Cloudflare Workers for Gaming Offering Plan

The strategy of this product is to build a "low-cost cloud worker" for developers to create their own games. As "Google for Gaming" provides services to primary large developers, we can find the niche to small and middle developers.

The markets:

- Conduct primary search and secondary search: search for top competitors, market share and entry barriers
- Online surveys for game publishers to collect business needs

For example, here are some of my findings about game development industry:
- Demand driven by more and more players (100B predicted revenue in 2021)
- Movement to Games-as-a-Service instead of an initial purchase business model
- Our Customers:
    - Large publishers focused on big budget games, while smaller developers aim to reach niches that are underserved
    - Small developers struggle to raise capital or can't stand out in an over-crowded distribution channel
- Competitors: Google Stadia (Google for Gaming) is providing one-stop game-building service using google cloud and google play

Problems and needs

- How to start building the first game himself for new developers and game lovers
For more advanced developers:
- How to build and increase the device reach of your game
- How to access a wider player base
- How to scale and manage complex infrastructure

Marketing & Sales:

Conduct marketing by introducing to existing users, gaming studios and game developer summits. Sales will be made online, with self-help purchasing and customer support.

Products and Services:

- For small game developers, or developers with little experience, but want to launch their idea, provide tutorials, easy-to-hand-on demos and projects-starters to lead them to use our product to start building games.
- For experienced game developers, they need multi-function support and scaling to cloud service. Help them achieve functions like multiplayer game play, open

matchmaking, live chat, bot chat, and online shops.
- Make it possible to visualize and interact their game design before configuration.
- Also, outside game development, to operate their game and make profit, they need:
  - Analytics platform: live queries without database and ML tools to predict game behavior, or to make player segmentation
  - Ads service to help them make profit
- Other things: open source game community to make their game better quality
- Establish partnership with game publishers to offer launching channels and resources to better market their games.

Before it is released, testing internally and inviting a selected group of users sign up. Make product iteration based on testing feedback, traffic data and A/B testing.

Measurements:

General goal: a positive revenue growth rate by the end of the first 6 months.

To measure phased results, use *Comparable Metrics* broken down by "cohorts" in:

- User acquisition – like how much are new and active users growth each month
- Activities – like what percent of users have completed a particular workflow
- Money – like how much does supporting a customer cost

How to Make Profits:

Cloudflare Workers for Gaming generates profits by offering paid service and features that are unparalleled in comparison to free version.

Risk Evaluation and Competitor Analysis:

- Possible risks to this business could be the issue of competitors like Google, since it has good customer base from google play and a gaming ecosystem.
- As a new entrant in market, we may face the challenges like user acquisition and partnership with big game platforms.
- Advantages over Google:
  - We are open to all platform game developers both IOS and Android.
  - We not only focus on mobile games but also PC and other video games.

Reference:
1. https://events.withgoogle.com/gdc2020/
2. https://cloud.google.com/docs/games
3. http://www.woodsidecap.com/wp-content/uploads/2016/12/WCP-Gaming-Industry-Overview-2016.pdf