

Happy Bishop Games

Report for May 2011 - June 2011

Overview

HBG completed and published two products in May, 2011: Triune Corebook (Gamemasters' Edition) and Triune Corebook (Players' Edition). The response has been positive. Sales are great considering the small marketing effort we have put forth and reviews are mostly good.

- Reviews: The GM Edition has been reviewed three times. Reviews were positive: 5/5, 3.5/5, and a non-rated but positive review. All agreed the content was great and artwork was appropriate. Two reviews complained about the layout being unfriendly.
- The Players' Edition has not been reviewed. This was planned since the GM Edition has everything in the Players' Edition. There's no reason to independently review that edition.

Sales Summary

Both products are for sale as PDF files on three companies: OneBookShelf, Indie Press Revolution, and Happy Bishop Games. The GM Edition costs \$15.99 and the Players' Edition costs \$11.99. The company webstore offered both products at \$2.00 off before arrangements were made with OBS and IPR.

Triune Corebook (Gamemasters' Edition) May 6 2011 – June 30 2011

Site	# Sold	Gross	Net	# Comp copies
OneBookShelf	15	\$239.85	\$155.90	20
Indie Press Revolution	2	\$31.98	\$25.58	0
Happy Bishop Games	1	\$13.99	\$13.14	2

Triune Corebook (Players' Edition) May 6 2011 – June 30 2011

Site	# Sold	Gross	Net	# Comp copies
OneBookShelf	2	\$23.98	\$15.59	0
Indie Press Revolution	0	0	0	0
Happy Bishop Games	1	\$11.99	\$11.34	0

Totals for all products and sites May 6 2011 – June 30 2011

# Sold	Gross	Net	# Comp copies
21	\$321.79	\$221.55	14

Marketing Summary

We contacted a number of game sites/podcasts requesting they review our product. These were selected because they offered game reviews and were recently active. 12 responded positively and comp copies were emailed to them through OBS. Of these 12, two have posted reviews. We also offered comp copies to "Featured Reviewers" attached to OneBookShelf. OBS does not give out the number of reviewers considered featured but we do know 8 downloaded a comp copy and one posted a review. Social networking sites (Twitter, Facebook) and the HBG website have been utilized to spread news of the game including links to the three reviews.

Financial Summary

Expenses	\$735.62
Sales income	\$221.55
Balance	(\$514.07)

Establishing HBG as a business cost \$275.00. Producing the two products cost us \$460.62. So far, we have earned \$221.55 in net income, although \$25.58 of that net income is not available as IPR issues profits quarterly. Given an average income of \$10.15 per sale, we need to sell approximately 50 additional units to reach our break-even point.

Moving Forward

- Marketing needs to be improved. Specifically, we need to contact more gaming sites and podcasts to garner new reviews. Emails should be sent to customers thanking them for their purchase and inviting them to the HBG website forums.
- OneBookShelf can sell print versions of our products if we upload a different PDF. Small bugs still need to be worked out before the new PDF is ready.
- IPR has requested 30 print copies for distribution to traditional brick-and-mortar stores. These printed copies will come from Lightning Source, a Print-On-Demand service. As with above, a new PDF needs to be made and some bugs still need to be addressed. This needs to be done ASAP to ensure IPR can bring units to GenCon.
- Work on Project Teria, our next rpg, needs to continue and playtested within Q4. Given the lack of funds, research will be made into making this game a Kickstarter project.