

# DES 401

Design Innovation  
through Business Models

project 1 -Leo Zhang

# DES 401

Design Innovation  
through Business Models

# Tabletop games Industry

project 1 -Leo Zhang

# DES 401

Design Innovation  
through Business Models

# Tabletop games Industry

project 1 -Leo Zhang

# What is

# Tabletop games?



**Tabletop games are games that are normally played on a table or other flat surface**



# What is

## Tabletop games?



**Tabletop games are games that are normally played on a table or other flat surface**



**Board  
game**



**Card  
game**



**Dice  
game**



**TRPG  
game**

# What is

## Tabletop games?



**Tabletop games are games that are normally played on a table or other flat surface**



**Board  
game**



**Card  
game**



**Dice  
game**

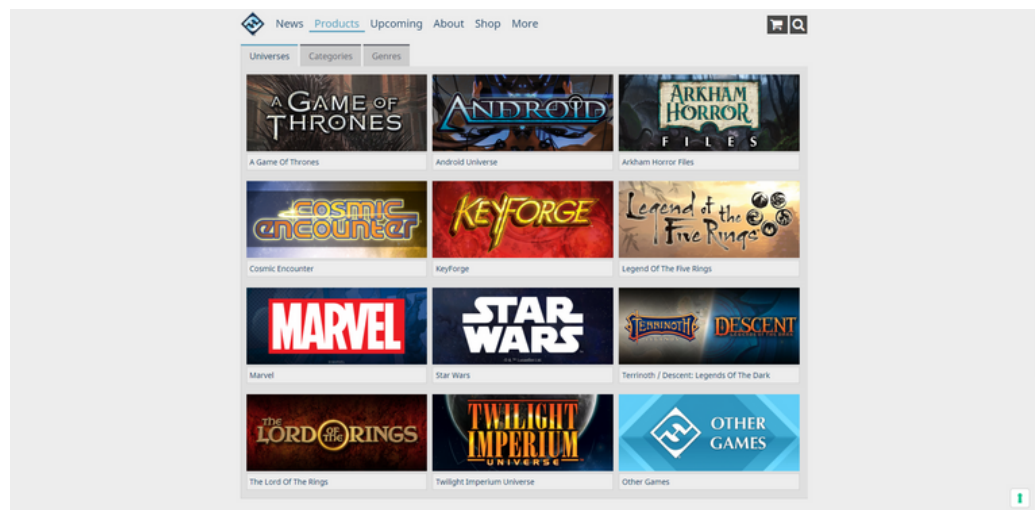


**TRPG  
game**

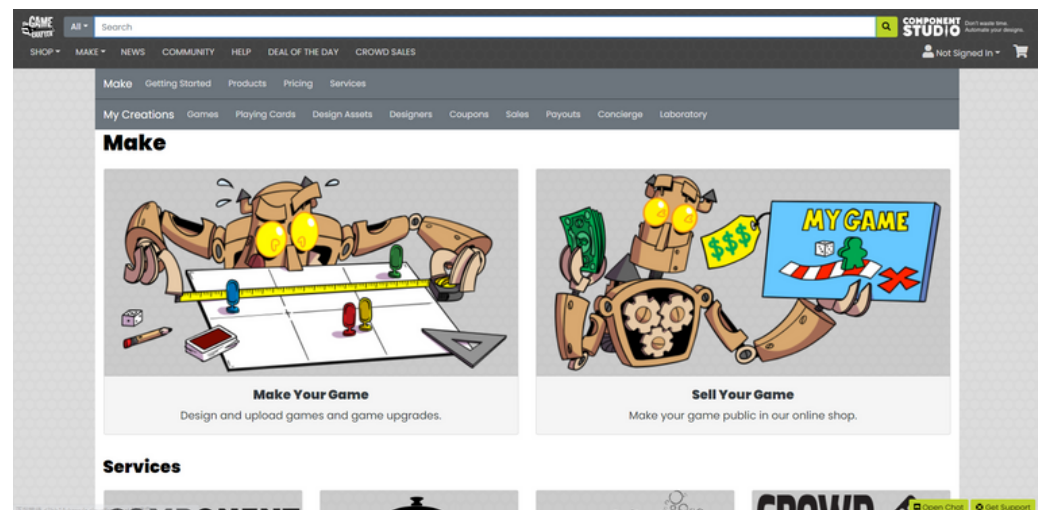
**The board games market by revenue is expected to grow at a CAGR of approx. 13% during the period 2021-2026.**

# Whats in the market

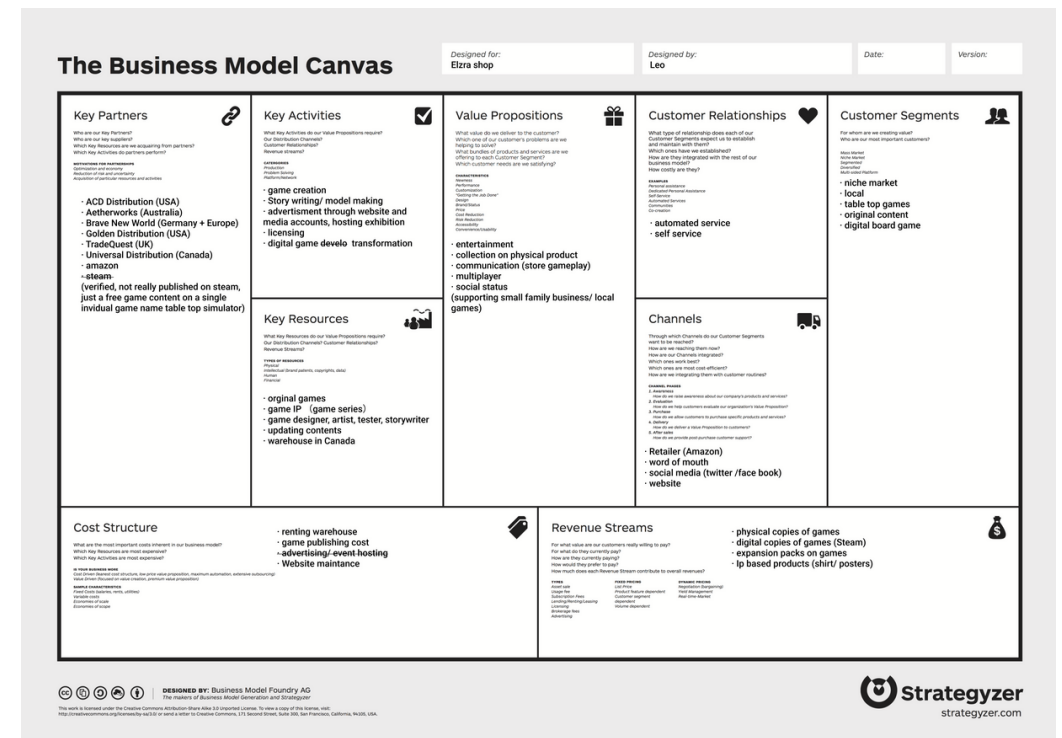
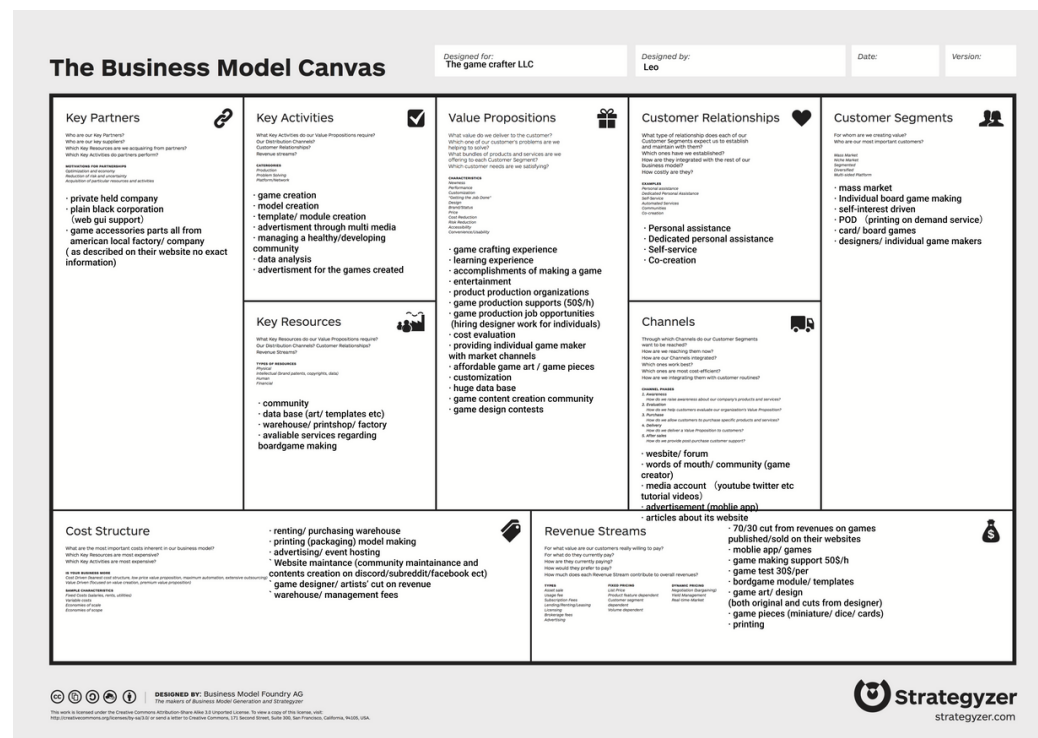
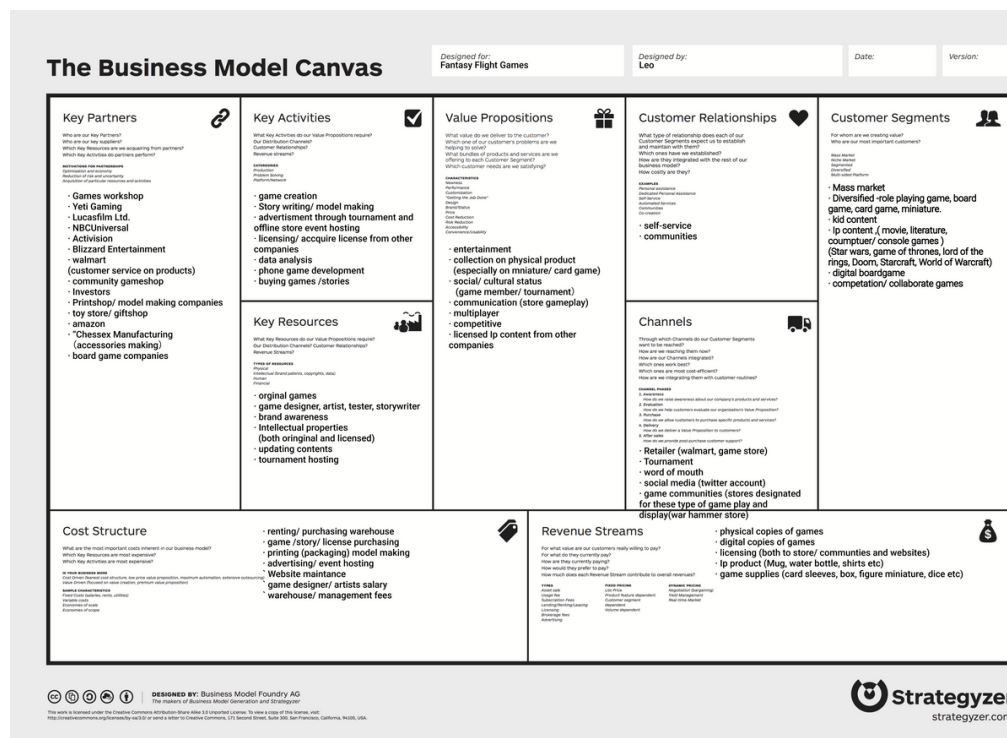
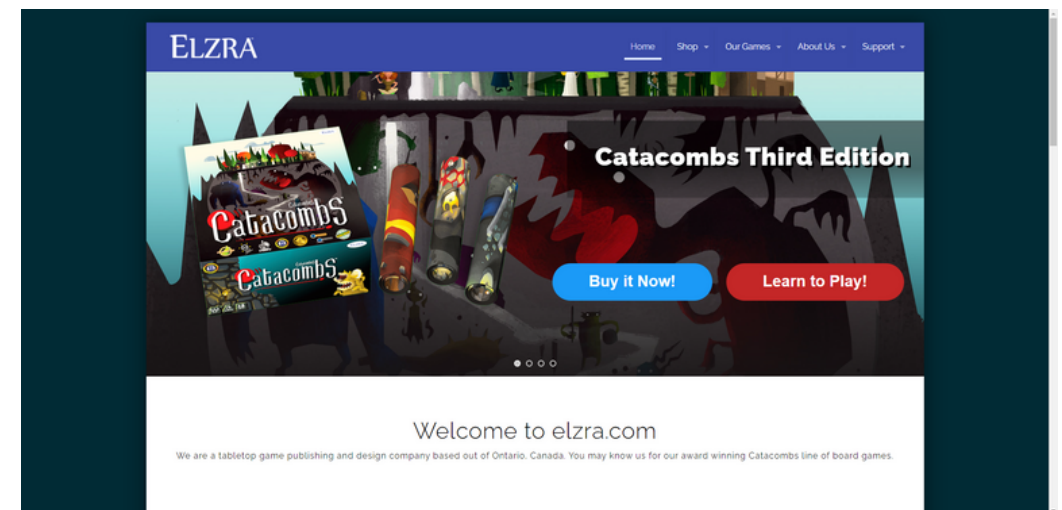
# Fantasy Flight games



