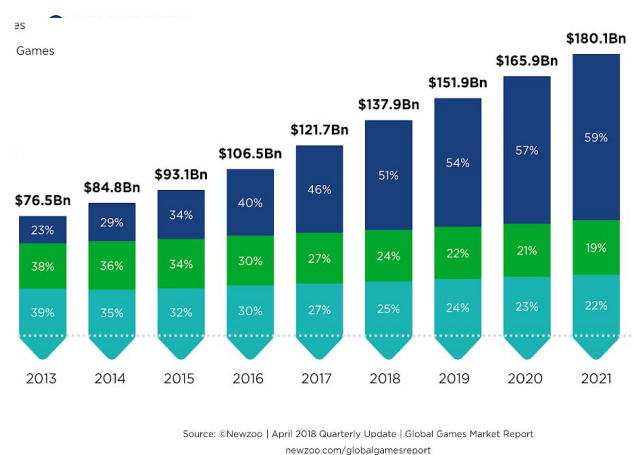


## Cloudflare Workers for Gaming Initiative (CWfG)

Cloudflare Workers for Gaming is an initiative for a Workers Product offering to reach the Game Developer market. Game developers are a great opportunity for expanding CW marketplace. Here are just a few points:

- Game development is a very dynamic and specific type of software development where the classic Cloud framework does not always provide the best solution that game developers and gamers are looking for.
- Mobile game development is a rapidly growing market, with “freemium” model games leading the charge. (See graphs below)
- Mobile Game development has specific needs that Cloudflare Workers is well suited to solve (low latency, quick deployment, and world wide replication)



### Proposed Plan for CWfG Product Development:

#### 1. Initial market research (3 months)

- Research and actively participate in game developer forums, subreddits, StackExchange, etc. to better learn the best niche for CWfG in the game development field.
- Identify the top 10 common operations/areas from which game developers would benefit the most if they were implemented by CWfG. Good candidates would be the operations that meet one or more the following requirements:

- Are atomic and encapsulated
- Require intensive calculations
- Require frequent updates/upgrades
- Require security and hidden implementation

Additional requirements may be discovered during the research process.

- Develop working prototypes that support the identified operations, which would demonstrate the advantage of using CWfG.

- Document the implementation steps, sharing the prototypes and implementation steps with game developers. Invite a limited number of game developers for alpha release testing and collect their feedback, in order to learn what needs to be changed/improved, and what is and isn't working for them.
  - Complete Lesson Learned and put together a market analysis White Paper with details and statistics, feedback, risks and mitigations, and suggested objectives for a short (6 month) and long (9 month) term product development strategy.
2. **Beta Version Product Development** (6 months)
- Work on initial beta, based on objectives defined in the initial market research.
  - Continue market analysis. Review initial beta features that are most valuable and used by developers. Invite and perform a real time webinar to gather game developers' feedback, concerns, critics, and wishes.
  - Periodically reassess risk and risk mitigations.
  - Monitor competitors' products; identify strengths and weaknesses of CWfG.
3. **Production Version Release** (9 months)
- Re-evaluate strategy and adjust the objectives for long term based on completed work, feedback from the customers/testers, evaluated risks and mitigations, strengths and weakness and any other related information available at this point.
  - Plan and implement release of CWfG product.

#### **Initial Risk Analysis:**

Incomplete Market Research: We may incorrectly develop a product based on our own preconceived notions of developers' needs rather than based on objective market research.

Mitigation: Complete initial market research. Constantly monitor market trends and be dynamic to adjust.

Overcomplicated Initial Release: Would result in delays of initial release, a loss of momentum and community interest, and a product that is not as robust.

Mitigation: Limit scope of initial release.

Scope Creep: As we implement and learn during the development of features, scope can increase at the cost of time and quality.

Mitigation: Implement scope control.

Competition: Other companies may offer competing products.

Mitigation: Accept and watch.

**Initial Product Ideas:** After initial market research, I have identified a few product changes that may potentially be valuable to game developers. These ideas need market validation and additional research.

- Extend support for languages used by game developers, such as C# and Java
- Implement support for operations within the Unity development framework.
- The ability for developers to publish Workers to be used by others, with pay per use.