Risk	Reward

1. Will the video game attract audiences?

2. Can the video game support multiple

   different ways of conducting

   transactions? (in app transactions/ loot-

   boxes/ pay in full(traditional)

3. Will it be a financial success for

   Cloudflare?

1. Video game wins awards
    —- It is financially
    successful—-Publishers
    agree to a sequel.

2. Cloudflare's games are
    able to tap into a
    multibillion dollar market
    of in app transactions.
    This would provide extra
    revenue for Research and
    Development. In addition,
    it could make the games
    more addictive thereby
    trapping consumers into
    the Cloudflare ecosystem.

3. The game is able to earn
millions in profit.