VI	VJ	VK	VL	VM	VN	VO	VP	VQ	VR	VS	VT	VU	VV	VW	VX	VY	VZ	WA	WB	WC	WD	WE	WF	WG	WH	WI	WJ	WK	WL	WM	WN	WO	WP	WQ	WR	WS	WT	WU	WV	WW	WX	WY	WZ	XA	XB	XC	XD	XE	XF	XG	XH	XI	XJ	XK	XL	XM	XN	XO	XP	XQ	XR	XS	XT	XU	XV	XW	XX	XY	XZ	YA	YB	YC	YD	YE	YF	YG	YH	YI	YJ	YK	YL	YM	YN	YO	YP	YQ	YR	YS	YT	YU	YV	YW	YX	YY	YZ	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZZ	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG	BH	BI	BJ
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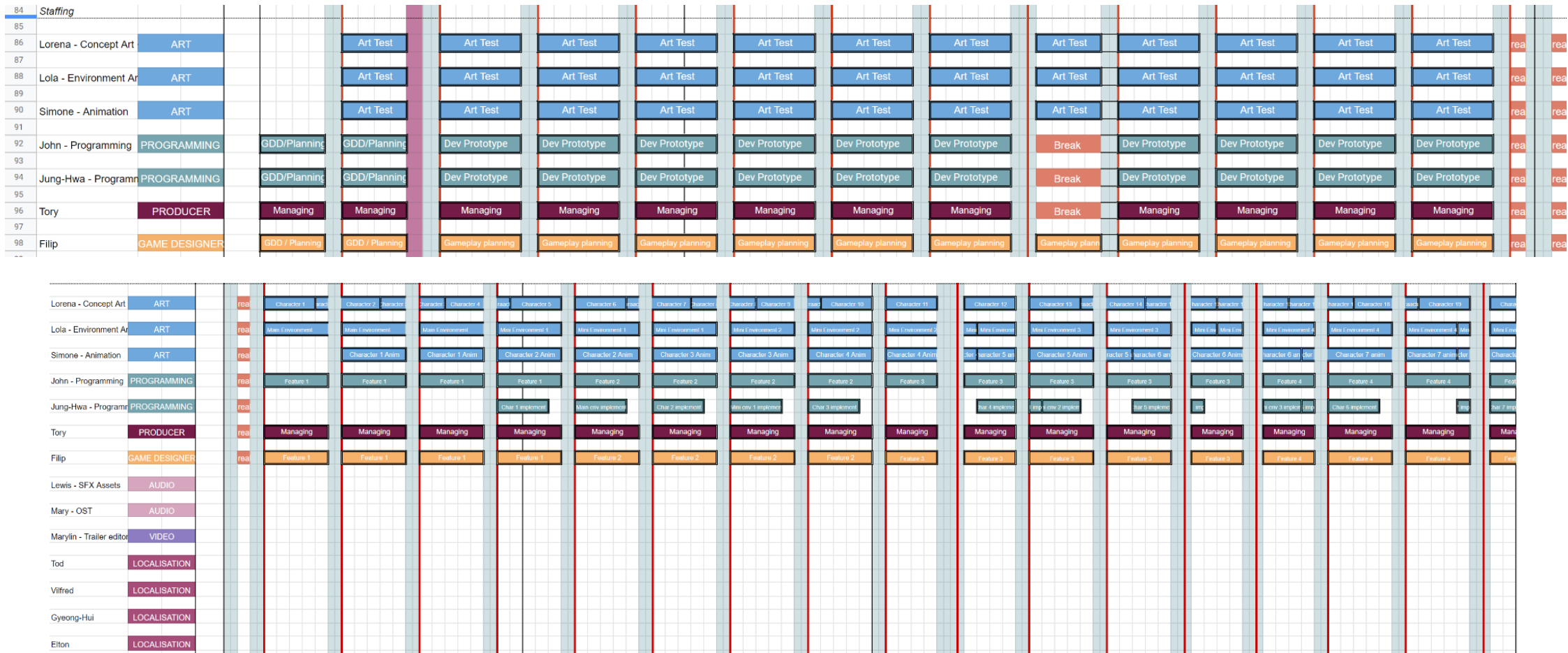
## Project Budget - Cyber Farm

Target Audience: 12+, construction and management simulator game enjoyers

Format: android, iOS, Nintendo Switch

Lorena-Maria Neagoe

# Production Schedule





Project Budget – Cyber Farm  
Target Audience: 12+, construction and management simulator game enjoyers  
Format: android, iOS, Nintendo Switch

