



<div>MOTIVATIONS TO PLAY</div> <div>Reasons for playing games</div>	<div>GAME</div> <div>KEY METRICS</div>	<div>UNIQUENESS</div> <div>Trends and inspirations</div>	<div>UNFAIR ADVANTAGE</div> <div>DISTRIBUTION & CHANNELS</div>	<div>PLAYERS</div> <div>Early community</div>
<div>COST STRUCTURE</div>			<div>REVENUE STREAMS</div>	