

# Interim COO & Strategy Consulting - Startup



## Interim C-Suite & Strategy Consulting

<https://www.immersionlabs.com>

### Executive Summary

Immersion Labs, LLC is a Massively Multiplayer Online Games Startup. The owner contacted me to drive their fund raising activities and develop their strategy for the future.

Despite time and energy, they were not attracting Venture Capital, Private Equity or Investment Bank.

The goals were to review their business plan, financial projections, executive summary and other documents and then engage investors and 3<sup>rd</sup> parties offshore development to plan the production of their first game.

### Challenges

The interview with the owner highlighted the lack of business acumen and business network to drive those activities and attract the right investors to this project.

The review of the documents showed some compelling missing such as complete financial projections, marketing and sales strategy, company's strategy, organizational chart (short, medium and long term), pricing strategy, market overview and investors risk.

The interview with one of the partners outlined the fact that the offer wasn't attractive to investors in terms of return on investment (40% ROI), timing and brokers' involvement including cost.

There was no contact with offshore companies to produce the game and confirm methodology, pricing and timeframe.

There was no launching plan of the game and no hosting solution to spread the game to the internet and the world.

## Solution

Redesigned the documentation such as business plan, executive summary and financial projections with a marketing strategy, pricing strategy, analysis of the competition, future development of the company, org chart and an attractive offer for investors including a return of investment of 600% within 3 years and the involvement of brokers including their fee of 4% to 8%.

Engaged the 4 communities like Venture Capital, Private Equity, Brokers and Investment Banks and presented our project to them.

Contacted and engaged with offshore companies in the US, Asia and Eastern Europe to present our project and define the right approach for the delivery and the production of the game and finally get accurate estimates in terms of time frame and \$ amount.

Defined and designed the mission, goals and strategy for the future of the company in terms of market, games development, employees, Merging & Acquisitions and exit strategy or IPO option.

## Results, Return on Investment and Future Plans

Received offer form three brokers, two VC and one investment bank.

Engaged in a due diligence process and review process of each offer received.

Received three estimates and T&M from offshore companies based in the US, India and Ukraine.

Hosting Agreement is under negotiation.

Management Team is almost finalized and future contracts for independent consultants and employees are under review before approval.