**Executive Summary:** GameUp

**Mission Statement:** To connect gamers with developers to create better fan driven games.

**Problem:**

1. According to survey data, gamers want more games with their ideas taken into consideration

2. Gamers have ideas for their favorite video games but these ideas don’t make it to production

3. Game developers do not have a unified way to receive customer input

**Solution:**

GameUp will be a website that connects gamers to their developers on a deeper level. Gamers will be able to shout-out their ideas for games.

1. Gamers will be able to petition for ideas for their game ideas on this website

2. Game developers will be able to advertise to a concentrated base of gamers for all platforms

**Competitors:**

GameFAQs, Reddit, Gamefeeds lack the key feature offered by my product which is a push of ideas to developers

**Team:**

George Williams, Founder

*George Williams is currently a student at Hunter College planning to major in media, and a passionate gamer. He graduated from KIPP NYC College Prep in 2014 with the Advanced Regents Prep Diploma. He is currently employed at KIPP as a Teacher’s Assistant for a Science faculty of 13 teachers. He’s also been a soccer coach in Brooklyn for children aged 13 through 17. Surrounded by other teenagers that play games, he leverages his opportunities to discuss trends and gather insights in customer segments that have led to the growth of the gaming industry. His goal is to make a website that connects gamers to game developers.*

**Market Opportunity:**

155 Million Americans play video games

80% of households own a gaming device

$22.41 billion spent in game industry in 2014

**Customer Segments:**

Moderate-heavy U.S. gamers between the ages of 11 and 60

Video game developers

**Key Partners:**

GameStop, TTWO, Reddit, Activision, Nintendo, Twitch, Game Developers/Divisions at Sony, Microsoft

**Revenue Streams:**

Selling of aggregate data to major developers

Developers buy space to advertise their games/sponsor content to the large concentration of gamers

**Cost Structure:**

Domain pricing

Website management and maintenance

Marketing ($15,000), with customer acquisition cost at $5 targeting 3000 users

**Strategy & Milestones**

For Dec 2017 target date for release of final version:

1. Partner with/hire developers expert in forum building;

2. Get customer input on site features;

3. Set up agreements with video game developers