# Taps business plan

[insert your business summary or sales pitch in 1 to 2 sentences]

We aim to fix the cheating problem faced in many games.

## Our market opportunity

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT What is a problem that your potential customers face in the market that your business could help to solve? How will your business solve the problem and provide unique value and benefit?]

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

|  |  |
| --- | --- |
| The problem  A market problem that customers face. | [Example: There’s an overwhelming choice of coffee blends in the market. It’s hard for customers to know what they’re buying.]  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. | [Example: We sell a small range of high quality coffee. We don’t use fancy names for our blends, so people know what they’re buying.]  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

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT Describe your targeted customers as a persona. Learn how to [analyse your market](https://business.gov.au/marketing/how-to-identify-your-target-market) and define your target customers.]

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

## Our channels

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT Make sure the channels you use to communicate with customers suit your target market.]

|  |  |
| --- | --- |
| 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

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT. Identify up to 3 types of businesses you’re competing against, what they do well and what you will do differently or better.]

|  |  |
| --- | --- |
| 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

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT. You can use our [profit and loss statement template](https://business.gov.au/finance/accounting/how-to-set-up-a-profit-and-loss-statement) if you need help with the data.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 | [Examples: shopfront coffee sales, online sales, wholesale distribution]  Contract work, ads revenue, | | | | |
| Fee structure | [Examples: Hourly rate and/or fixed priced services]  60 dollars an hour. | | | | |
| Expected expenses | production costs, travel, rent, advertising banks, loans | | | | |

## Key people

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List up to 3 key staff members or people supporting your business. Describe their experience and the value they add.]

|  |  |
| --- | --- |
| Name | Murphy Much |
| Position | Game Designer |
| Skills/value | Can come up with level design for a game. |
| Name | Nathan Cao |
| Role | Artist |
| Skills/value | Specialise in Anime style art in 3D |
| Name | Jonathan Joestar |
| Role | Head Programmer |
| Skills/value | Can create world generation in little amount of time |

## Goals and Action Plans

[DELETE THIS TEXT, OR REPLACE WITH A SUMMARY STATEMENT - List 3 major business goals to complete over the next year. Aim for [goals that are SMART](https://business.gov.au/planning/business-plans/set-goals-for-your-business) – **s**pecific, **m**easurable, **a**chievable, **r**elevant and **t**ime-bound.]

| Goal | [Example: Finalise 2 agreements with local coffee suppliers in 6 months’ time.]  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 |
| Deadline | 1/06/2023 |