Business Case

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| **Application Name** | BrainTease |
| **Type of business model** | Freemium/Microtransactions |
| **Target audience of users** | General public (gamers & non-gamers) |
| **Value proposition** | Create a mobile app game (similar to angry birds and candy crush) that people of all ages can access and play whether on the road or taking a break at home |
| **How the system is used** | Mobile App  i. The games will consist of traditional games like chess, scrabble, and checkers.  ii. As a mobile game the core purpose is to entertain the person playing the game. The game’s structure will mimic games such as galaga or pac-man in that as the person beats a level and moves on the game will learn along with the player and get progressively harder  iii. Since this will be an app game it will be built using code rather than relying on a gaming engine (i.e. frostbite, unreal engine). |
| **Revenue generation** | Freemium/Microtransactions  i. As most mobile games adopt a freemium pricing structure, this game’s core features will be free to download but the add-ons and extra additions to the game will require payment |
| **Partners/Suppliers**  **(Stakeholders)** | Investors in initial start-up of project (i.e. banks, other video firms such as Microsoft, Sony, EA) |
| **Expected Benefits** | The purpose of this mobile app is to not only entertain but improve a person’s skill at traditional games by having a game learn along with them |
| **Known Prototypes** | 1. [CandyCrush](https://king.com/game/candycrush) 2. [Scrabble (mobile version)](https://play.google.com/store/apps/details?id=com.ea.scrabblefree_na&hl=en_US) 3. [Angry Birds](https://www.angrybirds.com/) |