**Target Audience**

Game Platforms: Steam, Epic Store, Origin, Uplay+ (?), Google Stadia (?), GMG

Could possibly extend to mobile platforms? Apple Store, Google Play Store?

Consoles(?): Playstation, Xbox, Nintendo

**Channels**

The usual advertising won’t work since we are going to go after companies, so I think we are going to need a great PR team that may have connections to people inside at least two or three of these companies and then, hopefully, if the product is great enough, word of mouth will spread to the other companies.

**Revenue**

I believe we discussed a subscription-based model. (?) Everything seems to be going that way, so it seems like a good plan.

I know that we discussed yearly subscriptions but it comes to mind that publishers have to pay for having their games on these platforms so something that comes to mind is that indie developers, maybe we can make a deal with steam to offer it to them directly via a monthly subscription or at a discounted price since there is a lower risk due to the demand of the indie game not being as high as a triple-A title.

**Partners**

I know we will need hosts for the servers at first

(?)

**Key Activities**

Programmers – front-end and back-end

Cryptographers – security

Data Scientist – any data we collect we can use to build models to better target our weaknesses

Data Engineers – start building the models

(?)

**Key Resources**

A key resource we should have is to make it easy to implement across all these different platforms.

(?)

**Cost**

I have no idea what the cost is going to be, but we can start looking at it.

(?)