Part A:

1. As our first experiment, we are going to launch our first game in an online platform called *itch.io* where we can create an account for free and it let us distribute our game for free. We can even set a minimum price for our game which will give flexibility to some users that can not pay the full price for our games. By launching our game in this online platform we believe that we are going to create an audience that will be attracted to our games and vision. While the game is on this online platform we can also get feedback from the users that try our game. This feedback is really important to us because this way we are listening to the community and it lets us know what things they want to see while playing our video games.

    As I said earlier this online platform is going to be useful for us in order to make our company known for entertaining and informative games.

2. After a successful first experiment, as one of our strategies suggested we can start by creating an advertisement that will be published on multiple social media platforms. These advertisements will attract users from different ages, but most likely we target users between ages 16 to 20 years old that we think are the most active on their phones. The advertisements will create an audience that will be directly sent to Apple or Google stores where they can download our games. Also, there could be users that are already familiar with our products and now they are going to see that we are accessible on their phones by a mobile application. These games are going to be easy to understand and very user friendly, but if something goes wrong or a user has any suggestion there will be a dedicated section where they can write directly to *Antivirus Co.* In addition, we want to know if users found these games entertaining and informative by giving voluntary surveys that will appear at the end of their third game played. These surveys will have a few questions that we think are important to our games and feedback that we can be used for future references.

    As we previously mentioned, our target is to launch a game at the beginning of April every year, so that our audience never gets bored and can choose from different varieties of games.