

ROBLOX MONETIZATION SOLUTIONS

TYREL HAMILTON

PRICE FLOOR

Lower price floor on EVERYTHING

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Potential removal of price floor

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Dynamic price floor

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Create a tiered price floor

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AI SYSTEM

Collect data (Popularity, engagement, reviews, pricing history, etc)

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Utilize A.I to determine prices of both in-experience items and marketplace items

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Real-time dynamic pricing (Ex. Weekly re-pricings)

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Preventing price exploitation

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MARKETING STRATEGIES

Collab w/ content creators

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Educational Collaborations (STEM, Code.org, etc.)

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Eliminate In-game ads within expeiences

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Better awards / award shows

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Collabs w/ better businesses

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PREMIUM & EBP (ENGAGEMENT-BASED PAYOUTS)

Increased Premium Price

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Increased EBP for content creators

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More premium benefits

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ESB Multitplayer (ESB greater % when theres a greater % of premium players)

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ROBUX EARNING OPPORTUNITIES

More events that stretch across the entire game and across experiences

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In-experience challenges w/ robux & more cosmetic awards

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User-generated-content (UCG) contests and Game jams with rewards

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