

## **CosPlayGround Business Plan**

By Karen Wang  
31 May 2013

### **Summary**

CosPlayGround is a site that gives tips and guides for anime fans interested in cosplay. The title is a combination of “cosplay” and “playground”, and emphasizes the playful yet educational nature of the site. The readers will gain valuable tools and resources while enjoying the beautiful layout and fun articles about cosplay.

### **Target Market**

CosPlayGround is targeted at young adults ages 16 to 30, ranging from high school students to young adults. According to CosPlayGround’s field research, this age range represents the biggest demographic of anime and manga fans worldwide. The typical reader of CosPlayGround is an Internet-savvy anime fan who wants to learn how to get started with their first cosplay project and how to attend anime conventions. The reader is also interested in saving time and money by investing the time and effort to browse CosPlayGround. According to Pew’s data on Internet users, 94% of young adults ages 18 through 29 use the Internet. This overlaps with the majority of anime fans who are in the 16 to 30 years age range. CosPlayGround’s research estimates that anime fans spend, on average, 70 to 80% of their fan activity online such as watching their favorite shows and participating in online forums. Therefore, CosPlayGround caters to this online market by providing young online fans with a guide to enrich their fan experience through cosplaying.

### **Services & Opportunity**

CosPlayGround provides quality information for free to its audience. Cosplay is a recent pop culture phenomenon that lacks holistic, consistent online documentation. CosPlayGround provides a broad spectrum of information on all aspects of cosplay for the interested reader, from its origins to where to buy them. Moreover, many tutorials and resources related to making cosplay and attending anime conventions are buried in forums and little-known sites. CosPlayGround compiles tutorial information and presents it in a clear, organized manner, covering essential details like where to buy cosplay materials, how to make armor, costumes, props, and guides to anime conventions in the US. In addition to providing a breadth of information, CosPlayGround also goes in depth into individual cosplay experiences to give the reader a better idea of what cosplay is. This includes interviews of individual cosplayers, and regular reports by CosPlayGround team members on anime conventions throughout the US.

### **Marketing Plan**

All marketing will take place online. Two measures will be taken simultaneously in order to establish a reputable name in the online cosplay community. The first measure will be gaining publicity through articles published on popular anime, cosplay, and video game blogs such as Kotaku.com. The second measure will focus on contacting individual cosplayers and cosplay photographers and featuring them in interviews on CosPlayGround itself, in exchange for linking a banner to the site on their social media sites.

### **Team Members**

CosPlayGround is currently a solo-operated venture. In the future, however, the team will expand to a 2-3 member group of employees consisting of experienced cosplayers, mainly personal contacts, who will keep the site up to date. In addition, there will be a CosPlayGround liaison position that is responsible for attending anime conventions throughout the US, publicizing the website, and

reporting on their experiences.

### Cost Analysis

Timeline	Costs	Revenue
<i>Initial development</i> -pay web developer -pay logo/mascot designer	-\$500 -\$500 <b>-\$1000</b>	
<i>Funding</i> -sponsorships from anime conventions -advertisements from cosplay stores		+\$1000 +\$1000 <b>+\$2000</b>
<i>Initial revenue:</i>		<b>+\$1000 total</b>
<i>Future maintenance and revenue</i> -pay team members to maintain website -travel expenses for CPG liaison  -sell online merchandise -sponsorships and ads -subsidized travel expenses by anime conventions	-\$800/mo -\$500/mo  <b>-\$1300/mo</b>	+\$300/mo +\$800/mo +\$300/mo <b>+\$1400/mo</b>
<i>Annual revenue:</i>		+\$100/mo x 12 <b>= +\$12,000/yr</b>

#### 1. Initial development

The initial development of the website will take 4-6 months, with expected launch by June 2013. The initial costs of the website will cover salaries for the web developer and logo/mascot designer.

#### 2. Funding

CosPlayGround will get funding from sponsorships by anime conventions, and by hosting online advertisements for cosplay stores on its sidebar. Potential cosplay stores who will advertise on the site include Anime 101 and Anime Palace in the Bay Area. Potential sponsorships will come from anime conventions such as FanimeCon, in return for publicity and advertising for the con on CosPlayGround's website.

#### 3. Future maintenance and revenue

In the future, monthly costs include salaries for the CosPlayGround employees who will maintain the website. Each member will be expected to dedicate three hours a week to website maintenance, and will be paid at \$15 per hour. Each member will be paid around \$180 - 225 per month. There will also be travel, hotel, and badge expenses for the CosPlayGround liaison at \$500 per month. These will be covered by CosPlayGround, and subsidized partially by the conventions attended by the liaison who

will receive publicity on the website. In addition, CosPlayGround will continue to receive revenue from sponsorships and ads, and launch an online store offering merchandise including keychains, T-shirts and sticker packs that its readers can buy. These merchandise will feature the CosPlayGround logo design and mascot.

## **Goals**

### *Short-term:*

CosPlayGround's short-term goal is to develop a working prototype by the beginning of June 2013.

### *Long-term:*

In the future, CosPlayGround will aim to remain a relevant and forefront source of cosplay information. In addition, it will focus on expanding site coverage to more aspects of cosplay culture including cosplay photography tutorials.

## **Estimated Risks**

To avoid copyright issues with using cosplayer photography, CosPlayGround will only use photos that it has permissions to, or that have been deemed public content by its creator. Sponsorships from anime conventions and cosplay stores will be hard to come by until CosPlayGround establishes itself as a reputable website with a loyal audience.