



Dayton, Ohio



Success Story Galatune: Turning a Business Dream into Reality

When, now 28-year old, Adam Wik began studying business at Wright State University in Fall 2010 he never imagined he would create his first real-world work experience through entrepreneurship.

Galatune, a fast-paced, anime battle tabletop card game, was created by Wik when he was 10 years old. Throughout the years, the game transformed. As friends and family played the game they encouraged Wik to market Galatune as a business product. Fast forward to today, he now has high expectations to bring this game to life.

Like players in Galatune, who battle for control of their planet, Wik faced many challenges on the road to success. Initially, he had trouble receiving financial support from banks and investors to turn his tabletop card game into a real business.

For this reason, he decided to visit the Small Business Development Center (SBDC) at Wright State University. With the help of the SBDC, he was able to fine tune his business plan and pitch for a business competition held by Wright State University called, Wright Venture "Face the Wolves," which he walked away from as the winner of \$5,000. Wik's combination of creative passion and analytic tactics set him apart from the other competitors.

"The SBDC was a big help towards making that happen," said Wik. "They helped me to break down my vision and goals into strategy backed by market research."

"By utilizing our services, Adam expanded his network of resources and developed a professional business plan," said Donerik Black, Director of the SBDC at Wright State University. "The SBDC helped me bridge the gap between academia and real-world experience," said Wik.

The future for Galatune is more than just a dream. Encouragement from Wright State University and the SBDC gave Wik the confidence he needed take his game to market. The first group of pre-orders, for the base set of cards, is expected to ship out December 2016. Around that time, Wik expects to have a small inventory to stock at local gaming and comic shops.

"For me, being an entrepreneur is a unique way of giving back to your community," said Wik. "Through entrepreneurship you can build your dream and help others build their dreams along with you."

For more information about Galatune, visit: galatune.com

For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: sbdc.development.ohio.gov

