**BUSINESS MODEL**

**Armaan Gupta**

**CUSTOMERS**

**Demographics**

General: Millennials

Age: 8 - 26

Gender: male/female

Race: doesn’t matter,

Household Income: doesn’t matter

Religion: doesn’t matter

**Geographics**

Preferable Region: North America; USA  
Available Regions: Anywhere that has internet access and cellular data and allows for paypal money transfers

Areas: Mostly urban and suburban areas, highly concentrated-populated areas

**Psychographics**

Interests: money, competitiveness, the will to win, people who believe that they can win, gamers, gaming, interest in mobile gaming

**PRODUCTS AND SERVICES**

For our consumers we deliver a fast paced game called MoneyRun, where you run a course in hopes to win the grand prize of either 1, 5, 10, 100, or even 10000 dollars. Every 10 minutes there is a specific course with a specific prize (1, 5, 10, 100, 1000 dollars). Players will come when the course starts, if they come later they will have to wait for the next course to start, and play or “run” to the end of the course. If they make it to the end they win the specified prize of that course, if they lose they go home with nothing. Players can play as many courses as they want, as they come, there is no imposed limits from us. Their chances of winning are completely dependent on their skill… luck, constraints, and pre posed wins are not enforced. Our consumers get a fair and fun game where they better they become the more they win.

On the other side, our B2B products are packs of ads that are presented to our players. Our ads are on a ‘per 1000 course’ bases, instead of per 1000 impressions. The reason for this is because if you are paying for a course you are literally guaranteed consumer coverage and impressions. An advertiser can chose which course they would like their advertisement to be on, the 1, 5, 10, 100, or 1000 dollar course, with the price increasing as the prize amount increases. This is because the more the prize is worth the more demand. With a purchase of ads, the advertiser is getting:

* 15-30 second, non-skippable, video that is presented to every consumer they pay for
* A spot on the ‘deals tab’ for every consumer they pay for, that lasts for a couple days
* In game ads while the consumer is playing that can present their slogan, logo, motto, maybe even their products

**DISTRIBUTION CHANNELS**

For the end users, basic app stores are really the only way to distribute our app. For the advertisers, our ad managers (where the customer can access their account, create an ad, monitor, see deals) will all be online, ensuring that its only a click away.

**CUSTOMER RELATIONSHIPS**

Our goal is to create a comfortable relationship with our end users and customers. We don’t want our company/app to feel as if its a corporation they can’t reach, get help for, or become involved with. After some revenue does come in, our hopes are to invest in more customer support, and setting channels for both segments so that no one ever feels like they can’t be helped. I believe that when someone is able to quickly get help, they feel safer and trust the brand more. That’s why a lot of people feel distant from Facebook, they don’t have a help center you can email or call… just a website with FAQ’s.

The same principle goes for our Advertisers. We want them to feel ‘at home’ and that being a part of AA team isn’t a strenuous process. Help and support will always be seconds away for our advertisers. When we launch our goal is to give every potential advertiser the change to set up an online meeting to get them started. In the hopes of creating a strong relationship, we'll be offering continuous discounts, promotions, and deals. Also there will be a an advertiser dinner at the end of each year for all our advertisers, whether you worked with us once or many times.

**REVENUE STREAMS**

To the end user, the cost of using our app will be free, there is really no reason to charge, nobody will pay.

However there are three main revenue streams built within our app, one is ad revenue, and the other is product placement royalties (in game advertisements), and in app purchases for gear and power ups

**Ad Revenue**

As of now, the best company in terms of advertising methods we can compare ourselves to, is Youtube. Advertisers on youtube pay anywhere from 0.10 to 0.30 cents per view, and on our most expensive advertising pack, the most the advertiser will be spending is 0.05 cents per view, much smaller than YouTube. Unlike YouTube, the advertisers video won't be skippable, they’ll be able to put in game ads for free, and get their product and company in the consumers app [*deals tab*] for free… which is a much better deal then YouTube can ever offer.

In my experience as an advertiser, and my connecting and talking to other advertisers, the biggest challenge will always getting a great service for a good price, and we believe that our app can deliver that.

**Product Placement**

In terms of in app, or in game product placements, there is really nothing like this. However, we believe that if we can amass a big enough user base of commited users, being able to have specific companies products in our game, can amount to a good portion of our revenue. It works because within the app, we are promoting the use of a ‘digital’ self, and as people we need clothes and other things, The idea is that instead of having it be some made up company, we make it a real company in the real world (i.e. Nike for shoes, Macy’s for clothes, etc). As of now, because this is so new, I don’t know exactly how much a company would pay, but I predict this would make up for 5 - 10% of our total revenue.

**RESOURCES / INFRASTRUCTURE**

Our main resources lie within integrations with our popular apps and tech companies. I believe that the most important way to defeat your competition, is to collaborate with them.

**SnapChat**

One of Snap’s best asset is ‘Bitmojis’, and for us that’s one of our most looked on resource. Being able to acquire the partnership with Snap to use Bitmojis as the main game character in our app, servers us two different things.

One: Social validity, bitmojis are used by 100 million people, and snapchat, over 500 million, having this kind of partnership positions us away from new and maybe ‘fake’ feeling startups and apps, and into a position with more credibility and social proof.

Two: It serves us a great asset that we need. The character, or your ‘digital’ self, needs to be personal and unique, something the bitmoji can clearly cover. Also, a lot of people already use bitmojis to represent themselves online, this would be a perfect fit for our app.

**ACTIVITIES AND PROCESSES**

There are three main activities for our infrastructure and app; the customer frontend, the end users frontend, and the backend

The customer frontend consists of the “Ads Manager” website, and future portable app. This gives the customer easy access to creating and deploying ads.

The end user frontend consists of the actual app, and everything that goes with it.

Our backend consists of the servers, the scripts for the servers, the bots to monitor the servers, and clients for managing requests.

**SUPPLIERS AND PARTNERS**

As mentioned before, a future prospective is Snap. Another supplier will be Amazon and its Web services for hosting, databases, and servers. Though this will be temporary, until we have enough to afford our own, this will probably be the most expensive.

**COST STRUCTURE**

The goal for our costs is to have, well, none. Though that won’t be possible, were going to use as many open source and free resources. Cutting out costs like Adobe Creative Cloud and Unity Game engine, we will be saving literally hundreds of dollars a month.

1. Servers
   1. Amazon Web Services
      1. ??
2. Backend Service
   1. Firebase
      1. ??
3. Distribution
   1. Apple Store
      1. **$100/year**
   2. Google Play Store
      1. **$25 upfront**
      2. 30% cut from all transactions (in app purchases)
4. Royalties
   1. Snap’s Bitmoji
      1. Some percent of the profits
5. Set Up
   1. LLC
      1. **$150 upfront**
      2. **$75/year**