# Taps business plan

We aim to fix the cheating/ hacking problems most multi player games have. And to do this we aim to create an ai base anti cheat that would not interfere with privacy.

## Our market opportunity

Many modern games has a small percentage of people that uses cheats to ruin the game for both casual and competitive players. To fix this problem we have combine vanguard anti cheat and vac. We also wont interfere with the users privacy.

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | Many modern games has a small percentage of people that uses cheats to ruin the game for both casual and competitive players. Due to the increase amount of cheating / hacking going around in most game, It make the causal player experience not fun thus losing player and money etc. |
| Our solution  How we solve this problem for our customers. | To fix this we have artificial intelligent to identify the file that may affect the game files. Similar to vanguard that Riot uses. |

## Our target market

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| --- | --- |
| The customers we aim to sell to | Our target audience are companies that needs an ani-cheat system for their multiplayer games. |

## Our channels

|  |  |
| --- | --- |
| We reach our customers through: | email  mail  paid advertising  phone  shopfront  social media  website/online  other (describe if selected) |
| Customers can contact us through: | email  phone  shopfront  social media  website  other (describe if selected) |

## 

## Our competition

|  |  |
| --- | --- |
| Competitor name | Riot Vanguard |
| What they do well | Detect cheaters and banning accounts within hours. |
| What we do differently | We will not invade privacy in the user computers |
| Competitor name | Valve anti-cheat |
| What they do well | Use ai learning to identify cheaters during games. |
| What we do differently | Use both Vanguard and Vac to identify the cheater before the game starts. |
| Competitor name | easy anti cheat |
| What they do well | Free anti cheat |
| What we do differently | we will create an anti-cheat that is also free and accessible with all the benefits of the other anti-cheat above this. |

## Yearly financial plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Forecast expenses and profit  (Estimated) |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** |
| **Expenses** | **$****82121** | **$199121** | **$119121** | **$119121** |
| **Profit** | **$-22121** | **$-9121** | **$70879** | **$152769** |
| Expected sources of revenue | Contract based – companies will use the anti -cheat software and each time they make a sale on their game. We will take a small percentage on that | | | | |
| Fee structure | 60 dollars an hour. Each game that is sold in the company we would take 5 percent on the sale the made. For example if the game is sold at 100 dollars we will make 5 dollars. | | | | |
| Expected expenses | production costs, travel, rent, advertising banks, loans | | | | |

## Key people

|  |  |
| --- | --- |
| Name | Samnang Yorng |
| Position | Producer/ programmer |
| Skills/value | Researching, consulting, analysing and evaluating system program needs. |
| Name | Nathan Chao |
| Role | Programmer |
| Skills/value | Designing, coding, and installing application programs. |
| Name | Jonathan Plark |
| Role | Head Programmer |
| Skills/value | Testing, debugging, diagnosing and correcting errors and faults in an applications programming language within established testing protocols. |

## Goals and Action Plans

| Goal | Research |
| --- | --- |
| Actions  To achieve goal | * Research multiple type of anti-cheat * Test valve anti-cheat – VacNet * Test riot anti -cheat – Vanguard. |
| Deadline | 1/09/2022 |
| Goal | Have a prototype done in the first 3 months |
| Actions  To achieve goal | * Test multiple types of anti-cheat software before making our own |
| Deadline | 1/01/2023 |
| Goal | Have a finished and refined anti-cheat that is accessible to modern game. |
| Actions  To achieve goal | * Use all the prototype and testing of other anti-cheat to finalise the out anti-cheat * Make it accessible to multiple platforms and small multi player game company |
| Deadline | 1/06/2023 |

**FEEDBACK NOTES FOR BUSINESS BUDGET SPREADSHEET**Remove this after you’ve fixed it in the spreadsheet.

* Income – You may need to update the section up top if you have multiple sources of income. It just lists ‘sales’, which only makes sense for selling your software to clients. If you do contracts or have other income streams (like a loan) it should be listed here on a new row!
* Your loan repayments… Honestly don’t get this bit. Like, why two huge repayments here? Did you mean this as a loan INCOME? If so, that should be up TOP in a new row, and you’d start making smaller repayments AFTER you were making income!
* Why $400 a month in rent? What rent costs only $400 a month? Are you renting an office? Are people working from home? Think about this and fix it either way.
* Why do you have $500 a month in stationary costs? That’s crazy!
* Why do you have $300 a month in motor vehicle expenses? You’re a software developer.
* Why do you have $400 a month in repairs and maintenance? This plus the two above is $1200 a month!