

遇见 HADO MEET WITH HADO

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现存商业模式分析

Existing Business Mode Analysis

现存商业模式分析 \ Existing Business Mode Analysis

HADO 是一项极具有市场增长潜力的游戏产品。

HADO is a product which has extreme market growth potential.



目前 HADO 拥有优秀的游戏产品、业务开展模式，可以在VR竞技体育领域很好的起步。

HADO 在中国的用户量还没有达到一个生态量级别，因此在此时布局数据商业生态具备最佳的时机。HADO可以开发粉丝圈、会员生态、游戏社群等众多云生态，通过大数据分析挖掘潜在用户数量增长点，和潜在营收点。通过生态应用循环联动打造更好的用户更好的体验，激发更多自然的消费欲望。

Currently, HADO owns a excellent games product, business extension mode, and can have a good start up in the area of VR competitive sport. The quantity of HADO users in China hasn't reached a eco-system level quantity. Therefore it is a great chance to layout a data-driven business eco-system. HADO could develop many cloud eco-system like fans communities、membership eco-system and games communities to touch and interact with users, in order to dig out the increment chance of potential users and potential revenue point. By cycling and interactions between eco-system and applications, HADO could build up better user experience and motivate more and more natural consumption desire.

★ HADO is Here

▲ HADO lacks

现存商业模式分析 \ Existing Business Mode Analysis

		知名度 Popularity	活跃度 Activation	营收 Revenue
业务 Business	线上直播 Online Live	<input type="checkbox"/> 接广告 \ Ads		✓
		<input type="checkbox"/> 贩卖周边 \ Peripherals	✓	✓
		<input type="checkbox"/> 门票 \ Tickets		✓
		<input type="checkbox"/> 转播权 \ broadcasting rights	✓	✓
	线下体验 Offline Experience	<input type="checkbox"/> 场馆赛事 \ Venue Games	✓	✓
		<input type="checkbox"/> 门店体验 \ Store Experience		✓
		注册用户数 Registry Users	活跃用户数 Activation Users	消费者/投资者 Consumption Desire

通过上面对目前HADO商业模式的分析，可以知道薄弱点在知名度推广、活跃度的维护和提升方面，因为知名度-活跃度-营收是一个传统的商业模式管道，因此前两个环节的缺失，会导致营收的增长加速度不会呈现为一个爆炸性的态势。关键在于获取更高的注册用户数，提高用户（粉丝）对HADO生态的参与度，从而从消费端和投资端获得更高的营收增长。

By the above analysis on current HADO business mode, we could know that there is weakness in promoting popularity and maintaining and enhance activation. Popularity – Activation – Revenue is a traditional business mode pipeline so that the lacks of the first parts causes that the acceleration of revenue increment will not have a boomed trend. The key to the problem is to acquire more registry users, enhance the interaction between users and HADO eco-system in order to gain higher revenue increment from both consumptions and investment.