# The game crafter LLC



# Elzra shop



# Whats in the market

## Fantasy Flight games

### customer segment

- Mass market
- Diversified
- Ip content  
(Star wars, game of thrones, lord of the rings, Doom, Starcraft, World of Warcraft)

## The game crafter LLC

### customer segment

- Mass market
- Individual game maker
- Self-interest driven
- POD ( printing on demand service )

## Elzra shop

### customer segment

- Niche market
- Local
- Board games
- Original content

# Whats in the market

## Fantasy Flight games

### customer segment

- Mass market
- Diversified
- Ip content  
(Star wars, game of thrones, lord of the rings, Doom, Starcraft, World of Warcraft)

Revenue 17 mill

## The game crafter LLC

### customer segment

- Mass market
- Individual game maker
- Self-interest driven
- POD ( printing on demand service )

Revenue <5 mill

## Elzra shop

### customer segment

- Niche market
- Local
- Board games
- Original content

Revenue <1 mill

# Whats in the market

## Fantasy Flight games

### customer segment

- Mass market
- Diversified
- Ip content  
(Star wars,  
game of thrones,  
lord of the rings,  
Doom, Starcraft,  
World of Warcraft)

## The game crafter LLC

### customer segment

- Mass market
- Individual game maker
- Self-interest driven
- POD ( printing on  
demand service )

## Elzra shop

### customer segment

Niche market  
Local  
Board games  
Original content

**Mass Market**

**Niche Market**

# Whats in the market

## Fantasy Flight games

### customer segment

- Mass market
- Diversified
- Ip content  
(Star wars, game of thrones, lord of the rings, Doom, Starcraft, World of Warcraft)

## The game crafter LLC

### customer segment

- Mass market
- Individual game maker
- Self-interest driven
- POD ( printing on demand service )

## Elzra shop

### customer segment

Niche market  
Local  
Board games  
Original content

Mass Market



Niche Market

# Whats in the market

## Fantasy Flight games

### customer segment

- Mass market
- Diversified
- Ip content  
(Star wars, game of thrones, lord of the rings, Doom, Starcraft, World of Warcraft)

## The game crafter LLC

### customer segment

- Mass market
- Individual game maker
- Self-interest driven
- POD ( printing on demand service )

## Elzra shop

### customer segment

Niche market  
Local  
Board games  
Original content

Mass Market



Niche Market





# Community

Mass Market

Fantasy  
Flight Games  
Company



"With great power, there must also come great responsibility."  
—Stan Lee, *Amazing Fantasy* #15

Iron Man and Black Panther team up to stop Rhino from rampaging through the streets of New York. Captain Marvel and Spider-Man battle Ultron as he threatens global annihilation. Do you have what it takes to join the ranks of these legendary heroes and become a champion?

Jump into the Marvel Universe with *Marvel Champions: The Card Game*, a cooperative Living Card Game® for one to four players!

*Marvel Champions: The Card Game* invites players to embody iconic heroes from the Marvel Universe as they battle to stop infamous villains from enacting their devious schemes.

As a Living Card Game, *Marvel Champions* is supported with regular releases of new product, including new heroes and scenarios—check out the products section at the bottom of this page to see everything announced so far!



Far from the shadows of Coruscant's skyscrapers lies the dangerous Outer Rim. To many citizens, the galaxy's edge represents a hive of scum and villainy that is better left ignored. But to the scoundrels of the galaxy, the Outer Rim represents the opportunity to become a legend.

Explore the galaxy for yourself with *Star Wars™: Outer Rim*, a game of bounty hunters, mercenaries, and smugglers for one to four players!

In *Outer Rim*, players take on the roles of outlaws on the fringes of society and set out to make their mark on the galaxy. You'll travel the Outer Rim in your personal ship, hire legendary *Star Wars* characters to join your crew, and vie to cement your place in the legends of the *Star Wars* galaxy! Do you have what it takes to survive the dangers of the Outer Rim while building your own legacy?



Niche Market



# Community

Mass Market



Niche Market



The Game Crafter

Board game company

Make Your Game

Design and upload games and game upgrades.

Sell Your Game

Make your game public in our online shop.

Community

Now it's your turn to bid on 1 Month of Advertising on FatherGeek.com.

Current Auctions

1 Month of Advertising on FatherGeek.com

61000 CP

Current Contests

McMeeple Gateway to Games Design Contest

Voting

The Feed

Crafter Con 2021 - Games that Need More T...

CRAFTER CON 2021

Games That Need More Than Brains

Alex Yeager

Blog Post

13 hours ago

Go Make A Hike

PLAN THE PERFECT PATH

Please vote on an art test for Go Make A Hike

Art Test

a day ago

Discussions

Discord

Facebook Group

Subreddit

Get Involved

Art Tests

Auctions

Contests

Site Ideas

Shows

Board Game Blueprint

The Official Game Crafter Podcast

Spotlight

Designers

Hall of Fame

People

Recent Accolades

Recent Reviews

Stay Informed

Open Chat

# Whats in the market

## Fantasy Flight games

### Value proposition

- entertainment
- collection
- social/ cultural status
- licensed Ip content from other companies

Revenue 17 mill

## The game crafter LLC

### Value propostion

- game crafting
- learning experience
- game content creation community
- game creation support

Revenue <5 mill

## Elzra shop

### value proposition

- entertainment
- collection on physical product

Revenue <1 mill

# Whats in the market

## Fantasy Flight games

### Value proposition

- entertainment
- collection
- social/ cultural status
- **licensed Ip content from other companies**

Revenue 17 mill

## The game crafter LLC

### Value propostion

- game crafting
- learning experience
- **game content creation community**
- game creation support

