

DEPLOYMENT PLAN

The main steps to deploy our code will be that we would purchase a domain and publish our game on it. We won't be releasing the game to public instantly, we would rather check for errors or any glitches we can find. Later after releasing the game to public we will do promotions for it, so that we can gather users for the game. Later we can add different games modes or add other features to the game such as tag team match etc. We can also add features to make an account for the user online, so that the user can keep a track of their achievements and records, and which will also help them to add their friends on there. But if we do get better response compared to other chess websites online, we can sponsor major chess players to promote our game which will help us in gathering more users and competing with other online games.

When we see the market revenue done by chess, it comes to around 1 billion dollars in 2020. There are many chess tournaments these days which are hosted online, and we think that our game can be majorly fall into the tournament category. We also saw that during this pandemic era chess games and tournaments were hosted online. So, we do think that online chess games will be the future instead of hosting a big offline tournament, as this will save many organizers, game hosts time and money. We just need to make sure that our chess online game is strong security wise, and no one can breach our security and cheat in the game. If we also see the video games revenue history, it is currently at all time high, and most of it consists of mobile users.

As of now we are just planning to release our game online on internet browsers, but if we do get a good response, our team will look forward to releasing the game on different platforms such as IOS or Android. There are different domain selling websites, go daddy offers a two-year plan for around \$20. We are right now not looking to expand directly to iOS and android because those are two completely different platforms, so we need to build the game differently for those platforms. The cost of publishing a game on IOS is 99\$ and about 25\$ per year for android. Its just not about the cost of publishing the game but we also need to provide proper support and debug the errors occurring with time. For that we would require a small team too. I don't think we would attend any conventions or conferences to display our game as everyone already knows how the game of chess work. It wont make sense for us right now to try to publish our game on Xbox or PlayStation network because these are mainly known for major mainstream games, and we don't think anyone would want to play the game of chess on Xbox or PS. Xbox productions start from 50k \$ which would be out of our budget as a startup company.