Business Checklist

Product:

- What is the Product?
- Determine the Business Model
- Scalability of the product

Company:

- What is the Company Goal?
- The amount of team required?
- Determine the Budget required

User Experience:

- Does it have a user friendly interface?
- User feedbacks

Marketing:

- Find out the target audience
- Marketing Stratergies/ how do we advertise the product?

Competitors:

- Analyze who is dominating the market?
- How much percentage are they Dominating?
- How can we stand out from them ?

Checklist Analysis

Product:

- ## What is the Product?

The product's name is Snake Game. It is a timeless classic game in which the player controls the snake by providing user inputs and regulating its movement. The player simply has two tasks: get the snake to eat the fruit so that it grows longer, and avoid colliding with the walls or itself. After every fruit is swallowed by the snake, the player raises their score till its Game Over!

- ## Determine the Business Model:

We're going to use a B2C commercial strategy for his game.We intend to make the game available for free download to players while also adding in-app purchases and game money, which will allow players to purchase top up powers, boost ups, various limited edition skins for the snake, and other items that will improve player involvement in the game. Also adding a premium function to gamers for an ad-free gaming experience if they buy the membership.

- ## Scalability of the Product:

The product offers plenty of room for scalability. We decided to add various maps to the game.So that the user is never bored by playing the same map over and over, we have a multiplayer concept in which players can compete with other players from all over the world for the highest score.In addition, there is a custom server mode that

allows gamers to play with only their buddies or with anybody else they wish. We are also considering adding additional game modes and introducing abilities/powers for the snake. As the game gains popularity, we intend to establish balanced servers to handle server loads. We also intend to add a cross platform interface for multiple devices.

Company:

- ### What is the Company Goal?

The company's major goal is to deliver a high-quality gaming experience with polished graphics, smooth gameplay, maximum player interactions from our consumers, and to establish a gaming community around the game with a healthy competitive environment.

- ### The amount of team Required:

As the game is already in development, we have a small start-up staff of two devs and a marketing team. In addition, there are two cybersecurity professionals to ensure the game's security.

- ### Determine the Budget required

We have been able to raise some capital funds, and with an additional 80% investment, we will be able to move full fledged fforward with the game's development and marketing. It is a low investment high return model. So the Return On Investment (ROI) on this project is expected to be within the first year, with a 150% return on your investment by the second year.

User experience

- ## Does it have a User friendly Interface?

Our product does have a user-friendly design with minimal learning curve, so individuals of all ages can quickly understand the interface, and even players who only have a basic understanding of their devices can also be comfortable with the simple interface.

- ## User Feedbacks:

User feedback is of paramount importance for several reasons in the development and improvement of a snake game, or any software product for that matter. That would assist us understand the player preferences while also providing quality assurance. It will also play an important role in identifying bugs and issues with the game.

Marketing:

- ## Find out the target audience:

We are targeting an audience of all ages in order to make it more suitable for all ages and widely appealing. We also intend to take it international and not be limited to a specific region. The target audience includes casual gamers, mobile gamers, competitive gamers, and also the Retro gaming enthusiasts

- ## Marketing Stratergies/how do we advertise the Product:

we have a clear strategic ideas for marketing of pre and post launch of the game by creating some promotional contents like posters, trailers, etc. Also having a social media presence and running ads on the internet. We're also collaborating with influencers to promote the game. Mouth-to-mouth marketing is also be considered.

Competitors:

- ### Analyze who is dominating the market:

Currently, there are numerous small-scale enterprises on the market. However, they are not interested in expanding their game play.The firm currently dominating the identical game structure in the market is called Slitter.io; they work entirely in the online mode

- ### How much percentage are they Dominating?

According to our data, the majority of small-scale game development companies situated in Europe account for 25%. The remaining 30% is \dominated by US-based enterprises.And the rest is dominated by Slither, making it our main competitor.

- ### How can we stand out from them ?

The key benefit over our competitors is that they may be played in either single-player or online modes. We, on the other hand, have blended and incorporated both elements into a single game. In this approach, we may simply start to dominate the industry with fresh added features that no other development company gives right now.