Revenue <5 mill

## Elzra shop

### value proposition

- entertainment
- collection on physical product

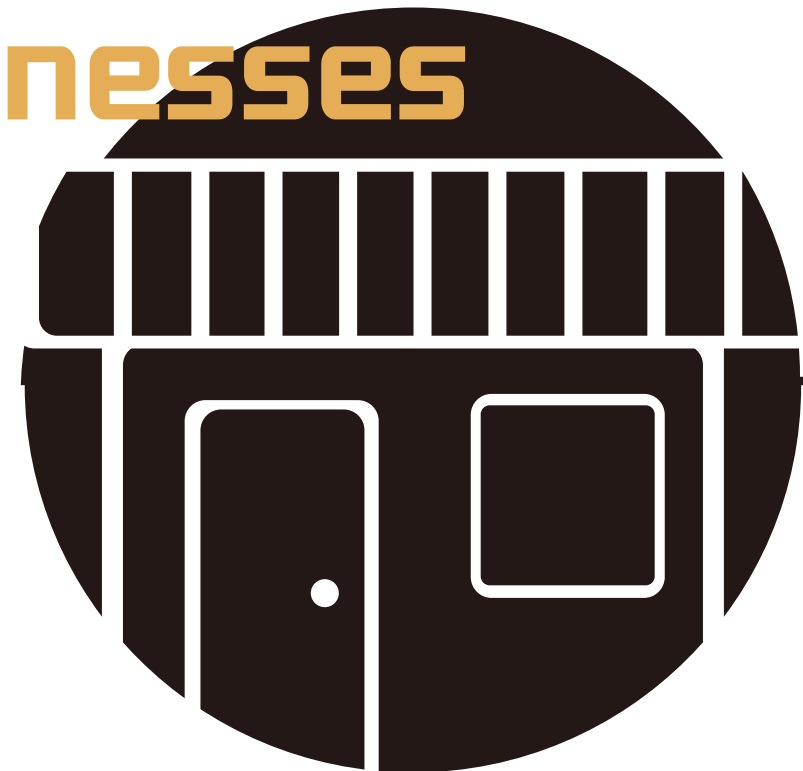
Revenue <1 mill

**strengths**



**Community**

**weaknesses**



**brick and mortar store**



**strengths**



**Community**

**MARVEL**

**Big IP co-oporation**

**weaknesses**



**brick and mortar store**

**strengths**



**Community**

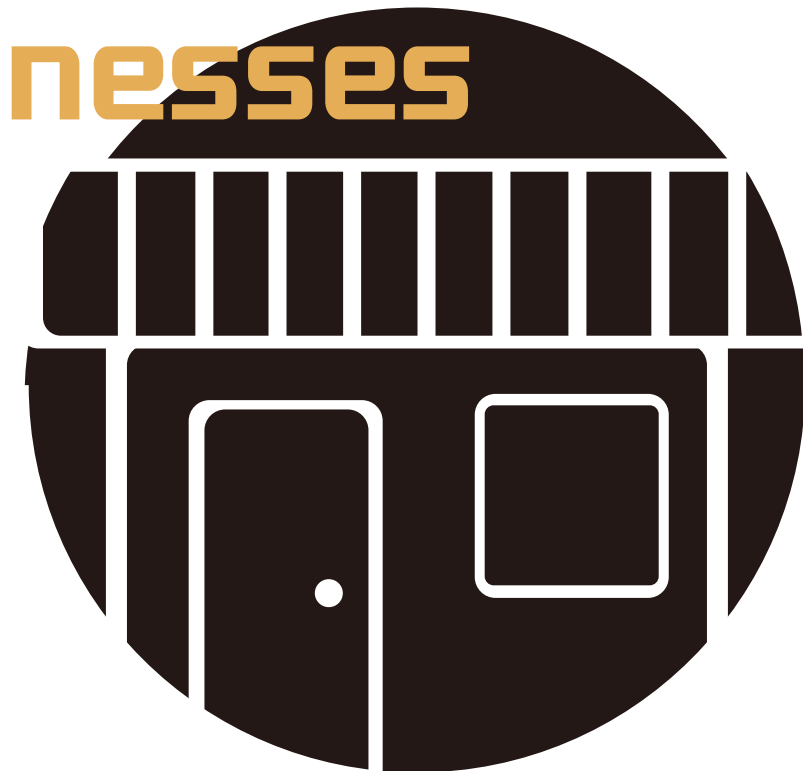
**MARVEL**

**Big IP co-oporation**

**also strength to**



**weaknesses**



**brick and mortar store**

**ultimate goal**

- 🎲 to make money
- 🎲 build community
- 🎲 seek co-operation

---

**opportunity**

- 🎲 game content
- 🎲 social influences



**ultimate goal** 🎲 to make money

value proposition

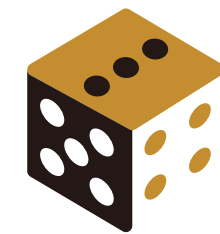


**build community**

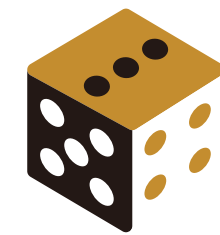


**seek co-operation**

**opportunity**



**game content**



**social influences**

**ultimate goal** 🎲 to make money

value proposition

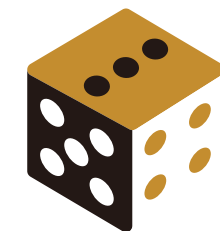


**build community**

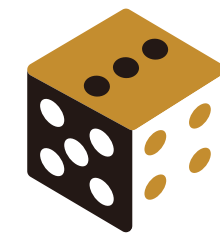


**seek co-operation**

**opportunity**



**game content**



**social influences**



**ultimate goal** 🎲 to make money

value proposition

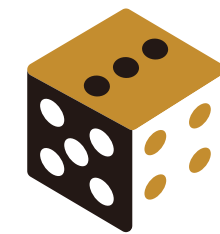


**build community**

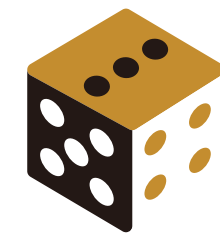


**seek co-operation**

**opportunity**



**game content**



**social influences**



# potential route



- hiring story writer
- renting place around university/ collage
- gather some hobbyist
- retailing easy to access
- cards/ games etc

# potential route



- setting up community club  
in to game creation/discussion  
(free worker source) \*evil smile

- managing online content and send  
them out for free to accumulate  
influences on different platform



- hiring story writer
- renting place around  
university/ collage
- gather some hobbyist
- retailing easy to  
access  
cards/ games etc

# potential route

- hiring story writer
- renting place around university/ collage
- gather some hobbyist
- retailing easy to access cards/ games etc



- setting up community club in to game creation/discussion (free worker source) \*evil smile



- managing online content and send them out for free to accumulate influences on different platform



- use the accumulated resources to seek out support/ partnership with the big companies

seeking partnership with small video game creators on making board game



**Mare Star** Today at 3:56 PM  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the games. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much things as "Tag" or "Children" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning. If you have anymore questions, feel free to ask them.

**BTB\_Bread** Today at 3:58 PM  
That was really helpful!

**Miranda\_Artz** Today at 3:59 PM  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

**老包\_Bread** Today at 4:00 PM  
Chhh you are a designer!

**Miranda\_Artz** Today at 4:02 PM  
<https://www.mirandaartz.com/thecomical>

**Miranda\_Artz**  
**BEST FREE Print & Play for family & friends! The Comical - BFF...**  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Comical Cross inspired game both children and adults love! It's free to download. Color Create PLAY! (Printing required.)

**老包\_Bread** Today at 4:02 PM  
Chhh you are a designer!

**Miranda\_Artz** Today at 4:03 PM  
Wellll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

**老包\_Bread** Today at 4:03 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:03 PM  
<https://www.thegamecrafter.com/>

**老包\_Bread** Today at 4:03 PM  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to help.

**老包\_Bread** Today at 4:03 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:03 PM  
Hahah I have not. What kind of website is it?

**Sin™** Today at 4:31 PM  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

**老包\_Bread** Today at 4:31 PM  
Thank you for the respond!  
😊 your voice is very helpful to us

**Sin™** Today at 4:34 PM  
Not a problem, good luck on your project!

**老包\_Bread** Today at 4:35 PM  
Thanks!

**Trashorama** Today at 4:31 PM  
1. All. Play every type  
2. Every Week.

**老包\_Bread** Today at 4:31 PM  
we are doing some researches and some voice from the community would be very beneficial

**Trashorama** Today at 4:31 PM  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

**老包\_Bread** Today at 4:32 PM  
Your voice is very helpful to us  
Thank you 😊

# Interviews/further research

# What types of tabletop games?

# How often do you purchase?

# What platform do you prefer?

**Mare Star** Today at 3:56 PM  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the games. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much things as "bag" or "clutter" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning, if you have anymore questions, feel free to ask them.

**BTB\_Bread** Today at 3:58 PM  
That was really helpful!

**Miranda\_Artz** Today at 3:59 PM  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

**老包\_Bread** Today at 4:00 PM  
Cliché you are a designer!

**Miranda\_Artz** Today at 4:02 PM  
<https://www.mirandaartz.com/thecomical/>

**Miranda\_Artz**  
**BEST FREE Print & Play for family & friends! The Com-Cartoonist — PDF...**  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Com-Cartoonist online game both children and adults love! It's free to download. Color-Cartoonist PLAY! (Printing required.)

**老包\_Bread** Today at 4:03 PM  
Cliché you are a designer!

**Miranda\_Artz** Today at 4:03 PM  
Wellll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

**老包\_Bread** Today at 4:03 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:03 PM  
<https://www.thegamecrafter.com/>  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to help.

**老包\_Bread** Today at 4:03 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:03 PM  
Hahah I have not. What kind of website is it?

**Sin™** Today at 4:31 PM  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

**老包\_Bread** Today at 4:31 PM  
Thank you for the respond!  
😊 your voice is very helpful to us

**Sin™** Today at 4:34 PM  
Not a problem, good luck on your project!

**老包\_Bread** Today at 4:35 PM  
Thanks!

**Trashorama** Today at 4:31 PM  
1. All. Play every type  
2. Every Week.

**老包\_Bread** Today at 4:31 PM  
we are doing some researches and some voice from the community would be very beneficial

**Trashorama** Today at 4:31 PM  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

**老包\_Bread** Today at 4:32 PM  
Your voice is very helpful to us  
Thank you 😊



What types of tabletop games?  
How often do you purchase?  
What platform do you prefer?

**Marek Star** Today at 4:30 PM  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the games. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much things as "Tag" or "Cribbage" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning. If you have anymore questions, feel free to ask them.

**BTB\_Bread** Today at 4:31 PM  
That was really helpful!

**Miranda\_Artz** Today at 4:31 PM  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

**BTB\_Bread** Today at 4:31 PM  
Ohhh you are a designer!

**Miranda\_Artz** Today at 4:32 PM  
<https://www.mirandaartz.com/thecornmeal/>

**Miranda\_Artz**  
**BEST FREE Print & Play for Family & Friends! The Corn Meal - 400...**  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Cornmeal Cakes inspired game both children and adults love! It's free to download. Color/ Create/ PLAY! (Printing required.)

**BTB\_Bread** Today at 4:32 PM  
Ohhh you are a designer!

**Miranda\_Artz** Today at 4:32 PM  
Wellll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

**BTB\_Bread** Today at 4:32 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:32 PM  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to servers.

**BTB\_Bread** Today at 4:32 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:32 PM  
Hahah I have not. What kind of website is it?

