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Proposal for A Squad

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Executive Summary

Gaming is a staple of modern society. Its competitiveness can be compared to that of in-person, physical sports. This competitive play isn't made exclusively for professional gamers. Modern day gaming industries have made competitive play available to the average, at-home gamer, and have capitalized on strategies geared toward making competitive play available to everyone. Creating a competitive gaming platform that is inclusive of everyone has created a social community amongst gamers.

Our target clients are anyone that would be interested in gaming, especially those who use it as a way to social network and meet people. Our app "A Squad" would be a social platform that connects players of video gamers, whether they are new to gaming or avid players, and allows them to interact and communicate with one another. Two competitors of A Squad are GamerLink and GameTree. Both of these platforms capitalize on being the "tinder of gaming," but they fall short due to the fact that they are difficult to use and have boring features and aesthetics.

A Squad will aim to succeed where our competitors have fallen short. The use will be free but will include a paid option that will give users access to more features.

Our app, A Squad, will be developed via open source tech, which allows the app to be advanced at the lowest cost rate.

Gap in the Market

There are currently very limited resources in the market for gamers to find new teammates. The responsibility is put on the consumer to find someone around their skill level, in the same game that they play. Any services offered currently in the market apply only to a specific game.

Customers interested in gaming and connecting with other gamers would benefit from an application such as A Squad. Our application would be more appealing than others, because it allows for a broader customer based, while still matching its users based on specific games. Previously, any gamers looking for a teammate would have to search for

others or ask others within a match. A Squad remedies this by searching for the user, making the process faster and easier.

Meeting The Market's Needs

A Squad meets gamer's needs by providing simple profile building and matching. Our goal is to make an easy to use app that provides users with matches based on set criteria such as games played and rank in those games.

Implementation

-Management:

A Squad will be managed by its contributors: John Gravois, Kohl Morris, Curtis Laborde, and Tristan Evans.

-Development:

A Squad will be developed from scratch. The frontend will be developed focusing on building a user interface and a reliable framework for data management. The backend will be a server that will store data and power the app.

-Marketing and Distribution:

Marketing will be accomplished first by allowing people to test our app for free, then subscribe later for no advertisements.

Distribution will be via the user's browser of choice, no applications are required to download but are optional

-Monetization:

A Squad will be monetized primarily through advertisements located throughout the User Interface. However users can pay a small monthly subscription to remove the ads.

The Problem and Our Solution

The current problem facing many gamers today is not having many people to play with in online games that are not random strangers found through the matchmaking systems inherent to the game they are playing. A Squad would allow gamers to match with players who play similar games and get to know each other before playing. Whether they are matching for casual play or highly competitive matches, are playing First Person Shooter or a Real Time Strategy game. A Squad allows for gamers of all kinds to find new people to play with.

Industry Need for Our Technology

A Squad will help any gamer in need for a friend to play with. There is someone always looking to play with someone else. More games come out, and player's schedules are interfered with. A Squad will help during those times when they have to play with someone and provide a friendly environment to meet new people to game with.

Market Analysis/Primary Market/Secondary Market

The main competitors for A Squad are GamerLink and GameTree. GamerLink and GameTree are both apps that help you find friends to play games with. While they are the most popular apps, they are often not used. We will implement a better system that will surpass GamerLink and GameTree.

Our primary market will be casual gamers looking for someone to spend time with. Our secondary market will be competitive gamers looking for good players to team up with and bring their ranks to new heights.

Marketing Strategies

Overview:

A Squad is looking to capture a portion of the gaming market by providing a system for gamers to meet each other and find new people to play with. To achieve this, we will make the product to the best of our abilities while also keeping it quick and easy to use. We plan on keeping A Squad free to use while

having advertisements throughout the application. There will also be a paid subscription to remove the ads. The team also plans to constantly add and improve features to A Squad.

Primary Customer analysis and entry strategy:

The A Squad team plans on entering the market by offering a free to use, quick, and effective system for users to match with others of similar gaming interests. As more users use our app, they will cause other gamers to seek out our app.

Core competency:

A Squad will be the union of profile matching services with the gaming industry. There are very few competitors in this market and we will be providing a higher performance application.

Expansion Strategy:

The team will be constantly adding new features to expand A Squad and potentially allow entrance into other markets. Features can also be added through user feedback and popular demand.

Sales Strategy:

Pricing:

A Squad will be free to use with an optional monthly subscription to remove advertisements.

Positioning:

The team will be designing A Squad to be useful for any gamer that wants to find new people to play with.

Promotion:

Marketing will primarily be done through internet promotions and advertising.

Place:

A Squad is an application that can be run through the phone or a computer.

Competition

Both GamerLink and GameTree are apps that allow you to find friends to communicate and play with. GamerLink is the most used, but it has poor design. GameTree is underused and does not have the best design either.

Development Strategy

In the first stage, we would like to design the app in its entirety. There will be little amount of additions to the app.
In the second stage, we will develop the app from the design we made and run tests on it.
In the third stage, we will launch it. As more people use it, bugs and glitches will be dealt with, and we may add on new features.

Barriers

Barriers that A Squad will face are competition with other pre-existing companies, networking information, the addition of other services, and getting customers to take the time to use A Squad.

Critical Risks

A major risk that A Squad faces is that gamers will not want to bother taking time to find people through our application when they could be playing their games
Our team will have to work together to create a system and User Interface that is quick and simple to use. One which won't take away from a User's game time.

Interviews

Would you consider yourself a gamer?

1. Yes.
2. Yes, I am more recently getting back into it.
3. Yes.
4. Yes.
5. Yes.
6. Yes, I would consider myself a gamer.

Do you enjoy multiplayer/competitive gaming?

1. Yes.
2. Yes.
3. Yes.
4. Yes.
5. Yes.
6. I enjoy playing Rocket League daily, and Call of Duty sparingly.

What are some things that you could change or add to improve competitive matchmaking?

1. Balance teams. I would like to play with people I know.
2. Getting more friends to play with.
3. Make it easier to find teammates if your friends aren't playing.
4. Not sure.
5. Proper skill based ranking.
6. Changing things around this subject in a game based manner can be challenging. People are tackling this role day in and day out to make the games themselves better.

Do you find your gaming experience lacking due to a lack thereof competent teammates?

1. Yes.
2. Yes, sometimes.
3. Yes, I am bad. I need more players to help me.
4. No, I don't find it lacking.
5. Yes.

6. Yes, if a teammate of mine does not do well, it can be an annoying situation. Gaming servers attempt to auto assign to skill levels in a poor way.

Would an app that connects you to like minded gamers interest you?
1. Yee, 100% would. I have been looking for a good app.
2. Yes.
3. Yes.
4. Yes.
5. Yes.
6. An app that solves this issue and more would be great to use.

Have you heard of GamerLink or GameTree?
1. I think so.
2. No.
3. No.
4. No.
5. No.
6. I've never heard of an app like this before such as the two mentioned.

Would you consider using our service?
1. No, I think it would take too long.
2. Yes.
3. Yes.
4. Possibly.
5. Yes.
6. I would consider using the service in hopes of liking it. This would be my first time trying something like this so I'm not sure how it would be. But that's with anything new, right?