

Salim's Stall

Total (first-place plan)	Period	Team	Delivers
69,125	12 months	Solo, part-time	Steam, mobile 1.0

From the jam build to a commercial release on Steam and mobile, plus a classroom edition, in 12 months, following the four milestones of the draft Winner Agreement. The jam build, art (Blender) and audio edit included, was made by one developer, and that stays in-house. Money goes to the founder's time and to what a solo developer cannot supply: native Arabic and Islamic-finance review, QA, testers and a launch.

Costs

Item	Basis	USD
People and expertise		41,200
Founder: design, programming, in-house art (Blender pipeline), audio editing, production	50% of working time, 12 months × 2,600	31,200
Native Arabic (Gulf) editor: text review and in-game language QA	~20,000 words × 0.08 + 40 h in-game QA × 45 + 10 h cultural review × 60	4,000
Islamic-finance and financial-literacy advisor	2 review rounds (GDD stage, before beta), ~40 h × 100	4,000
QA on real devices	80 h × 25 (phones, tablets, Windows, macOS)	2,000
Production		2,650
Music and sound licences for the expanded game	Royalty-free, commercial licence	800
Test devices	Android phone, used iPhone, Windows laptop	1,500
Platform fees and services	Steam 100, Apple 99/yr, Google 25, domain and backups ~125	350
Testing and learning impact		4,300
Two playtest rounds, at least 35 independent testers	50 recruited × 20 incentive + 10 recorded remote sessions + survey tools	1,800
Classroom edition pilot and teacher guide (EN/AR)	Guide written in-house; Arabic translation ~6,000 words; pilot materials and visits	2,500
Market and launch		11,500
Launch trailer edit	Gameplay captured in-house; freelance editor	1,500
Events and partnerships in the UAE	Two trips: a games event, education partners	7,000
Creator outreach and paid-ads tests	Key distribution platform, small ad tests	3,000
Administration		3,200
Legal and accounting	Contracts, privacy policy, grant and tax filings	2,500
Bank, transfer and currency costs	About 1% (the award is paid inclusive of these costs)	700
Subtotal		62,850
Contingency	10% of subtotal, held for schedule and price risk; any unused amount is reported	6,275
Total		69,125

Schedule and cash flow

Spending by milestone, against the first-place payment schedule in the draft Winner Agreement: USD 7,500 after the jam submission, then 10%, 30%, 30% and 30% of the remaining USD 62,500 as each milestone is accepted. Every third-party cost is covered by money already received at each stage. Because payments follow the milestones, only the founder's own pay runs ahead of the cash: it is drawn as payments arrive (largest deferral about USD 11,600, before the commercial launch payment). No borrowing is needed.

Months	Milestone	Spend in phase	Spent to date	Received before milestone	Paid on acceptance
1-2	GDD approval	10,525	10,525	7,500	6,250
3-6	Playable alpha	13,925	24,450	13,750	18,750
7-9	Playtest beta	19,475	43,925	32,500	18,750
10-12	Commercial launch	18,925	62,850	51,250	18,750

Contingency is not scheduled; it is drawn only when needed. Amounts are rounded.

If the award is smaller

The same 12-month plan and the same four milestones, with a smaller scope. Accuracy work (Arabic and Islamic-finance review) is protected in every version.

Category	1st place plan	USD 30,000	USD 15,000
People and expertise	41,200	21,400	10,500
Production	2,650	1,350	450
Testing and learning impact	4,300	2,000	800
Market and launch	11,500	1,000	500
Administration	3,200	1,800	1,150
Contingency	6,275	2,450	1,600
Total	69,125	30,000	15,000

- **USD 30,000:** Steam and Android at launch, iOS after launch from revenue; no event travel and no paid ads (Steam Next Fest and creators instead); the classroom edition ships as a teacher guide without a funded pilot; the founder's time is funded at a lower rate.
- **USD 15,000:** Steam (Windows, macOS) and the browser version at launch, mobile after launch; one Islamic-finance review round; Arabic review of the interface and key dialogue first; playtests with volunteers plus a small incentive; the founder's time is funded at a token rate.

Assumptions and sources

Assumption	Value used	Source
Steam Direct fee	USD 100 per game, recouped after USD 1,000 revenue	Steamworks documentation (partner.steamgames.com)
Apple Developer Program / Google Play	USD 99 per year / USD 25 once	Apple and Google developer pages
Store commission	Steam 30%; Apple and Google 15% under their small-business programmes	Valve (2018 tiers); Apple App Store Small Business Program; Google Play service fees
Arabic editing and language QA	~USD 0.08 per word editing, ~USD 45 per hour QA	Published game-localization rate cards and 2026 industry averages (USD 0.07-0.09/word editing, USD 41-65/h QA)
Text volume	~11,100 English words today (interface 4,965, dialogue 4,385, simple-language 1,764); ~20,000 at release	Counted from the jam build
Device QA and remote playtests	USD 25 per hour; USD 20 tester incentive; ~USD 69 per recorded remote session	Freelance marketplace bands; PlaytestCloud listing
Trailer edit	USD 1,500 (footage captured in-house)	Freelance trailer editors: from a few hundred to a few thousand USD
Founder rate	USD 2,600 per month for half-time work	Below the founder's freelance rate for full-stack development
Exchange rate	USD 1 = AED 3.6725	Jam terms

Revenue and sustainability

Premium pricing, no ads and no loot boxes: about USD 9.99 on Steam with the quick game as a free demo, and a one-time unlock of the full game on mobile. After store commission, VAT and refunds, a Steam sale returns roughly USD 5.5 to the developer, or about USD 4.4 after Zoud's revenue share, so the full first-place budget corresponds to about 15,700 Steam copies. Shopkeeping games have reached that scale before (Recettear about 300,000 copies on PC, Moonlighter over one million), but the plan does not depend on it: classroom licences for schools and financial-literacy programmes in the UAE give a second, steadier income. Under the draft Winner Agreement, 20% of net revenue goes to Zoud for five years after launch (first place; already counted in the USD 4.4 above); this share is paid from revenue, not from this budget.

Notes

- Taxes on the award are the recipient's responsibility and are paid from the founder's line where they fall on personal income.
- Nothing in this budget pays for generative-AI art or audio. AI coding tools are covered by the founder's existing subscriptions.
- The budget will be updated with the production GDD at milestone 1; every change will be reported against this version.