**Sin™** Today at 4:32 PM  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

**老包\_Bread** Today at 4:31 PM  
Thank you for the respond!  
😊 your voice is very helpful to us

**Sin™** Today at 4:34 PM  
Not a problem, good luck on your project!

**老包\_Bread** Today at 4:35 PM  
Thanks!

**Trashorama** Today at 4:31 PM  
1. All. Play every type  
2. Every Week.

**老包\_Bread** Today at 4:31 PM  
we are doing some researches and some voice from the community would be very beneficial

**Trashorama** Today at 4:31 PM  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

**老包\_Bread** Today at 4:32 PM  
Your voice is very helpful to us  
Thank you 😊

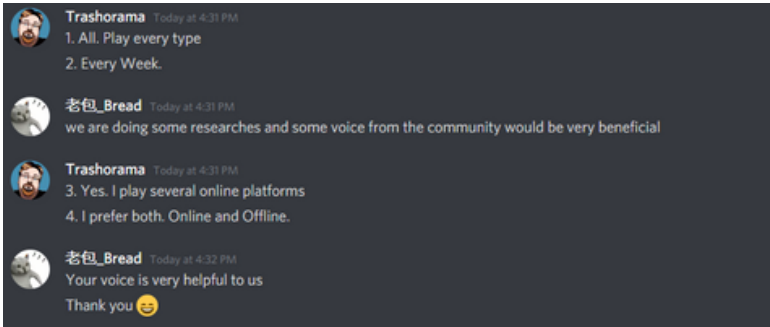
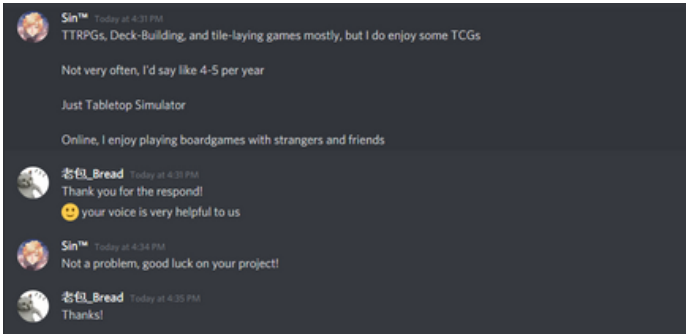
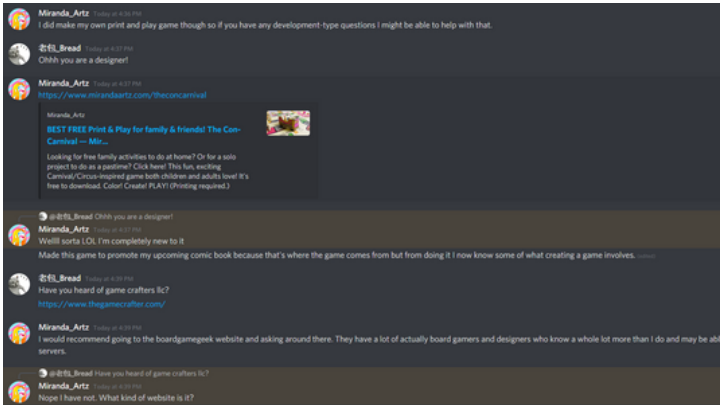
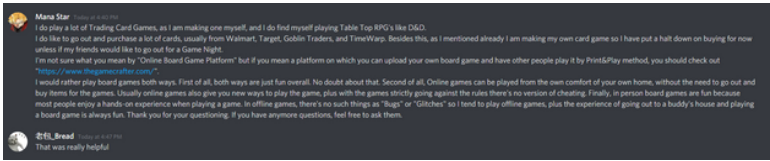


Trading card games



Tabletop role playing game

What types of tabletop games?  
How often do you purchase?  
What platform do you prefer?



Trading card games

user stickiness



Tabletop role playing game

Interviews/further research

What types of tabletop games?  
How often do you purchase?  
What platform do you prefer?

**Mare Star** Today at 4:31 PM  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the game. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much thing as "tag" or "catcher" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning. If you have anymore questions, feel free to ask them.

**BTB\_Bread** Today at 4:31 PM  
That was really helpful

**Miranda\_Artz** Today at 4:31 PM  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

**老包\_Bread** Today at 4:31 PM  
Chik! you are a designer!

**Miranda\_Artz** Today at 4:31 PM  
<https://www.mirandaartz.com/thecomical>

Miranda\_Artz  
**BEST FREE Print & Play for Family & Friends! The Com-Carnival -- BFFs...**  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Com-Carnival comes in several game both children and adults love! It's free to download. Color Create PLAY! (Printing required.)

**老包\_Bread** (Chik! you are a designer?)  
**Miranda\_Artz** Today at 4:31 PM  
Wellll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

**老包\_Bread** Today at 4:31 PM  
Have you heard of game crafters bc?

**Miranda\_Artz** Today at 4:31 PM  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to servers.

**老包\_Bread** (Have you heard of game crafters bc?)  
**Miranda\_Artz** Today at 4:31 PM  
Hopes I have not. What kind of website is it?

**Sin™** Today at 4:31 PM  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

**老包\_Bread** Today at 4:31 PM  
Thank you for the respond!  
😊 your voice is very helpful to us

**Sin™** Today at 4:34 PM  
Not a problem, good luck on your project!

**老包\_Bread** Today at 4:35 PM  
Thanks!

**Trashorama** Today at 4:31 PM  
1. All. Play every type  
2. Every Week.

**老包\_Bread** Today at 4:31 PM  
we are doing some researches and some voice from the community would be very beneficial

**Trashorama** Today at 4:31 PM  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

**老包\_Bread** Today at 4:32 PM  
Your voice is very helpful to us  
Thank you 😊



user stickiness



KONAMI

Interviews/further research

What types of tabletop games?  
How often do you purchase?  
What platform do you prefer?

**Mare Star** Today at 4:31 PM  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the game. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much thing as "tag" or "catcher" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning. If you have anymore questions, feel free to ask them.

**BTB\_Bread** Today at 4:31 PM  
That was really helpful

**Miranda\_Artz** Today at 4:31 PM  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

**老包\_Bread** Today at 4:32 PM  
Chik! you are a designer!

**Miranda\_Artz** Today at 4:32 PM  
<https://www.mirandaartz.com/thecomical>

Miranda\_Artz  
**BEST FREE Print & Play for Family & Friends! The Com-Cartoonist - PDF...**  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Com-Cartoonist project game both children and adults love! It's free to download. Color-Creation PLAY! (Printing required.)

**老包\_Bread** (Edit: you are a designer?)

**Miranda\_Artz** Today at 4:32 PM  
Welllll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

**老包\_Bread** Today at 4:32 PM  
Have you heard of game creators kit?

<https://www.thegamecrafter.com/>

**Miranda\_Artz** Today at 4:32 PM  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to help.

**老包\_Bread** (Edit: you are a designer?)

**Miranda\_Artz** Today at 4:32 PM  
Nope I have not. What kind of website is it?

**Sin™** Today at 4:31 PM  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

**老包\_Bread** Today at 4:31 PM  
Thank you for the respond!  
😊 your voice is very helpful to us

**Sin™** Today at 4:34 PM  
Not a problem, good luck on your project!

**老包\_Bread** Today at 4:35 PM  
Thanks!

**Trashorama** Today at 4:31 PM  
1. All. Play every type  
2. Every Week.

**老包\_Bread** Today at 4:31 PM  
we are doing some researches and some voice from the community would be very beneficial

**Trashorama** Today at 4:31 PM  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

**老包\_Bread** Today at 4:32 PM  
Your voice is very helpful to us  
Thank you 😊



Interviews/further research



What types of tabletop games?  
How often do you purchase?  
What platform do you prefer?

Mare Star  
I do play a lot of Trading Card Games, as I am making one myself, and I do find myself playing Table Top RPG's like D&D.  
I do like to go out and purchase a lot of cards, usually from Walmart, Target, Game Traders, and TimeWarp. Besides this, as I mentioned already I am making my own card game so I have put a halt down on buying for now unless if my friends would like to go out for a game night.  
I'm not sure what you mean by "Online Board Game Platform" but if you mean a platform on which you can upload your own board game and have other people play it by Print&Play method, you should check out <https://www.thegamecrafter.com/>.  
I would rather play board games both ways. First of all, both ways are just fun overall. No doubt about that. Second of all, Online games can be played from the own comfort of your own home, without the need to go out and buy items for the game. Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating. Finally, in person board games are fun because most people enjoy a hands-on experience when playing a game. In offline games, there's too much thing as "tag" or "catcher" as I tend to play offline games, plus the experience of going out to a buddy's house and playing a board game is always fun. Thank you for your questioning. If you have anymore questions, feel free to ask them.

BTB\_Bread  
That was really helpful

Miranda\_Arzt  
I did make my own print and play game though so if you have any development-type questions I might be able to help with that.

老包\_Bread  
Ohhh you are a designer!

Miranda\_Arzt  
<https://www.mirandarts.com/thecanonical>

Miranda\_Arzt  
BEST FREE Print & Play for Family & Friends! The Can-Carnival -- PDF...  
Looking for free family activities to do at home? Or for a solo project to do as a pastime? Click here! This fun, exciting Can-Carnival online game both children and adults love! It's free to download. Color-Crafter PLAY! (Printing required.)

BTB\_Bread  
Wellll sorta LOL I'm completely new to it.  
Made this game to promote my upcoming comic book because that's where the game comes from but from doing it I now know some of what creating a game involves. ....

Miranda\_Arzt  
Have you heard of game crafters bc?

Miranda\_Arzt  
I would recommend going to the boardgamegeek website and asking around there. They have a lot of actually board gamers and designers who know a whole lot more than I do and may be able to help.

BTB\_Bread  
Have you heard of game crafters bc?

Miranda\_Arzt  
Haha I have not. What kind of website is it?

Sin™  
TTRPGs, Deck-Building, and tile-laying games mostly, but I do enjoy some TCGs

Not very often, I'd say like 4-5 per year

Just Tabletop Simulator

Online, I enjoy playing boardgames with strangers and friends

老包\_Bread  
Thank you for the respond!  
your voice is very helpful to us

Sin™  
Not a problem, good luck on your project!

老包\_Bread  
Thanks!

Trashorama  
1. All. Play every type  
2. Every Week.

老包\_Bread  
we are doing some researches and some voice from the community would be very beneficial

Trashorama  
3. Yes. I play several online platforms  
4. I prefer both. Online and Offline.

老包\_Bread  
Your voice is very helpful to us  
Thank you 😊



Tabletop role playing game

user loyalty



Interviews/further research

# preferred playing method



Interviews/further research

# preferred playing method



● 80% Offline  
● 20% Online



● 90% Offline  
● 10% Online



● 45% Offline  
● 55% Online

Interviews/further research

# preferred playing method



● 80% Offline  
● 20% Online



● 90% Offline  
● 10% Online



● 45% Offline  
● 55% Online

## Offline

"In-person board games are fun because most people enjoy a hands-on experience when playing a game."

