

List of potential websites/outlets we can compare

<i>amazon</i>	<i>g2a</i>	<i>battlenet</i>	<i>gamersgate</i>	<i>gog</i>
<i>Humble bundle/store</i>	<i>origin</i>	<i>paradox</i>	<i>greenman</i>	<i>steam</i>
<i>uplay</i>	<i>bundlestars</i>	<i>chronogg</i>	<i>kinguin</i>	<i>gamersoutlet</i>
<i>zgame</i>	<i>digitaldownloads</i>	<i>direct2drive</i>	<i>dlgamer</i>	<i>dreamgame</i>
<i>fanatical</i>	<i>gamebillet</i>	<i>gamestop</i>	<i>gemly</i>	<i>nuuvem</i>
<i>indiegala</i>	<i>voidu</i>	<i>silagames</i>		

### Main competitors breakdown

Razer deals:

<b>Strengths:</b> <ul style="list-style-type: none"> <li>• Money.</li> <li>• Established company.</li> <li>• Heaps of people working for them.</li> <li>• They already have web, ios and android app.</li> <li>• Mobile design website</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Only uses 13 sources of their pricing/info. Comparatively not a massive amount. Often means it's not the best deal.</li> <li>• Only offers USD pricing.</li> <li>• They're going for a full on game launcher with a deals website on the side.</li> <li>• Website badly optimised for SEO.</li> <li>• Search filters are pretty average. Not much customizability.</li> <li>• No suggestive game algorithms based on wishlists</li> <li>• Not Customisable</li> </ul>
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Isthereanydeal:

<b>Strengths:</b> <ul style="list-style-type: none"> <li>• They have a large amount of websites they get their information from.</li> <li>• Multi currency</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Their website UX is horrible. Makes it a pain to find good deals. No mobile website.</li> <li>• No gog/steam/razer wishlist integration</li> </ul>
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Cheapshark:

<b>Strengths:</b> <ul style="list-style-type: none"> <li>• Mobile site</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• No gog/steam/razer wishlist integration</li> <li>• Only 15 sources of games</li> <li>• Design is pretty ugly</li> </ul>
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What would we offer?

- Heaps of sources
- Clean website and mobile website design
- Steam/Gog/Razer wishlist integration
- Good search filters and browsing
- Email notifications for flash sales, good discounts etc.

- Utilisation of RRP prices on G2A. Also no one scrapes G2A and it's one of the largest resellers. So we would be unique in that respect.
- Promotion for new games

#### **How do we make money?**

- Reseller referrals via affiliate IDs. When coming from our website to g2a for e.g, we tag an affiliateID onto url. If a purchase is made via that url then we get money.
- Google adverts
- Brand advertising. Resellers will be keen to advertise on the website too.
- Pay per click
- Promoted game slots (when site is bigger)