

Undead Labs Business Analysis Pitch Outline

Mikel Hall January 29,2024

Introduction

- **Researcher:** I'm Mikel Hall. I've been gaming for almost 3 decades so have had the opportunity to experience how the industry has developed. I'm currently a student at Full Sail University pursuing my Bachelor's in Game Business and eSports.
- **Studio:** This pitch will focus on Undead Labs, the developer behind the *State of Decay* series.
- **Reason:** This analysis pitch is to show how Undead Labs can increase revenue, provide new means of fan consumption, and how they can provide new methods of promoting their products.



Target Audience Analysis

- **Age:** A blend of young adults (18-35) seeking intense experiences and veteran gamers (35+) revisiting the *State of Decay* franchise.
- **Gender:** Primarily male
- **Interests:** Strategic masterminds to narrative enthusiasts, those craving open-world freedom to players who thrive on community-driven content.



Competitive Landscape

Competitors

- **Techland** - *Dying Light* Series
 - * Strong technical foundation, fast-paced combat, and established brand
 - * Limited narrative depth and mission repetitiveness.



Competitive Landscape

Competitors

- **Avalanche Studios** - *Days Gone*
 - * Open-world traversal, unique enemy design, and dynamic environments
 - * Inconsistent story pacing and occasional technical issues
- **CreativeForge Games** - *7 Days to Die*



Competitive Landscape

Competitors

- **CreativeForge Games** - *7 Days to Die*
 - * Deep crafting system, high degree of player freedom, and active modding community
 - * Less polished graphics and a steep learning curve

