With the development of the times, people's quality of life has been significantly improved, so now people will devote more time and energy to entertainment, the most attractive of which is the game. Unlike more than a decade ago, when people were frustrated to play games, games are now an indispensable means of entertainment, ranging from adults to children, and all kinds of games can meet their leisure needs. So our platform is necessary because it has a huge potential market.

First, I will introduce the clients of our platform. The users of our platform are game players between the ages of 18 and 30. It can be found that most game players are students as they have more time in their day to play the games. These will be students with disposal able income. As an example, there are almost 75k students in London, so our estimated market size can be considered as 75k.

The game company is also our client. When our platform be famous and the game players are willing to buy and sell game accounts or game items on our platform, the game company will need our platform to promote their game and advertise on our platform. There's an example that there are 6 game companies in London, so our estimated market size can be considered as 6.

Because we're a platform for trading game accounts and digital game items, the game company that work with us needs to have brand value so that our platform will quickly gain visibility and attract more gamers.

Because our platform is a new company, we need to quickly raise awareness to attract more players to our platform and to work with more gaming companies. In order to achieve the purpose, our platform can promote through gaming companies and promote through tech stores, we can also advertise on the home page of the game site or on a video site like YouTube. It is also a way to advertise on mobile phone applications.

We set up this platform to provide value to our customers, to meet their needs, and to solve their problems. Nowadays, more and more people have free time, and most people spend their spare time on recreation, such as playing games, this makes more and more kinds of games now. Because of this, the game is changing more and more frequently, and when people give up an old game and turn their attention to the new game. Old games that pour people's time, energy and money into their accounts can only be put there to become worthless. That's the value of our platform, people can make money from selling their game account and the digital game items.

Of course, we have to get authorization from the game company before we can do this. Gaming companies will get a payment from us to allow us to sell accounts and gaming items to other players. We will also let them advertise on the platform to increase their user base.

Before creating the platform, we need to do market research to make sure that the industry has enough market. In order for our platform to have the basis to operate, we need to work with and license the gaming company, and then sign a contract with the gaming company. Then we need to build our platform. Once the platform is established, in order for the platform to operate successfully, we need to have the best service and be able to effectively solve the problems of our customers and bring value to them. So that we can attract more game players and create brand awareness.

Of course, the platform is not easy to build, we need more and more critical resources. The first and most important resource is adequate funding, no matter what you do with it and then the basis for going on. Then we need enough technical support, that is, software developers to help us build the platform and constantly update and maintain our platform. Finally, we need partners who can work with the platform.

As a platform for trading game accounts and game props, our platform is obviously difficult to exist independently without good partner. So in order to attract enough players and customers, we need to work with many well-known game companies and get licenses. In order to enable customers and game players to get more convenient services, our platform needs to work with online payment companies. So that players and customers need to be in our platform when the transaction can be directly on the network transactions. This way more convenient and fast, and also give the user a better consumer experience.

Any entrepreneurship requires cost. So to better operate our platform, we need to carefully plan the cost of each point . First, to build our platform, we need software developers to help us build platforms and maintain and update platforms . To sound our platform ' s popularity, we need to advertise on a variety of games and video sites . The platform ' s day - to - day transactions also need people to manage, so we need our professional headhunters to find enough management talent for us. We also need to pay for the rights and licensing of the game companies. These are all the cost of our platform.

In order to pay for high costs and daily expenses, and for the platform to operate healthily, we need to earn more revenue. As a platform for trading game accounts and game props, we can extract a percentage of each transaction as a source of revenue. When our platform has a very high profile and a lot of players and customers, our platform has more views, and when some game companies launch new games, they can come to our platform to advertise. Advertising is also a source of revenue for our platform.