Joystick Junction Gaming Marketplace

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What is Joystick Junction?

- Joystick Junction is a **specialized marketplace** where we will provide the highest quality interface for a gaming marketplace, all in an **effective, efficient** - and most importantly - a **reliable** manner.
- Problem: Many game marketplaces are notorious for expensive prices and even deceptive marketing.
- Joystick Junction seeks to eliminate that issue by creating a stress-free environment for the user.
  - Accurate price data for users by utilizing APIs!
  - Simple, no nonsense interface
  - Honesty is our best policy <-> authenticity comes first through a review system, promoting top sellers

Core Features!

- Landing Page
  - This is an interface where users can enter the other various pages through the website
- About Us Page
  - A blurb explaining the history of our website and our motivation behind it
- Profile Creation System
  - Robust profile
  - Strong password required!
- Search/Results Page
  - The main feature!
  - Filter by company, genre, price range, and condition of the game

Core Features! (Part 2)

- Listing Page
  - The listing of the game, containing all necessary details
  - Extensive comment system
- Mock Purchase Process
  - Walks the user through buying the game
  - Removes listing from database
- Review Page
  - Users can review each other
    - Only buyers can review sellers; likewise only sellers can review their respective buyers
- Past Sales
  - Buyers will be able to see their past purchases
  - Sellers can see their past sales

Extra Features!

- Meetup spot for making transactions
- A notification system for when a video game drops in price at a certain point, or reaches a peak price for sellers
- A streamlined bulk collection selling service or method

Target Market

- We have identified our target user demographic to be:
    - Casual gamers looking to buy or sell games of new and old
    - Experienced collectors looking to easily build their collection
    - Former gamers seeking to sell their old games to the next generation of gamers

Value Proposition

- ○ Casual gamers would find the very transparent and non-predatory environment of our website a safe place to avoid being scammed or mischarged no matter if they are a buyer or seller.
- ○ Experienced collectors would appreciate the quality of life features we provide such as filter by condition and search of item listings
- ○ Former gamers can easily sell their collection, either all at once, or individually.

Competitive Analysis

- Direct Competition: Large video game resellers like DKOldies and LukieGames. As well as ecommerce websites like eBay, Mercari and Facebook Marketplace.
- Indirect Competition: Online digital game distributors like Steam, GOG and Epic Games Store. As well as brick and mortar retro video game stores.

SWOT Analysis

Strengths	Weaknesses
Experienced staff: Our staff are video game enthusiasts, who strive to keep adding features to make the shopping experience better. *Modern software***:** Experienced developers will use modern Web Development applications and packages like MongoDB and Express to deliver swift and reliable web services. *Low-Risk Role***:** Since we do not sell any product ourselves, we do not hold risk in selling, buying or shipping products, those fees and responsibilities are left to our users.	*New Business***:** Joystick Junction has no established reputation or brand recognition in the retro video game market. *Break-Even Point***:** we will have a considerable amount of debt and will need to monitor our finances to meet our break-even point
Opportunities	Threats
*Convention Outreach***:** Representatives will attend video game conventions to advertise our website to a mass audience of gamers. *Strategic Alliances***:** We can align ourselves with smaller retailers like brick and mortar stores to sell products on our network.	*Unpredictable Environments***:** Servers may be damaged or interrupted *Unpredictable Economy***:** Potential for Economic downturn *Industry Competition***:** both existing and startup online marketplaces and retailers will affect our market share

Why You Should Invest

- Ever since 2020, the retro video game market has seen unprecedented growth in both price and popularity.
- There has been an absence of a proper dedicated user-to-user video game marketplace online
  - Online retailers like DKOldies and LukieGames give false promises on the quality of their products while charging exorbitant prices
  - General online marketplaces like eBay and Facebook Marketplace are host to scams and replica products
- By overcoming the flaws and oversights of other marketplaces, we strive to be the premier video game marketplace that all gamers can depend on