**Fill-in the blanks - Feasibility Study worksheet**

**Step 1 – Idea Exploration, Identification and Assessment**

Describe your business idea or concept (filling an unmet need in the marketplace with a new product or service, providing an existing product/service in a new form, delivering a product/service better or cheaper than competitors, etc.)

I will make a market for games that will be downloadable, the person will need to log in and sign up. The games they buy will always be downloadable from online. No physical copy of the game. The games will be cheaper than competitors. I would like the main category of games to be indie.

What need or demand will your product or service satisfy in the marketplace? (An idea is only

viable if people are willing to pay you for what it provides)

the demand will be for games that will be cheaper than competitors.

Describe your business Model (How will the business function in providing what the customer wants?)

It will get rid of having the actual disc for games, no physical copy of the game and will always be available to download once you buy it.

What’s your unique selling proposition (Why will the market buy from YOU? More value? Better? Unique? Lower cost? Quality? Unique? Faster? )

Lower cost.

**Step 2 – Determine Markets, Estimate demand** (Who will buy the product or service? Are there enough customers to support your business?)

Anyone who wants to buy cheap games, yes.

What are the target Markets for your Products or Services: (Who will buy your product or service? How often? Why will they buy it? Will they trust to buy from you?)

Mostly gamers will buy from this, or just someone who’s looking for cheap games to buy.

Research your industry: provide an overview, background, trends, key indicators,

Many people buy a lot of games they don’t even play during sales just because they are so cheap this is a way we can get games we don’t sell as much of to be sold.

Research the Market in your region, determine Segments, Demographic characteristics

Quantify the Total market: (determine how many units of a product are consumed per year or how many dollars are spent each year for the service)

$138 billion was spent on games this year

Determine how many competitors are in your area of influence (which are your main competitors?

can you determine the share of the market they enjoy and why?)

Steam, Blizzard, Epic games.

Will you focus on a Market Segment or Niche?

Niche indie games.

What are the price points in the market (range of price per unit or fee for service?)

€5-50~

What location would be best for your business?

Location doesn’t matter with this business, as its all online.

Quantify the Market/Demand available for your product or service (in units per day, jobs per day, sales per day, etc. in your area of influence)

What share of the market do you expect to capture?

Can you define the key strategies to compete? To maintain and grow your business?

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| 1. | Sell niche games |
| 2. | Keep finding new Indie games |
| 3. |  |
| 4. |  |
| 5. |  |