"The experience of going out to a buddy's house and playing a board game is always fun."

"There weren't a method to play my games online, its a physical card game after all and only can experience its full content inperson."

## Online

"Usually online games also give you new ways to play the game, plus with the games strictly going against the rules there's no version of cheating"

"It is more convenient for friends nowadays to gather online since there are many easy to access platforms such as tabletop simulator or boardgames websites."



# preferred playing method



● 80% Offline  
● 20% Online



● 90% Offline  
● 10% Online



● 45% Offline  
● 55% Online

Offline

**experience**  
**socializing**

Online

**convenience**  
**low learning cost**

Interviews/further research

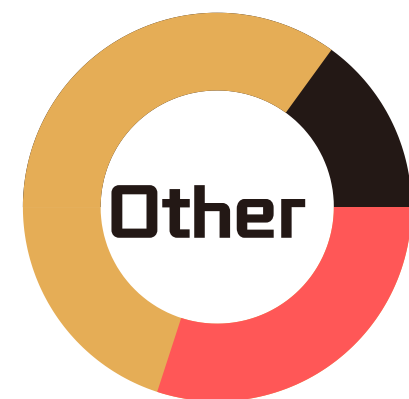
# Card/game purchasing rate



- once a month
- once every 2-3 weeks
- every week



- 2-6 games a year
- Only 1-2 games



- Depends
- 1-2 games a month
- Purchase with friend

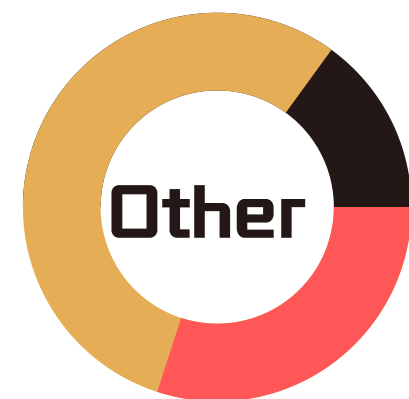
# Card/game purchasing rate



- once a month
- once every 2-3 weeks
- every week



- 2-6 games a year
- Only 1-2 games



- Depends
- 1-2 games a month
- Purchase with friend



Interviews/further research

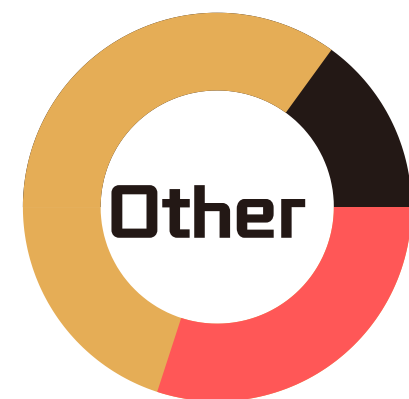
# Card/game purchasing rate



- once a month
- once every 2-3 weeks
- every week



- 2-6 games a year
- Only 1-2 games



- Depends
- 1-2 games a month
- Purchase with friend

"Made this game to promote my upcoming comic book"



Interviews/further research



# Card/game purchasing rate



- once a month
- once every 2-3 weeks
- every week



- 2-6 games a year
- Only 1-2 games



- Depends
- 1-2 games a month
- Purchase with friend

self-driven hobby not professional

“Made this game to promote my upcoming comic book”



# Value

---

## **P**layers

experience

socializing

convenience

low learning cost

## **G**ame creator

player feedback

place to play

# Value

---

## Players

experience  
socializing  
convenience  
low learning cost

## Game creator

player feedback  
place to play

## Other companies

The Game Crafter  
Board game company



# Value

---

## Players

experience  
socializing  
convenience  
low learning cost

## Game creator

player feedback  
place to play










## Other companies

The Game Crafter  
Board game company














# The Business Model Canvas

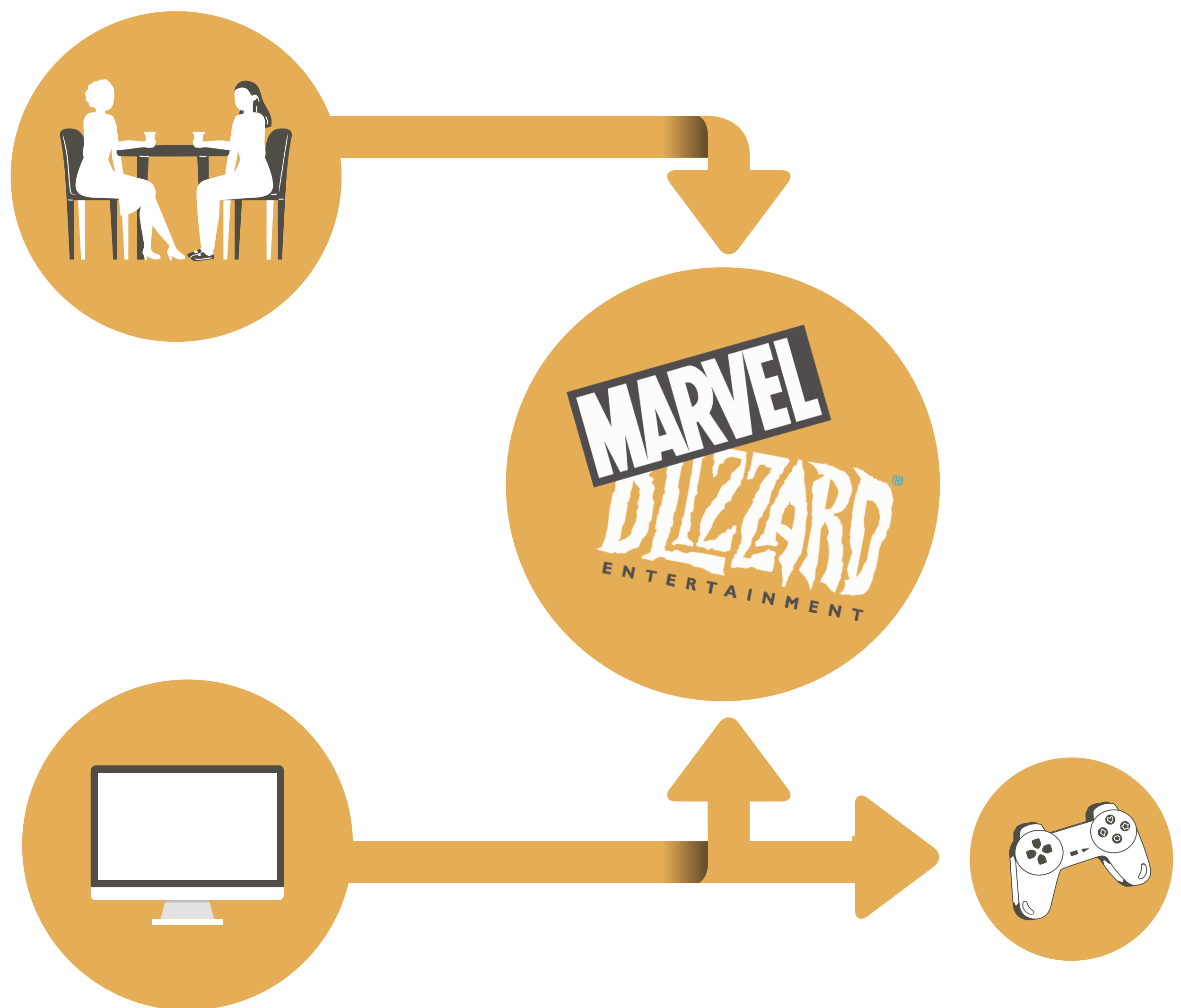
<div>Key Partners</div> <div><ul style="list-style-type: none"><li>• Potential Partners<ul style="list-style-type: none"><li>• game owners</li><li>• local business store that might share same customer segments</li><li>• wide range of game content creators/ companies</li><li>• individual game brands</li><li>• online companies seeking for the player base</li></ul></li></ul></div> <div><ul style="list-style-type: none"><li>-game crafter llc</li><li>-(AEG) Board Games</li><li>-boardgamearena.com</li><li>-tabletopia.com</li><li>-the alley (bubble tea shop)</li><li>-yiwen's bubble tea shop</li></ul></div>	<div>Key Activities</div> <div><ul style="list-style-type: none"><li>• advertizing through local key partners to increase playerbase and brand reputation.</li><li>• hosting game events</li><li>• manage and updating community content for a healthy flow</li><li>• collecting feedbacks from the community</li><li>• analyze customer conversion rate on ads</li></ul></div>	<div>Value Propositions</div> <div><ul style="list-style-type: none"><li>• experiences on playing board game with in a group</li><li>• place to play</li><li>• socializing</li><li>• convinence (drop in games) - (card/ game purchase)</li><li>• low learning cost (free drop in session)</li><li>• easy to access space (offering private room)</li><li>• player feed back for individual game maker</li><li>• community</li><li>• passenger flow for being with in a physical place (for key partners )</li><li>• brand reputation</li><li>• channels (for promotion on keypartner's products or individual game maker's games)</li></ul></div>	<div>Customer Relationships</div> <div><ul style="list-style-type: none"><li>• personal service</li><li>• sel-serivce</li><li>• community</li></ul></div>	<div>Customer Segments</div> <div><ul style="list-style-type: none"><li>• mass market</li><li>• board game players</li><li>• first timer</li><li>• individual game maker</li></ul></div>
<div>Key Resources</div> <div><ul style="list-style-type: none"><li>• community</li><li>• experience on hosting/ managin game event</li><li>• brick and motar store</li><li>• boardgames</li></ul></div>	<div>Channels</div> <div><ul style="list-style-type: none"><li>• brick and motar store</li><li>• local business partnership</li><li>• advertisement</li><li>• community spread</li><li>• online platform<ul style="list-style-type: none"><li>- discord channel</li><li>- twitter/facebook etc</li></ul></li></ul></div>			
<div>Cost Structure</div> <div><ul style="list-style-type: none"><li>• birck and motar store, furnitures, interior deco</li><li>• boradgames/ cards/ retailing</li><li>• advertisment fees</li><li>• content/ community /event manager salaries</li></ul></div>			<div>Revenue Streams</div> <div><ul style="list-style-type: none"><li>• cards/ boardgame retailing revenue</li><li>• private room booking fees</li><li>• key partners advertisment fees (taking cuts for every customer conversion)</li><li>• vip memeber fees</li></ul></div>	