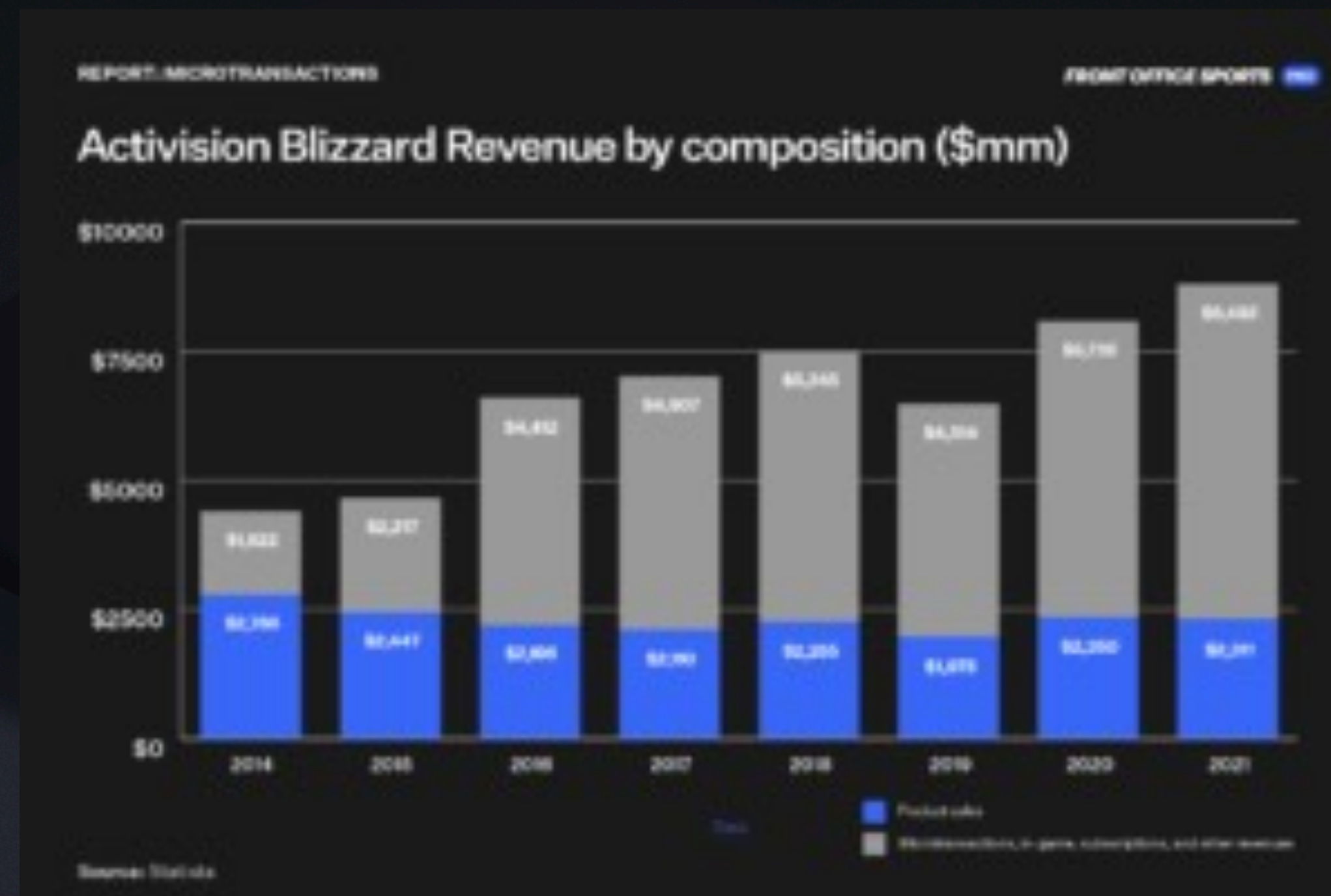


Value Propositions/USP

- **Emotional Connection & Character Bonds:** Depth, Investment, more than just Survival
- **High Replayability & Emergent Gameplay:** Fresh Scenarios, Endless Possibilities, Beyond Single Playthrough
- **Collaborative Multiplayer (Limited):** Shared Challenges, Enhanced Replayability, Social Experience

New Revenue Streams

- Transition from traditional one-time purchases to ongoing content updates
- Incorporate battle passes that offer limited time items for players to acquire after achieving specific milestones
- Offer micro transactions for premium cosmetics unattainable by other means



New Means of Fan Consumption

- **Live-streamed Challenges:** Stream developer-created or community-designed challenges with unique objectives and rewards, encouraging audience participation and interaction.
- **Base-Building Competitions:** Organize base-building contests judged by developers or the community, rewarding creativity, efficiency, and resourcefulness.
- **Modding Support:** Provide official modding tools and guidelines, fostering a thriving modding community that extends the game's lifespan and content variety.
- **Seasonal Challenges with Esports Integration:** Incorporate leaderboards and challenges within the game that feed into larger esports events, creating a pathway for dedicated players.

New Promotional Methods

- **Proposals**

- * Undead Labs could utilize influencer marketing by partnering with a dedicated *State of Decay* streamer to showcase upcoming patches, game-modes, and updates.
- * Undead Labs could also utilize targeted advertising with genre-adjacent forms of media. This could include tie-ins with Movies, TV Shows, and Podcasts.

Conclusion

Undead Labs has the unique opportunity to separate itself from its competitors due to the emotional connections players develop while in the world of *State of Decay*. Their coop mode where players can join their friends in building a base and surviving the apocalypse is unlike any other.

Undead Labs has plenty of room to increase their revenue generation by incorporating DLC, Battlepasses, and micro transactions. This will help their company grow and evolve the landscape that they can provide to their player base.

Expanding in some key ways will help them become more attractive to potential new customers. Adding leaderboards, incorporating seasonal challenges, and live streaming user-generated content are all ways that they could accomplish this.

Resources

- Newzoo. (2023). Newzoo Global Gamer Report 2023. Retrieved from <https://newzoo.com/resources/trend-reports/newzoo-global-games-market-report-2023-free-version> <https://newzoo.com/resources/trend-reports/newzoo-global-games-market-report-2023-free-version>
- SuperData Research. (2023). 2023 Global Digital Games Market Report. Retrieved from <invalid URL removed>
- Entertainment Software Association. (2023). 2023 Essential Facts About the Video Game Industry. Retrieved from <invalid URL removed>
- Feng, Y., Sun, C., & Wang, F. (2023). Live streaming of e-sports and its impact on fan engagement: A case study of the League of Legends Pro League. International Journal of Sport and Health Science, 14(3), 453-462. <invalid URL removed>
- Ko, Y., Lee, M., & Nam, K. (2022). The effects of user-generated content on gamer community engagement and purchase intention. Journal of Computer Information Systems, 62(4), 427-443. <invalid URL removed>
- Kwak, H., & An, Y. (2022). The impact of community engagement on game player retention and loyalty: A moderated mediation model. International Journal of Information Management, 64, 102519. <https://doi.org/10.1016/j.ijinfomgt.2022.102519> <https://doi.org/10.1016/j.ijinfomgt.2022.102519>