

Rebranding	No Rebranding
Northstar customer will be better defined.	
Easier to market and gather information from the customer.	Becoming highly technically challenging to reach our vision.
More focus on bringing parents into the picture without allowing them to be overbearing.	More focus on the player.
More market interest.	
We see more potential with the course correction.	
Sunk costs are lost.	
Future MVP's are more clear and feel more valuable.	
Carries over a great deal of the original mission, to help the player. Involves the parent.	Remains focused on the player but disregards the parent.
Targeting a younger audience (as far as players are concerned)	
May enable authoritarian parenting styles. (Helicopter parenting)	We already have a basic POC
No POC, opening a new can of worms and more work moving forward.	Less work involved to have a presentable product.
Moderation of content becomes more important when targeting a younger audience.	