**INTRODUCTION**

‘Cloudflare workers’ is mainly used to build apps by writing, deploying codes to almost 99% of the developed countries. Though we offer an enormous number of services, mostly through the freemium model, we still fail to make significant profits in comparison. We need to explore new business models along with new product developments to attract more customers and gain ownership and market share. We currently enable Realtime online gaming companies by providing quality Internet based services that help them reach their goals and without security threats. However, we can still do further.

Today most people prefer online-server based games over heavy localized games as this gives them a sense of sportsmanship. Now, most companies that are involved with online games realize how crucial it is to be first to the market with an amazingly built, secure product. We will enable them to do all of this by introducing Cloudflare workers for Game development where companies can use our product to build theirs. Our plan will be to utilize the below defined tripod business strategy to provide a product-service based end-to-end offering that will help grow our clientele while increasing our market share and our revenues.

**MARKET ANALYSIS:**

Currently over 51% of $ 173 billion Gaming industry is based on mobile platforms. This is going to only increase. Further, it is predicted that by 2025, this industry is going to double and cross over $300 billion. This will give a huge room for Game Developing software and Gaming consultancy and analytics firms. Further, what nobody has researched is the growing age of Gamers and its impacts on spending per gamer and increase in number of gamers till 2025. For a $3.2 billion company, this growth allows a lot of room for increasing revenue and market growth.

**CLOUDFLARE WORKERS TRIPOD BUSINESS STRATEGY:**

The strategy is three spoked. We need to first reduce the overwhelming cost of production and cost to market for a gaming company. This is what usually crushes these companies in their Pre-Production phase. We can get involved early and use our analytics and consulting company to help them prepare better plans and to show them the best cost-effective methods and be there to clear their fuzzy Front End. We can further have these companies share their general methodologies with us or have our consulting teams form documents to form a repository. We can also have them use our services at a marginal price in return for ownership or partnership. This will be a case to case solution as it can be extremely helpful when certain gaming companies have a bigger community of either gamers or coders. Gamers, often young, tend to seek anonymity and higher internet security which we can monetize. Further, just like apps on an OS, the gaming industry, which is expected to be $300 Billion by 2025, can start making Gaming Universe with multiple companies or gaming companies collaborating and having other developers provide new services, plots and features to the games. Carefully outsourcing creative and technological innovation is a good option as this will help us establish brand value and enter different domains of business. This careful outsourcing will require our own Information Repository which can be easily developed while Consulting our clients in their pre-production phase.

The Second Spoke is based on us building a very compatible product for gamers using our exciting Cloudflare workers platform. With our work staff and engineers this should be a breeze, however our product should be a little more as mentioned before. We need to make it possible for new coders to use our platform and get them addicted early. Often, game creators need a collaboration between artists and coders and very rarely an individual is interested in both. Nonetheless, most young gamers are interested in development and we can utilize this through the freemium model and create tutorials, exercises, MOOCs, community and certifications to help new and existing coders to use our platform better. We can then infuse our community with gaming communities to grow rapidly. For companies, our technical support and ease of use can help reduce production time significantly which currently is anywhere between 1 – 4 years.

The third leg of the strategy is to support our clients in post-production phase. This is comparatively easy but a long-term task. We will have to use our existing Internet based services to complement Game development phases of our clients. This will help them reduce the time to market without compromising security or marketing. We currently provide State-of-the-Art Security which can Affordably scale Server Architecture Platform to Deliver the Smoothest Gameplay Possible. We want our clients to take advantage of our easy to use Content Delivery network. This way we can help them reach more customers in less time. We can also add more services that can require our clients to be in annual contracts with us to keep the cash flow high.

**KEY SUCCESS FACTORS**

1. An easy to use Content Delivery Network with a secure architecture and dynamic pricing
2. An end-to-end development Product-Service (Software-Consulting) model that can be flexible, and tailor made for corporate customers and flexible plans for Individual customers.
3. Ownership/stakes of the products created to increase capital and revenues.
4. Flexibility in developing and deploying hybrid software that can work over different hardware and OS and offer development of products that can be used on multiple platforms without interruptions.

**CHALLENGES AND RECOMMENDATIONS:**

Continuous Improvement: In today’s world, with new technologies and platforms, it is essential to have our software ready for changes and updates so that it is Product changes or additions you believe might be valuable. This will also allow us to find various methods of improvements after each corporate client interaction in beta testing. We can also use information from our repository and community to improve Quality. Six Sigma methodology for software development approach will also be explored before releasing to the customers. Further, on an overall basis, Scrum framework can be used for the development of Cloudflare Workers for Games.

Success Goals and Quality Audits: We will conduct a monthly goal plan based on the statistics and forecasts created every year and incorporate quality audits to find gaps for next improvement project. Goals to measure the success of what you build

Risks based on Porter’s model: There are certain risks associated with this investment including but not limited to : Acquisitions of our major clients by our competitors like Amazon, New Entrants competition from big giants like Facebook, google or TenCent, Bargaining power of our customers leading to decrease in value of our products and services. Further, there are legal risks associated in maintain a knowledge database and providing consultancies. There will also be risks associated with partnerships formed in exchange for our platforms.

**CONCLUSION:**

Following Scrum framework for software development will give us the ability to continuously make improvements in the development phase with a very less opportunity costs. Pairing this with a product-service combo powered by out tripod business strategy that aims to offer the complete package to an industry that is growing is lucrative and seems to be our best option to increase our market share and establish ourselves among the top technological giants. I stand by my plan of the tripod business strategy. I also understand that the risks must be further studied and researched to create risk aversion plans and strategy. More importantly drivers of key factors and their behaviors must be understood to make the best of our product development.