潜在改善机遇

Potential Enhancing Opportunities

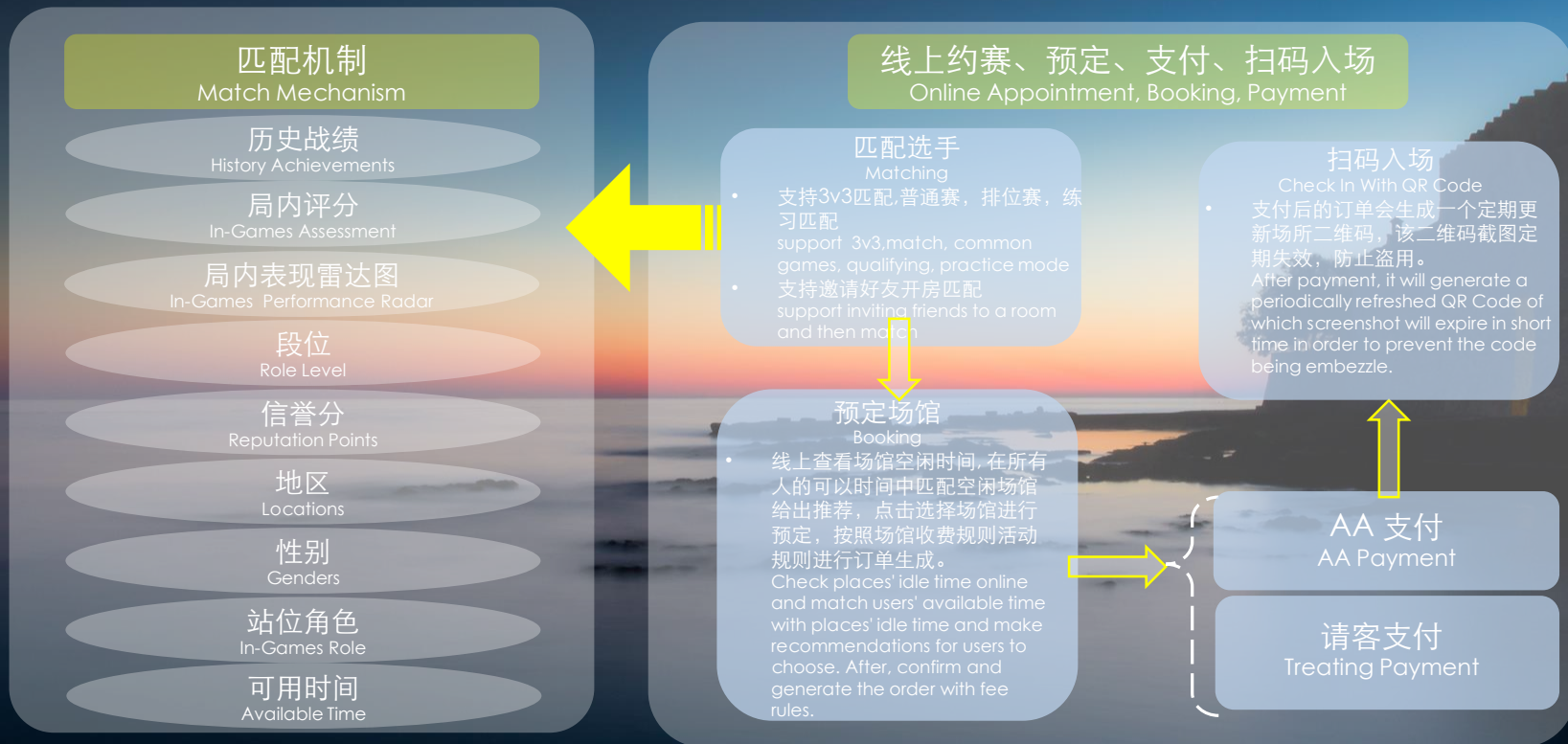
HADO 商业生态圈 / HADO Business Eco-System



线上约赛/Online Appointment ★

线上约赛是转化线上粉丝、会员到线下门店、场馆赛事成为活跃参与者和活跃消费者的关键环节，这是打通线上线下渠道，促进用户转化，形成有效盈利的商业生态圈的关键。

Online Appointment is the key part which converts online fans and members to active offline store and venue participants and consumers. It is the key to union online and offline channels, promote user conversion rate and form a effectively profitable business eco-system.



线上推送 \ Online Pushing

使用HADO互动圈APP 已经形成和维护站内流量和客户数据，进行个性化分析，通过活动上新等用户可能感兴趣的内容在APP站内进行定向推送，来维护用户活跃度，促进潜在的营收机会。

Use formed and maintained traffic and users data in HADO Community APP to do personalized analysis and push the may-interested content like new activities and so on to special users to maintain the activation of users and promote potential revenue opportunities.