# The Business Model Canvas

<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none"><li>Potential Partners</li><li>game owners</li><li>local business store that might share same customer segments</li><li>wide range of game content creators/ companies</li><li>individual game brands</li><li>online companies seeking for the player base</li></ul><div><ul style="list-style-type: none"><li>-game crafter llc</li><li>-(AEG) Board Games</li><li>-boardgamearena.com</li><li>-tabletopia.com</li><li>-the alley (bubble tea shop)</li><li>-yiwen's bubble tea shop</li></ul></div></div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none"><li>advertising through local key partners to increase playerbase and brand reputation.</li><li>hosting game events</li><li>manage and updating community content for a healthy flow</li><li>collecting feedbacks from the community</li><li>analyze customer conversion rate on ads</li></ul></div> <div>Key Resources</div> <div></div> <div><ul style="list-style-type: none"><li>community</li><li>experience on hosting/ managing game event</li><li>brick and mortar store</li><li>boardgames</li></ul></div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none"><li>experiences on playing board game with in a group</li><li>place to play</li><li>socializing</li><li>convenience (drop in games) - (card/ game purchase)</li><li>low learning cost (free drop in session)</li><li>easy to access space (offering private room)</li><li>player feed back for individual game maker</li><li>community</li><li>passenger flow for being with in a physical place (for key partners )</li><li>brand reputation</li><li>channels (for promotion on keypartner's products or individual game maker's games)</li></ul></div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none"><li>personal service</li><li>self-service</li><li>community</li></ul></div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none"><li>brick and mortar store</li><li>local business partnership</li><li>advertisement</li><li>community spread</li><li>online platform<ul style="list-style-type: none"><li>- discord channel</li><li>- twitter/facebook etc</li></ul></li></ul></div>	<div>Customer Segments</div> <div></div> <div><ul style="list-style-type: none"><li>mass market</li><li>board game players</li><li>first timer</li><li>individual game maker</li></ul></div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none"><li>brick and mortar store, furnitures, interior deco</li><li>boardgames/ cards/ retailing</li><li>advertisement fees</li><li>content/ community /event manager salaries</li></ul></div>		<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none"><li>cards/ boardgame retailing revenue</li><li>private room booking fees</li><li>key partners advertisement fees (taking cuts for every customer conversion)</li><li>vip member fees</li></ul></div>		

# potential route

- hiring story writer
- renting place around university/ collage
- gather some hobbyist
- retailing easy to access  
cards/ games etc



potential route



Cost too much  
Gamble



- hiring story writer
- renting place around university/ collage
- gather some hobbyist
- retailing easy to access
- cards/ games etc





