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Guide to the Digital Chocolate Business Plan, October 17, 2003 — 124.1122

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English

Describing Archives: A Content Standard

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong

One Manhattan Square

Rochester, NY 14607

library@museumofplay.org

URL: <https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

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Summary Information

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|----------------------------------|--|
| Repository: | Brian Sutton-Smith Library and Archives of Play at The Strong |
| Creator: | Digital Chocolate Inc. (Firm) |
| Title: | Digital Chocolate business plan |
| ID: | 124.1122 |
| Date [inclusive]: | October 17, 2003 |
| Physical Description: | 0.1 Linear Feet (1 folder) |
| Language of the Material: | English |
| Text [box]: | Individual Manuscripts Box 6 |
| [folder]: | 12 |
| Abstract: | The Digital Chocolate business plan was created by Trip Hawkins, Founder and CEO of Digital Chocolate, dated October 17, 2003. The document is housed in one archival folder located in Individual Manuscripts, box 6. |

Preferred Citation

Digital Chocolate business plan, Brian Sutton-Smith Library and Archives of Play at The Strong.

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Historical Note

Digital Chocolate was a video game developer and publisher focused on mobile phone applications. The company was founded in 2003 in San Mateo, California by Trip Hawkins, who also founded Electronic Arts and the 3DO Company. Digital Chocolate developed over 50 games until 2014 when it was sold to RockYou.

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Collection Scope and Content Note

The Digital Chocolate business plan covers income and cashflow statements, description of the potential for the market, product plan and projected release schedule, research and development outline, marketing outline and market data, sales and distribution, competitors and potential partners, and background articles. The document includes handwritten annotations. The document is housed in one archival folder located in Individual Manuscripts, box 6.

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Administrative Information

Publication Statement

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Processed by

Laura Boland, August 2024.

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Controlled Access Headings

- Business planning
- Marketing
- New business enterprises--Planning
- Video game industry
- Video games
- Hawkins, Trip