线上对以下内容使用大数据分析匹配用户进行定向推送：

- 线上赛事直播，门票销售
- 周边产品促销
- 线下赛事组织
- 游戏对手推送

Use Big Data Analysis on the items below to match special users and make targeted pushings:

- Online Games Live, Tickets Sales
- Peripherals Sales
- Offline Games Organizing
- Games Opponent Recommendations



线上赛事关注、门票销售

Online Games Live
Attention\Tickets Sales



促销周边产品
Peripherals Sales



线下赛事组织
Organizing Offline Games
and Activities



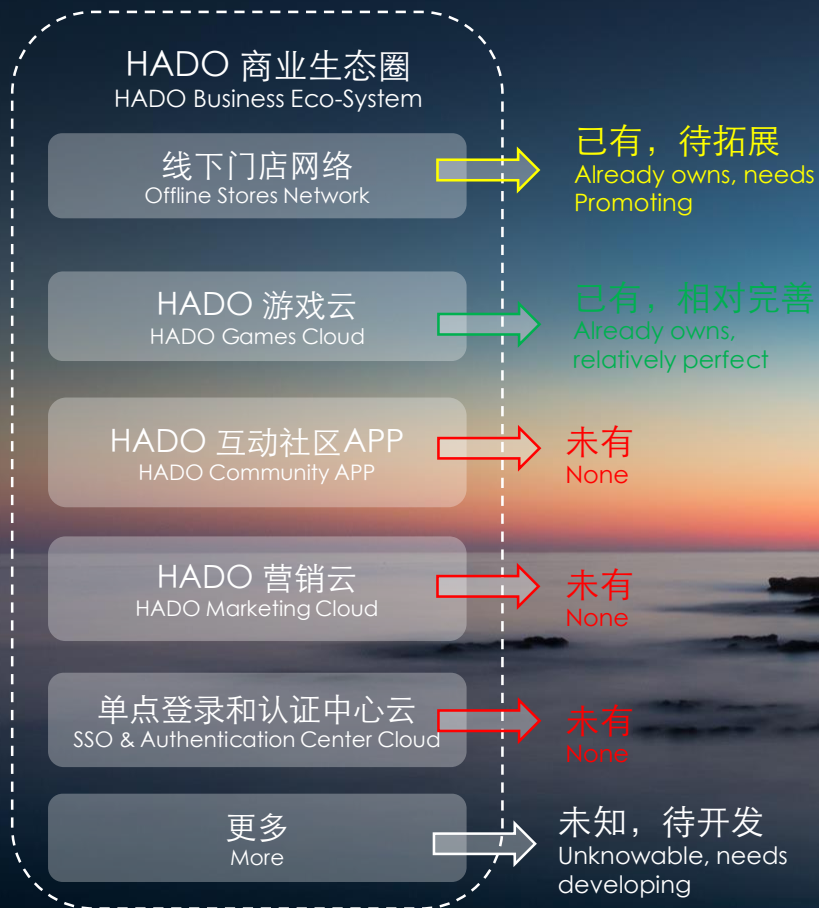
游戏对手推送
Games Opponent
Pushing



作为CTO，我会做什么和怎么做

As a CTO, what I will do and how I make it

作为CTO 我能为Meleap 中国做什么/What I can do for Meleap China as a CTO



我能为Meleap 在以下方面做以下方面的工作, 并且以下事情是按照当前HADO在中国市场的情况下按部就班地展开:

1. 开发单点登录和认证中心云
2. 开发 **HADO Community APP** 和 **Mini Program**, 促进线上线下载流量整合, 转化优化。
3. 在流量和门店数量有明显的增长趋势的时候, 启动开发 **HADO 营销云** 平台, 专门为门店和线上同步整合营销模式打造。解决线上线下载营销脱节, 效果不佳等问题。
4. 最后通过中国区的数据表现提出未来的游戏产品开发趋势的建议。针对中国市场进行进一步的市场抢占。
5. 未来这种模式如果有效, 将有机会推广到全球来运营。

The work that I can do for Meleap is as below. And I will do these things step by step with the order below:

1. Develop SSO and Authentication Center Cloud
2. Develop **HADO Community App** and **Mini Program** to promote online and offline traffic integration and improve the conversion.
3. At the time when traffic and offline stores have a obvious increase, I will start the team to develop **HADO Marketing Cloud** which is specially designed for online and offline integration marketing mode in order to solve the problem of disjointed online and offline marketing and low performance.
4. At last, through the data performance in China I will push forward ideas about games product trends and improvement to headquarter and use the improved game product and seize china market share further.
5. If the HADO Business eco-system works well in China, it is a chance to promote this mode and cloud platforms to global teams.

