1. **EXECUTIVE SUMMARY**

**Current Situation:**

A need for gaming centers with high speed internet and custom built PCs has emerged with the rising popularity of competitive online video games such as: Fortnite, League of Legends, and CS:GO. However, these business fail after opening due to the lack of diversity of games that these gaming centers provide.

**Objectives:**

Our software, GameKit, strives to expand these center’s current services to be able to have more functions so that their products and services will reach a larger market. When it comes to our software, we are constantly doing research to support what these individual gaming centers want and need. We use the feed back and try to create software patches and updates that will be able to do better than the competitors when it comes to their products. Game Solutions LLC’s ultimate goal is to find better ways in helping these business become more effective while spreading awareness of game titles from smaller indie developers.

**Metrics:**

Game analytics can feel complicated. When it comes to metrics, there are hundreds of numbers to track. While there’s no one-size-fits-all policy for game analytics, at Game Solutions LLC we focus mainly on daily active users, monthly active users (MAUs), sessions, and retention. These numbers are relatively straightforward and measure concrete actions.

1. Daily Active Users  
   DAU is the number of unique users that start at least one session in a game on any given day. By themselves, DAU and other high-level metrics don’t provide much insight into game performance. However, knowing these simple metrics is a useful starting point for an educated analytics discussion.
2. Daily Active/Monthly Active users  
   The ratio of Daily Active Users to Monthly Active Users shows how well a game retains users. This metric shows how frequently users log in to a game. This is important to Game Solutions LLC because this is the metric we provide to both the game studio and gaming centers, it shows growth and can highlight trends in play time.
3. Retention  
   A successful game creates long-term relationships with players. A player that enjoys the experience enough are willing to keep coming back for more. A game needs to have strong retention to have time to build this relationship. Retention manifests in different ways depending on the studio and type of game however, in recent years it has taken the form of “Seasonal Battle Passes.” A one-time payment for skins, character quips, and unlockable characters are some of the perks included in these battle passes and the catch is they are only available for a certain time. Along with these passes being marketed as rare opportunities, gaming studios will pay large sums of money to have streamers and influencers promote them as well. Now not only are the skins and quips limited edition collectibles, they are the hottest trends in the gaming community.

**Mission:**

Game Solutions LLC is built behind the growing force of E-sports and online competitive gaming. We believe that everyone has the power to enjoy gaming at the highest level without having to dive deep into their pockets to build machines that can fit their needs. Gaming centers fulfill this need by providing machines that are fully equipped to run games at the highest specs. However, they neglect the user experience by simply providing the machines and providing only top selling games. Our company believes these gaming centers need to find quality vendors of reliable software, service, and support. They need to use these quality vendors as they use their professional service (hardware) suppliers, as trusted allies.

Game Solutions LLC is such a vendor. It serves its clients as a trusted ally, providing them with the loyalty of a business partner and the economics of an outside vendor. We long to return to the days of split screen and LAN party gaming and are disappointed at the high cost of entry to play PC games at maximum performance, so we want clients to use our software in their game center to allow more people to experience these fantastic games the way they are meant to be played.

**Keys to Success:**

1. Constantly research new and upcoming games that will attract clients and their users.
2. Use trends in competitive gaming and E-sports as a scope by which we measure user success and engagement.
3. Increase awareness of indie developers to contribute to their success and open up the gaming market to new creative games created by driven individuals.
4. **THE COMPANY**

**SWOT Analysis:**

|  |  |
| --- | --- |
| Strengths | * **Personal Expertise:** Our employees are passionate gamers looking for ways to change the way we enjoy games. * **Business Relationships:** We try our best to create long term professional relationships with game studios for continued success and support for our product. |
| Weaknesses | * **Market Constraint:** We want to branch out and reach more indie developers but most of our clients are big name game studios. |
| Opportunities | * **Fast Growth:** The market for gaming centers is growing in the wake of online competitive gaming and its success. |
| Threats | * **Competition:** Big name companies (NVIDIA, Google) are looking to capitalize on the new wave of online gaming. |

**Plan:**

Our software tries to build trust with its consumers (gaming centers) and with trust comes the ability to maintain a professional relationship that grows exponentially as the customers share their positive experiences with other potential customers. We aim to not only provide a service to these gaming centers but to help new game studios deploy their games. We are not only interested in selling a product but they want to build relationships through their products.

