



SPORELITE — GAMES —

Contact

SporeliteGames@gmail.com
sporelitegames.com

Mangement Team

Martin Hundrup

- Technical Founder and Chief Executive Officer
- Background in Computer Science, Mathematics, and Game Development

Evan Bay

- Cofounder and Chief Operating Officer
- Background in Computer Science and Game Development

Paul Warner

- Chief Financial Officer
- Director of Washington State University's Center for Entrepreneurship

Traction

Steam

- Public Steam page with active play test
- 300+ wishlists

YouTube

- Channel is rapidly gaining viewership
- 4500+ views
- 60+ subscribers

TikTok

- Channel is rapidly gaining viewership
- 1.3k+ views

SURCA

- We also competed in WSU's Showcase for Undergraduate Research and Creative Activities (SURCA) '25
- We have recieved faculty help on how to market Shroomwood as research for academic grants and sponsors

GDWC

- Our flagship product, Shroomwood, was accepted into the Game Developers World Championship (GDWC)

Vandal Gaming Convention

- We tabled at the Vandal Gaming Convention in early March to great success
- 100+ of people played Shroomwood to great acclaim and we recieved invaluable feedback and followings

WSU Esports

- Sporelite Games partnered with the WSU Esports Club to host a competition with prizes and merchandise to celebrate the play test launch of Shroomwood
- Dozens of experienced and unexperienced gamers tried Shroomwood to great acclaim

Sporelite Games

Executive Summary

Introduction

Sporelite Games is a member co-op connecting creative hobbyists with professional game development. Led by WSU Game Dev Club leaders and advised by entrepreneur Paul Warner, we unite top technical and business talent to support students and indie game software developers with resources to bring their game projects to market.

Problem

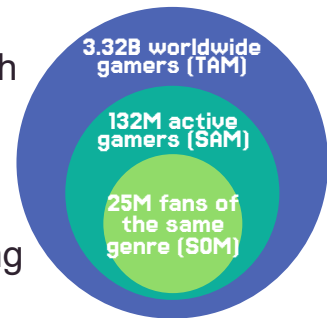
Many creative game developers struggle with limited guidance, high costs, and access to a dynamic consumer market. Legacy game publishers demand up to 50% of revenues and claim Intellectual Property (IP) rights through predatory contracts.

Our Solution

The Sporelite Games collaborative model combines expert technical professionals with a fair, cooperative-style development and publishing platform that dramatically reduces upfront costs and lets creators keep control. Sporelite Games is building a global creative community of developers, artists, musicians and business professionals. A modest annual subscription gives members access to forums, industry connections, and reusable assets.

Market Opportunity

There is a growing demand for coaching and support among indie game developers creating games for entertainment, education, and workplace learning. With over 30 new games released daily on platforms like Steam, the developer market numbers in the millions. Now is the perfect time—mature game development tools, affordable hardware, and powerful AI have lowered barriers to entry like never before. The learning and education games market alone is projected to reach \$500 billion by 2030, highlighting massive potential across industries. As our community grows, so will our reach and impact, offering mentorship, resources, and a collaborative platform for aspiring creators.



Identified Markets for our Current Project, Shroomwood

Financials

With a lean operational model focused on cost efficiency and strategic marketing investments, we project Shroomwood, our first project, will cost no more than \$10,000 and generate over \$100,000 in revenue by 2027. With the consulting business starting shortly after, we project profits close to \$1 million by 2031. Early profits will be reinvested to scale operations and drive sustainable growth, ensuring long-term profitability and financial stability.