来到Meleap后我将怎么做\How To Do After Joining Meleap



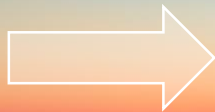
这个流程以便我更快更全面地了解公司，产品，业务现状以快速形成开发团队和项目的构思。

This process is for me to learn about the company, the product, the business more quickly and more comprehensively to form the thinking and construction of the technical team and software project.

观摩学习路线/Observe & Learn Path

线下门店或线下活动 Offline Store Or Offline Activities

- 考察学习门店运营模式，店面规模、建设
Observe store operation mode, store scale and constructions
- 咨询运营状况，运营痛点
Ask for operation situation and painful points
- 体验游戏产品
Experience products



日本产品开发团队 Product Development Team in Japan

- 核心团队成员会面
Core team members meet
- 了解产品开发历史
Learn Product Development History
- 涉及软硬件开发的项目和团队管理经验，包括项目团队管理理论和项目团队管理工具
Learn good practice and experience involving hardware and software development including methodology and tools

成立MVT/ Build up Minimized Viable Team

负责以下内容：

- 前期调研梳理，项目原型设计
- 项目需求文档，主题定调，视觉设计规范化，交互设计规范化
- 素材设计
- 测试场景撰写，单元测试，黑盒测试，测试反馈报告。

Take Charge:

- Researching and Documentation, Project Prototype Design
- Project Requirement Doc, Theme Doc, Vision Design Standardization, UX and Interaction Standardization
- Material design
- Test Scenario, Unit Test, Black Box Test, Test Feedback Report

CTO

产品经理
Product Manager

高级iOS开发工程师
Senior iOS Developer
(if needed)

高级Android开发工程师
Senior Android Developer
(if needed)

负责以下内容：

- iOS 端开发
- Take Charge:
- iOS End Development

负责以下内容：

- Android 端开发
- Take Charge:
- Android End Development

负责以下内容：

- 前期调研，立项，项目架构设计
- 项目开发文档，流程管理，开发规范
- 服务端开发
- 小程序或Web前端开发
- 集成测试，压力测试

Take Charge:

- Researching, Project Start-up, Architect Design
- Development Documentation, Project process management, Development Standardization
- Server Side Development
- Mini Program or Web Front-end Development
- Integration Test and Stress Test

