If I were to put myself in Amy’s shoes, I would probably lean towards the approach that was going to be mostly online, but I would try to be as fair as possible, especially when presenting what I found during the research for what would be objectively a better business. Based on the number of searches, and the competition rating provided by Google’s Ad Keyword search, I would say that chess is the better bet for a business. It has 10 times the number of searches monthly, and a much lower competition. It even had a lot more keywords that I could see right off the back compared to snowboards and snowboarding. We also know that there was already some concern about what type of business model to follow, and a chess website would be a lot less to deal with compared to trying to find everything necessary to start a snowboards sales business.