# Taps business plan

## 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

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

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| --- | --- |
| 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

[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 | Contract work, ads revenue, | | | | |
| Fee structure | 60 dollars an hour. | | | | |
| Expected expenses | production costs, travel, rent, advertising banks, loans | | | | |

## Key people

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

## 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 |
| Deadline | 1/06/2023 |