如果预算允许可以再招一到两个junior developer

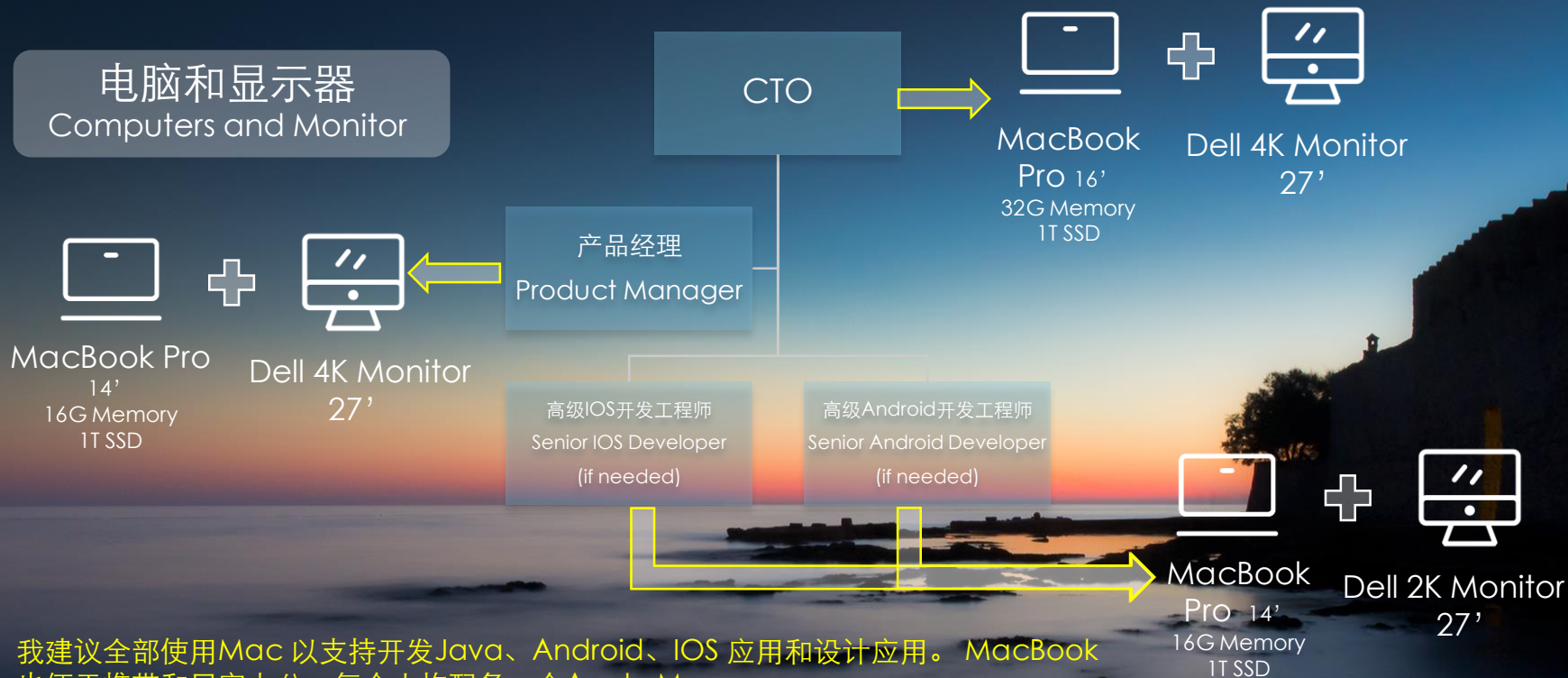
If budget allows, one or two junior developers are needed



必要的资源和支援

Resources and Support Needed

必要的资源和支援 \ Resources and Support Needed



我建议全部使用Mac 以支持开发Java、Android、IOS 应用和设计应用。MacBook 也便于携带和居家办公。每个人均配备一个Apple Mouse

I suggest that all people use Mac pro to cover development jobs of Java, Android and IOS. MacBook is also convenient for taking out and working from home. Every one need a Apple Mouse.

必要的资源和支援 \ Resources and Support Needed

开发环境设备

Development Environment Equipment



测试环境服务器
Staging Server
32G E3 1T

- 内网服务器 Internal network server
- 可虚拟化用作多台服务器 Virtualizable as multi servers
- 如果条件允许接入互联网，作为公网服务器
If allowed, connect to Internet and be as a public network server
- 如果预算充裕，可以采用云服务器 If budget allows, adapt cloud server as stage server.



