**Executive Summary**

* 1. **Objectives**

1. Obtain 2,000 subscribers by the end of the 6th month of operation.
2. Maintain $100,000 in monthly sales by the end of the 2nd year of operation.
3. Maintain a net profit of at least 10% by the end of the 3rd year of operation.
   1. **Mission**

Cross-Gaming came about because of the want for a way to progress in a game on different platforms. Gamers who owned a game on more than one platform would have to start from scratch when switching between platforms, making it frustrating when trying to complete a game. Cross-Gaming saw this problem and aimed to fix it. The software developed by Cross-Gaming uses the cloud to store the statistics of the gamer. The gamer can then access it from any platform that is connected to the internet. Users create an account on the Cross-Gaming website and sync their gamer accounts for each game and each platform. Then, all they have to do is log-on to the platform they want to play on and the statistics are updated automatically.

Cross-Gaming will provide an excellent gaming experience for those who wish to game on multiple platforms. Using the software service that Cross-Gaming provides, the gamer can enjoy playing progressively, instead of having to replay parts that were already played on a different platform. Providing this service opens the door to more gamers who would otherwise not buy the game for more than one platform, making it an essential part of the gaming industry.

Cross-Gaming strives to provide the best in customer service for all of those who utilize the software. The customer service department will be highly qualified, and will be extremely knowledgeable on trouble-shooting problems within the software. The developers will be constantly coming out with new and improved methods of using the software, making it an enjoyable experience for the customer. Cross-Gaming will pride itself on having great reviews from users, and will take criticism as a fuel for improving the service.

* 1. **Keys to Success**

The keys to success in this business are:

1. Offering the service across all platforms with an internet connection, especially those used heavily in the gaming community: the Xbox 360 and Windows-based PCs.
2. Offering the service for all games of the most popular genres: shooter games, role playing games, action role playing games and strategy games.
3. Offering the service at a fair price to attract the highest number of customers: starting at $14.99 monthly and decreasing when possible.
4. Providing the best customer service to keep the customers satisfied and bringing in more customers with great reviews.