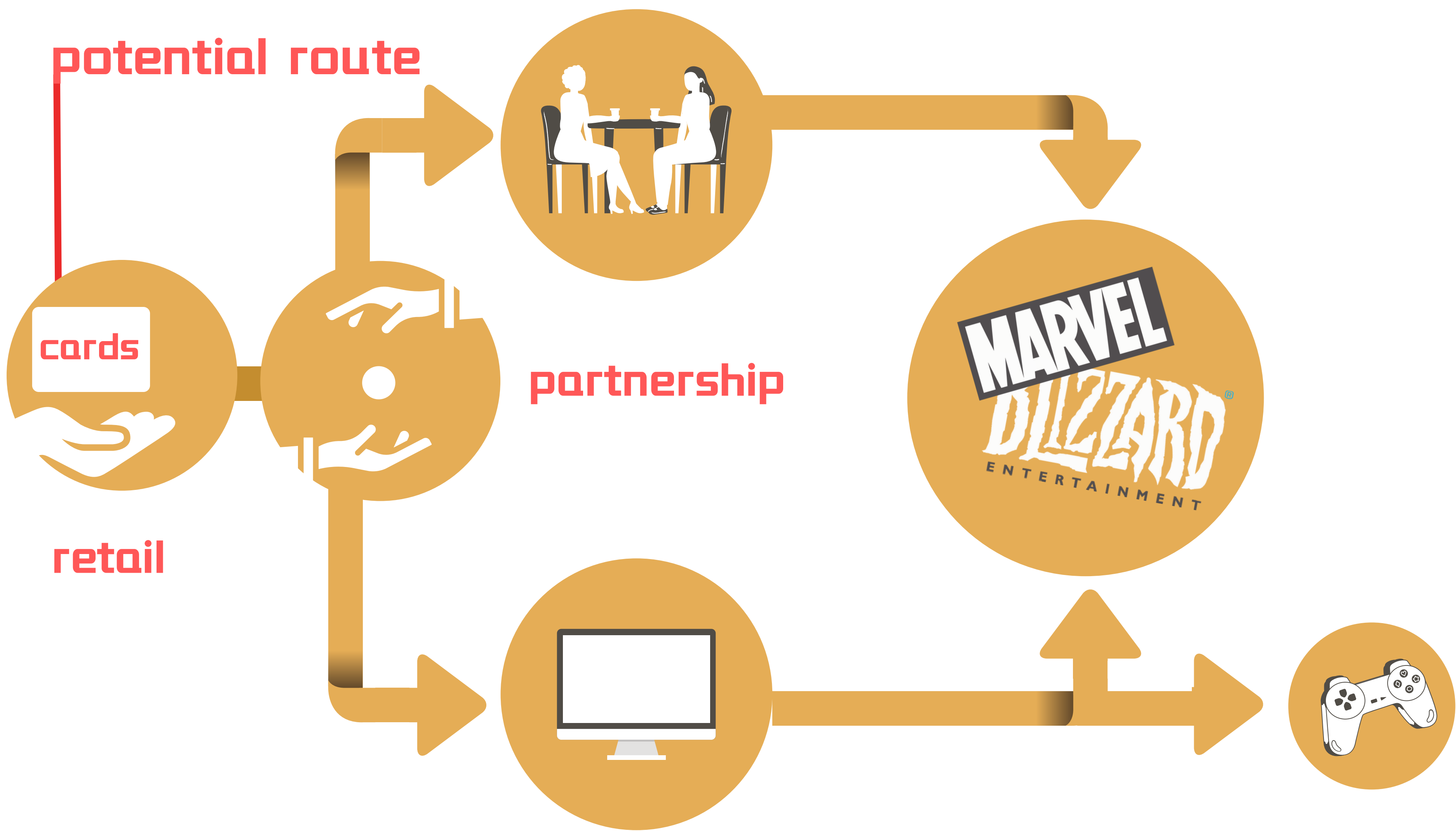
potential route

cards

retail

partnership

MARVEL  
DILLZARD<sup>®</sup>  
ENTERTAINMENT



# How it works



# How it works



**Emily**

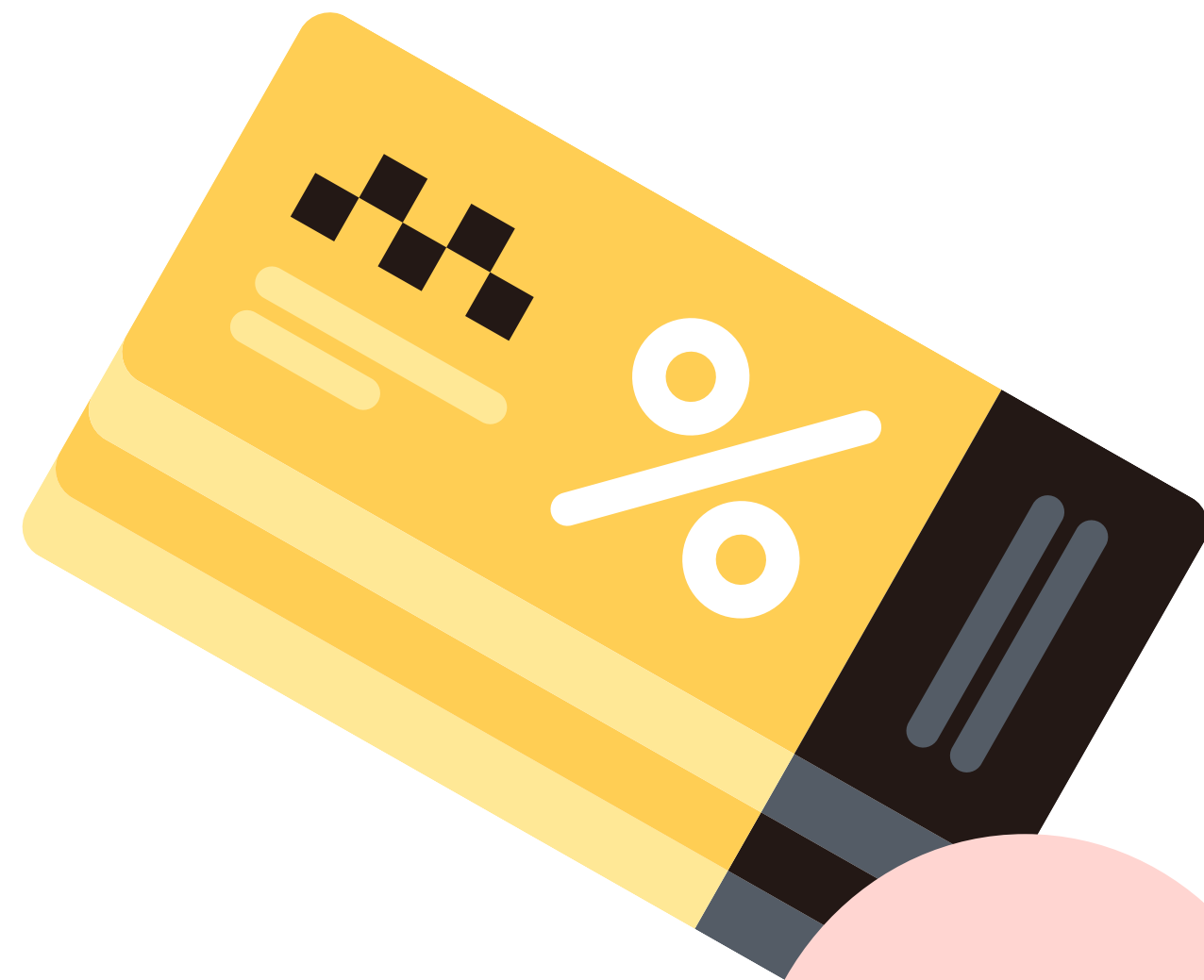
**24**

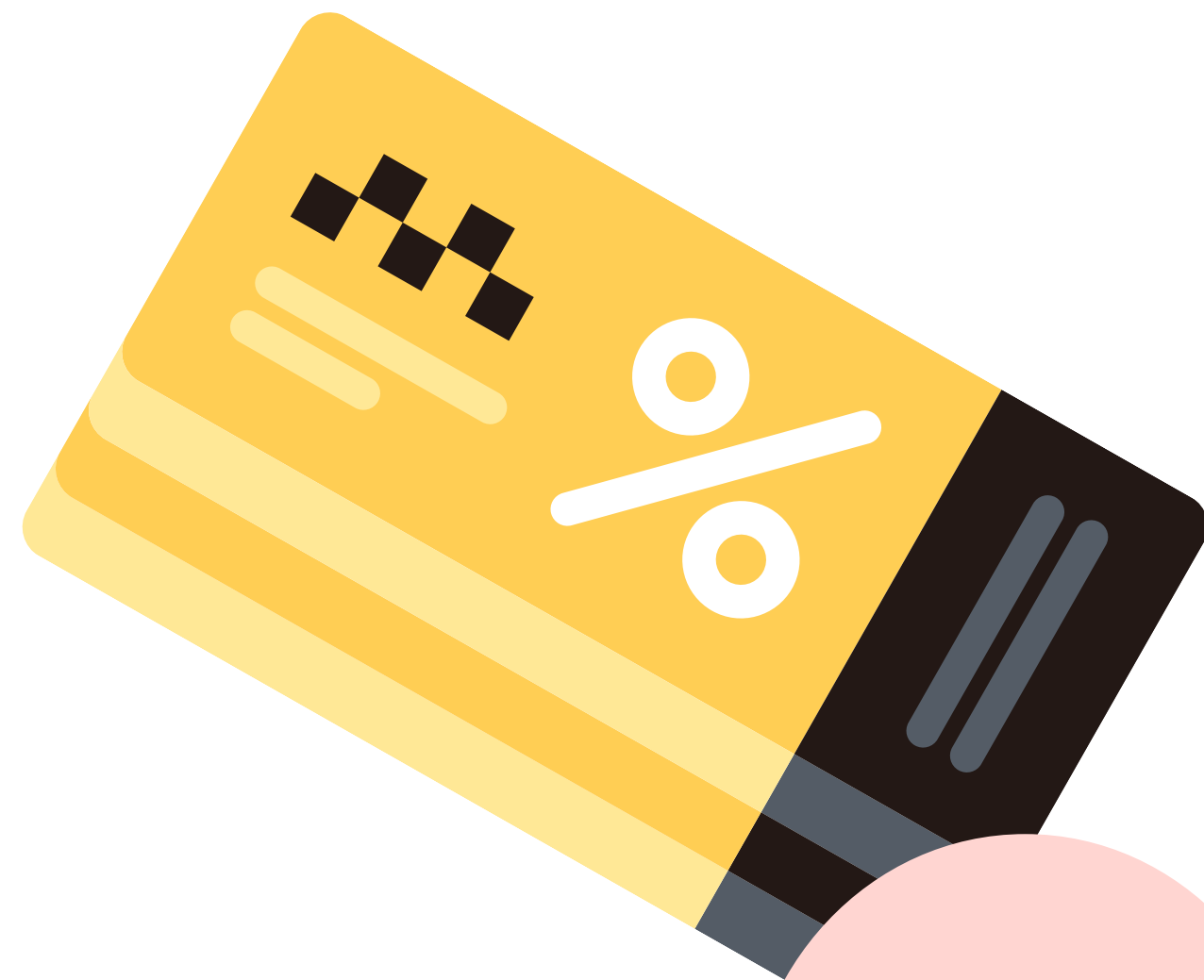
**loves bubble tea**

**Have not played  
boardgames before**





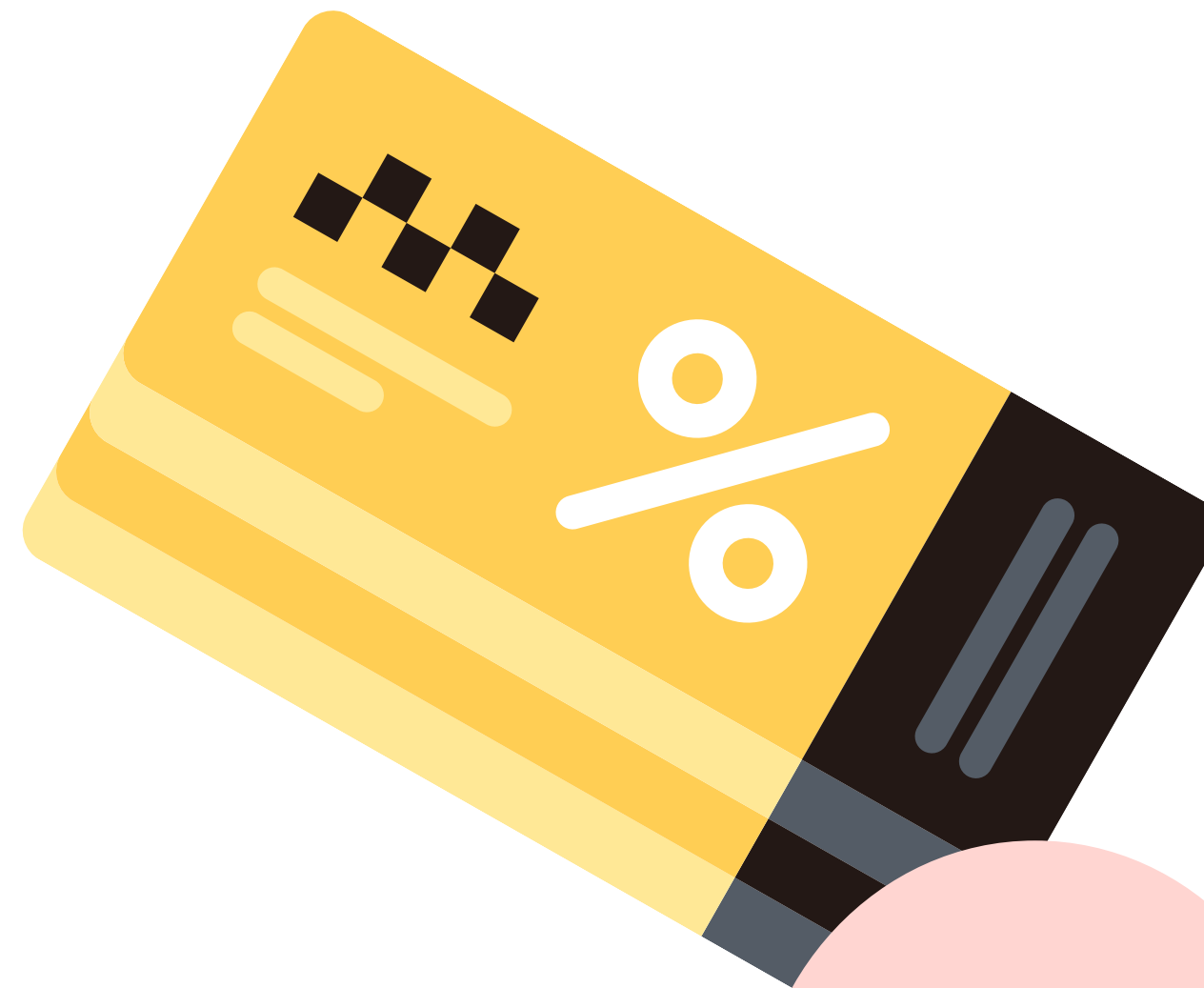






**Free**

**bu!bble! Tea!**





**Periord**  
board game





# How it works

**Eric**

**21**

**Experienced card game/  
boardgame collector**

**Trouble finding a  
place to buy cards**

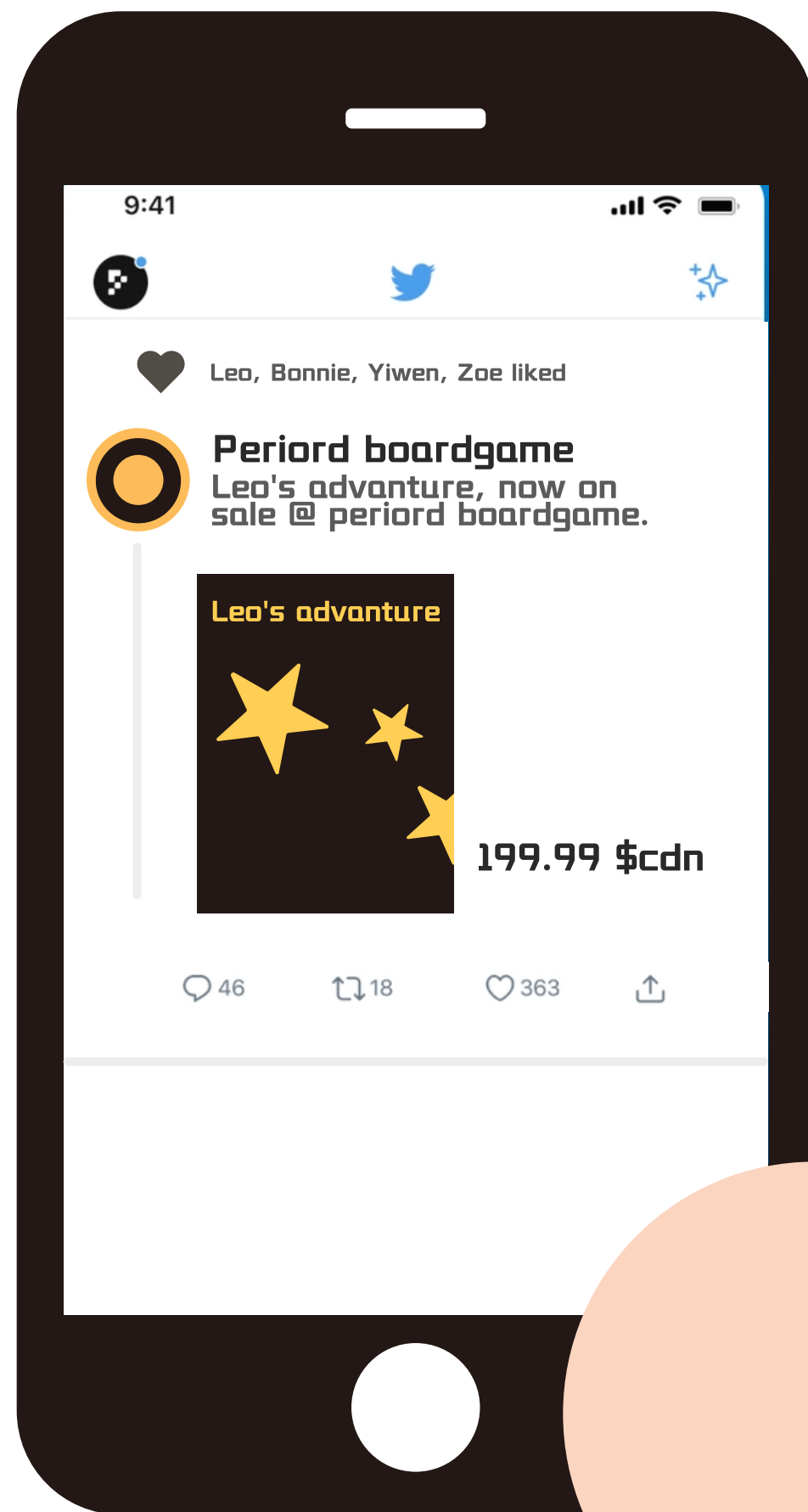




I cant find this







I cant find this



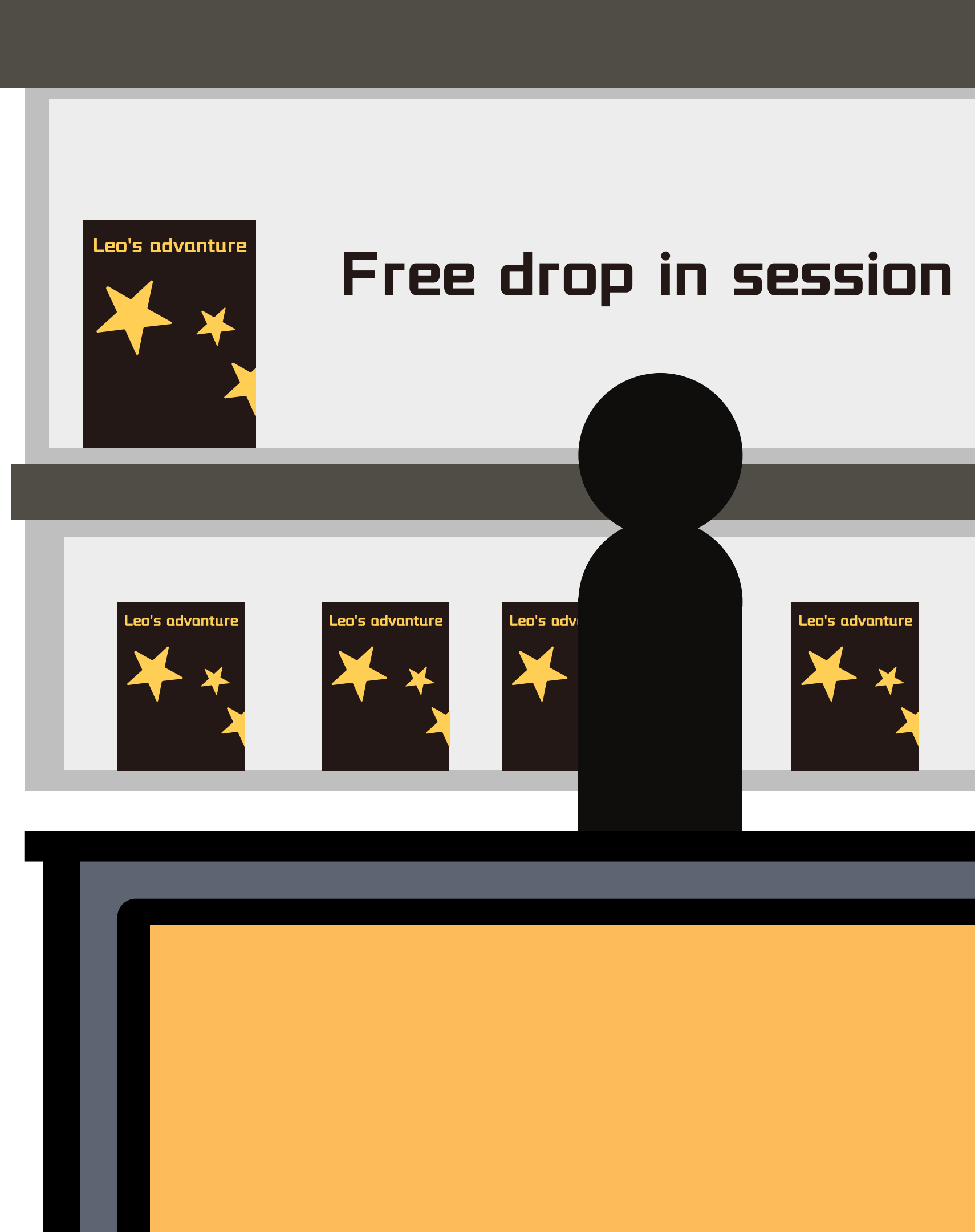




**Periord**  
board game











wah









### Key Partners





- Potential Partners
  - game owners
  - local business store that might share same customer segments
  - wide range of game content creators/ companies
  - individual game brands
  - online companies seeking for the player base

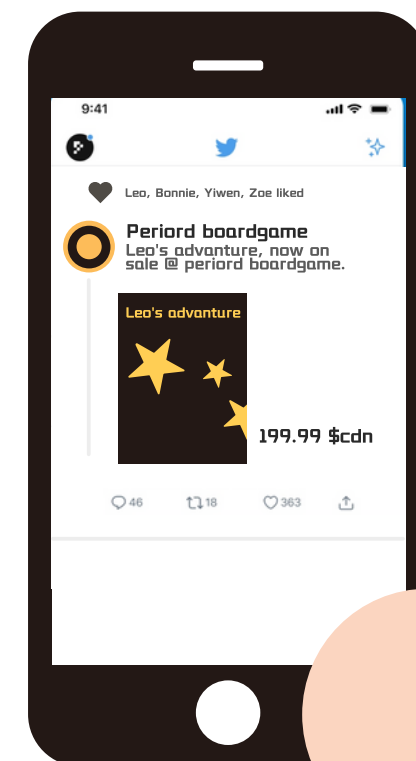
-game crafter llc  
-(AEG) Board Games  
-boardgamearena.com  
-tabletopia.com  
-the alley (bubble tea shop)  
-yiwen's bubble tea shop

### Leo's adventure





<p>Customer Relationships </p> <ul style="list-style-type: none"><li>• personal service</li><li>• sel-serivce</li><li>• community</li></ul>
<p>Channels </p> <ul style="list-style-type: none"><li>• brick and motar store</li><li>• local business partnership</li><li>• advertisement</li><li>• community spread</li><li>• online platform<ul style="list-style-type: none"><li>- discord channel</li><li>- twitter/facebook etc</li></ul></li></ul>





### Key Resources



- community
- experience on hosting/ managing game event
- brick and mortar store
- boardgames

### Key Activities



- advertizing through local key partners to increase playerbase and brand reputation.
- hosting game events
- manage and updating community content for a healthy flow
- collecting feedbacks from the community
- analyze customer conversion rate on ads

### Cost Structure

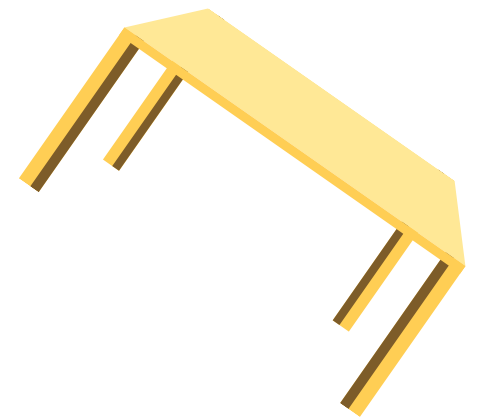
- brick and mortar store, furnitures, interior deco
- boardgames/ cards/ retailing