1. **PRODUCTS AND SERVICES**

**Products:**

Through market research we have discovered the immense financial barriers gaming centers face in creating a fully functional studio, we hope to streamline expenses and lower overall costs. Our unique software is tailored especially for up-and-coming centers gives owners access to the latest games and exciting administrative tools that allow them to engage with their users.

A software that will be implemented on gaming center computers that will serve as an evolving library for games. Features include an explore page that will promote new games from big studio names but will just as effectively highlight new games from up and coming game studios. By choosing and playing a game via our software, we will be able to collect user gameplay and send those metrics to the gaming center and game studio, if they wish, to reflect on how to better their services. By recording and providing these metrics we encourage growth for not only the gaming centers but also the gaming studios.

**Technology:**

We have for years supported both Windows and Macintosh technology for CPUs. We constantly develop, test, update, and patch our software to keep up with any new changes to the operating systems these gaming centers use.

GameKit is our patent pending technological breakthrough designed to run on a central server and a configurable number of terminals. It allows the central server to run multiple instances of a chosen game and stream them to the terminal each customer is using.

Our patent pending software is designed to run on a central server and a configurable number of terminals. It allows the central server to run multiple instances of each game your customers want to play and stream them to the terminal each customer is using. GameKit’s centralized server model allows updates to occur instantaneously, saving our client’s time and manpower. This synchronization between the servers and terminals allows for more features beyond game hosting, we hope to see clients using the power of GameKit to drive center-wide chat rooms and tournaments.

1. **MARKETING RESEARCH/PLAN**

**Competitors:**

Our competitors are NVIDIA and Google. The only way we can hope to differentiate well is to define the vision of the company to be an information technology ally to our clients. We will not be able to compete with these titan companies in a conventional way. We need to offer a real alliance and show we genuinely care about our products and its users.

1. NVIDIA1: NVIDIA’s new cloud-based gaming software, called GeForce, is now in beta. One account with this software allows cross platform access to games on all types of devices. They heavily emphasize the ability to game on a MAC as it is one of the most limiting machines gameplay wise.
2. Google2: Google’s cloud based gaming platform, Stadia, is openly marketed as a “Netflix for gaming.” The company predicts the future of gaming will be brought to the player rather than the other way around3. Stadia is also providing a wifi-enabled controller to players that can be used for any game they host. Stadia offloads all gameplay to Google's cloud servers.

The benefits we sell include many intangibles: confidence, reliability, knowing that somebody will be there to help develop and grow their company.

**Strategy & Implementation**

* Emphasize service and support
  + We must differentiate ourselves from the bigger name companies and make our name known. We need to establish our business offering as a clear and viable alternative for our target market, to the price-only kind of buying.
* Build a relationship-oriented business
  + Build long-term relationships with clients, not single-transaction deals with customers. Become their supportive group, not just a vendor. Make them understand the value of the relationship.
* Differentiate and fulfill the promise
  + We can’t just market and sell service and support; we must deliver as well. We need to make sure we have the knowledge-intensive business and service-intensive business we claim to have.

**Main Objectives:**

* Maintain retention  
  We want gaming studios to keep releasing games and gaming centers to fill seats. Our mission is based on bringing the social aspect back into gaming by bringing people that have the same interests into one creative safe space.

* Increase sales  
  We seek to achieve a perfect balance of top selling games and indie games being promoted equally and simultaneously. Game Solutions LLC already has strong relationships with bigger companies, we want to take this advantage and start focusing on bringer smaller games to the spotlight. We want to help build their business and foster

**Marketing Strategy:**

The marketing strategy is the core of the main strategy:

1. Emphasize service and support
2. Build a relationship through business and constant delivery
3. Focus on small business and indie developers

**Promotion Strategy:**

We depend on promotions from the game studios that we hold contracts with and promotion by gaming centers that we hold contracts with. Along with our partner promotions, we have a strong social media presence and are constantly looking for ways to promote within the E-sports and Twitch.tv website and community.