Lorena-Maria Neagoe

**Character Concepting:** Feb 6th 2023 – July 28th 2023;  
**Character Animations:** Feb 13th 2023 – Feb 23rd 2024;  
**Character Implementation:** Feb 27th 2023 – Feb 29th 2024;  
**Environment Concepting:** Feb 6th 2023 – Feb 27th 2024;  
**Environment Implementation:** March 6th 2023 – Feb 14th 2024;  
**Features implementation:** Feb 6th 2023 – Nov 3rd 2023;  
**Bugs removal:** Nov 6th 2023 – Dec 20th 2023;  
**UI creation & implementation:** Oct 16th 2023 – Nov 28th 2023;  
**Main menu & pause menu creation & implementation:** Nov 13th 2023 – Jan 20th 2024;  
**Trailer:** Sept 1st 2023 – Oct 31st 2023;  
**Marketing assets creation:** Aug 21st 2023 – Oct 31st 2023;  
**Marketing campaign:** Nov 1st 2023 – Feb 29th 2024;  
**SFX creation and implementation:** Aug 1st 2023 – Nov 30th 2023;  
**OST creation and implementation:** Aug 1st 2023 – Dec 29th 2023;  
**Localisation:** Sept 1st 2023 – Nov 30th 2023;

**STAFF BREAKS:**

**Lorena:** July 31st 2023 – Aug 18th 2023; & Oct 2nd 2023 – Oct 13th 2023; & Dec 27th 2023 – Jan 5th 2024;

**Lola:** Nov 14th 2023 – Dec 4th 2023;

**Simone:** Oct 3rd 2023 – Oct 13th 2023; & Dec 27h 2023 – Jan 5th 2024;

**John:** July 31st 2023 – Aug 11th 2023; & Aug 29th 2023 – Sept 1st 2023; & Dec 27th 2023 – Jan 5th 2024;

**Jung-Hwa:** Aug 15th 2023 – Aug 18th 2023; & Dec 18th 2023 – Dec 22nd 2023;

**Tory:** Aug 7th 2023 – Aug 18th 2023; & Oct 23rd 2023 – Oct 27th 2023; & Jan 31st 2024 – Feb 5th 2024;

**Fillip:** July 31st 2023 – Aug 11th 2023; & Aug 29th 2023 – Sept 1st 2023; & Dec 27th 2023 – Jan 5th 2024;

**Lewis:** N/A;

**Mary:** N/A;

**Marylin:** N/A;

**Tod:** N/A;

**Vilfred:** N/A;

**Gyeong-Hui:** N/A;

**Elton:** N/A;

Project Budget - Cyber Farm

Target Audience: 12+, construction and management simulator game enjoyers

Format: android, iOS, Nintendo Switch

Lorena-Maria Neagoe

## Post-Production Schedule

MARKETING	MARKETING	MARKETING	MARKETING	MARKETING	MARKETING	MARKETING	MARKETING	MARKETING
			Social Media Assets	Social Media Assets	Social Media Assets	Social Media Assets	Social Media Assets	
Break	Main Menu Implementat	Pause Menu Implement	Social Media Assets	Social Media Assets	Social Media Assets	Social Media Assets	Social Media Assets	
Mini Environ	Mini Environment 14	Mini Environment 14	Mini Environment 15	Mini Environment 15	Mini Environment 15	Characters 29	Characters 30	
Break	Character 22 anim	Character 23 anim	Character 24 anim	Character 25 anim	Character 26 anim	Character 27 anim	Character 28 anim	
Break	Bugs removal	Bugs removal	Bugs removal	Bugs removal	Bugs removal	Bugs removal	Bugs removal	Bugs removal
Mini env 13 im	Character 21 imple	Character 22 imple	Mini env 14 im	Character 23 imple	Character 24 imple	Mini env 15 im; cter 25 im	Character 26, 27 & 28 imple	Character 29 & 30 im
Managing	Managing	Managing	Managing	Break	Managing	Managing	Managing	Managing
Break	Bug fixing	Bug fixing	Bug fixing	Bug fixing	Bug fixing	Bug fixing	Bug fixing	Bug fixing

Project Budget - Cyber Farm

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Lorena-Maria Neagoe

## Plan review & feedback

I think this is a good, industry-level plan showcasing our budget and schedule for our game, *CyberFarm*. I have explained and showcased the production in as much detail as possible, with charts and screenshots from the excel documents I created.

It was definitely a challenging task, as I had to make sure the budget and schedule matched and had to go back and forth between the documents to make sure of it. Overall, this experience will help me with my final major project as I now know not to underestimate certain tasks I might have in the past.