- advertisement fees
- content/ community /event manager salaries



## Revenue Streams



- cards/ boardgame retailing revenue
- private room booking fees
- key partners advertisement fees  
(taking cuts for every customer conversion)
- vip member fees



# Reference

<https://www.pingwest.com/a/250553>

<https://www.npr.org/2019/10/31/774838891/its-a-smartphone-life-more-than-half-of-u-s-children-now-have-one>

<https://www.prnewswire.com/news-releases/board-games-market-size-to-reach-revenues-of-around-30-billion-by-2026--arizton-301192937.html>

<https://www.statista.com/outlook/cmo/toys-hobby/toys-games/card-games/united-states#revenue>

<https://www.marketwatch.com/press-release/collectible-card-games-market-size-2021---latest-opportunities-current-sales-analysis-leading-regions-and-top-countries-data-growth-segments-development-history-and-future-forecast-to-2026-2021-12-07>

<https://www.tcgplayer.com/>

<https://www.thegamecrafter.com/>

<https://elzra.com/>

<https://www.fantasyflightgames.com/en/products/#/universe>

[https://www.crunchbase.com/organization/the-game-crafter/signals\\_and\\_news/timeline](https://www.crunchbase.com/organization/the-game-crafter/signals_and_news/timeline)

[https://www.google.com/search?](https://www.google.com/search?q=exploding+kittens&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEwiXh9fe_Ln1AhWJdd4KHY3pAZsQ_AUoA3oECAEQBQ&biw=1920&bih=937&dpr=1)

[q=exploding+kittens&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEwiXh9fe\\_Ln1AhWJdd4KHY3pAZsQ\\_AUoA3oECAEQBQ&biw=1920&bih=937&dpr=1](https://www.google.com/search?q=exploding+kittens&source=lnms&tbm=isch&sa=X&sqi=2&ved=2ahUKEwiXh9fe_Ln1AhWJdd4KHY3pAZsQ_AUoA3oECAEQBQ&biw=1920&bih=937&dpr=1)

<https://www.zoominfo.com/c/fantasy-flight-games/38753079>

<https://agogeacademy.com/what-is-the-difference-between-board-games-and-card-games/>

<https://www.businesswire.com/news/home/20210105005724/en/Global-Board-Games-Market-2021-to-2026---Outlook-and-Forecast---ResearchAndMarkets.com>

<https://www.dicebreaker.com/categories/board-game/how-to/board-game-types-explained>

[mirandaartz.com/theconcarnival](https://mirandaartz.com/theconcarnival)