移动硬盘
mobile hard disk
5T*3

用于备份系统，软件，数据
Used for system, software, data backup

免费或付费软件

Free or Charged Software



Microsoft Office



Idea Enterprise Version



Xcode



Adobe AI \ Photoshop



Android Studio



Axure 10



Oracle JAVA JDK 8

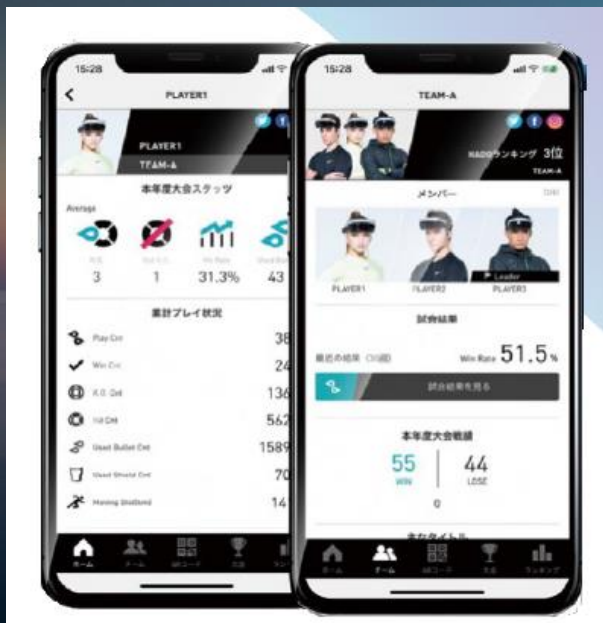
如果有替代软件也将考虑

It will be considered if there is any substitutes.

必要的资源和支援 \ Resources and Support Needed

HADO Connect APP

HADO Community APP



总部对于现存软件HADO Connect的支持，包括不限于：

- 数据库结构和架构
- APP程序代码和逻辑设计
- 数据库迁移的支持
- HADO 官方主题色彩搭配和布局设计

Headquarter support us on existing app HADO connect including but not limited:

- Database Design and Architect Design
- App programming code and logic design
- Database Migration Support
- HADO Official Theme and Color Convention and Layout Design

对于中国区特定开发改造HADO Connect 是必要的，我的想法是把它集成到HADO 官方互动圈，让它发挥更大的作用。

For China Sector, Develop a specially HADO Connect is necessary. I believe that if we integrate it to the HADO Community APP, it could make great effect.



最后的建议 Last Suggestions

最后建议 \ Last Suggestions



根据我观察的中国目标受众的独特性和当下最火的游戏（不限于游戏类型），我做了以下的思考：

当下中国的目标受众的年轻人起码在2-3亿，其大多数在一二三线城市，而他们在工作之余玩的游戏中主要是**王者荣耀**和**和平精英**的这类竞技和策略性手机游戏。这类游戏的特点就是，成瘾性大，考验脑力和反应。这与HADO不谋而和。唯一的缺点是，手机游戏造成人体的静态成瘾，对身体有百害而无一利。在中国有太多的中小学对这类游戏成瘾。其中王者荣耀的**皮肤**和**排位赛**系统是这类竞技类型游戏的杀手铜。

我的建议是

1. 优化竞技模式，提供排位系统和附加属性，从而到调动潜在客户和现有客户的积极性和粘性。
2. 优化游戏设计，增加策略性场景，降低过度反应场景，从而拉长比赛时长，促进局时消费。

Based on my observation of the uniqueness of the target audience in China and the current hottest games (not limited to game types), I have made the following reflections:

The current target audience for young people in China is at least 200 to 300 million, with the majority in first, second, and third tier cities. In their spare time games, they mainly play competitive and strategic mobile games such as Arena of Valor, and Peace Elite. The characteristic of this type of game is that it is highly addictive and tests brain power and reactions. This coincides with HADO. The only drawback is that mobile games cause static addiction in the human body, which is harmful to the body without any benefits. There are too many primary and secondary schools in China who are addicted to such games. The role skin of Arena of Valor and the qualifying system are the killer weapons of these competitive games.

My suggestion is

1. Optimize the competitive mode, provide a ranking system and additional attributes, in order to motivate the enthusiasm and keep the stickiness of potential and existing customers.
2. Optimize game design, improve and increase strategic scenarios, reduce overreaction scenarios, and thereby prolong game duration and promote consumption on game time.

最后建议 \ Last Suggestions



扩张路线 \ Expanding Path:

1. 深圳 SHEN ZHEN
2. 长沙 CHANG SHA
3. 杭州 HANG ZHOU
4. 南京 NAN JING
5. 苏州 SU ZHOU
6. 西安 XI AN
7. 上海 SHANG HAI
8. 厦门 XIA MEN
9. 南通 NAN TONG
10. 广州 GUANG ZHOU
11. 北京 BEI JING
12. 天津 TIAN JING
13. 济南 JI NAN
14. 郑州 ZHENG ZHOU

排序依据:

1. 经济发达程度
2. 高校聚集程度
3. 年轻人聚集程度

Sorted By:

1. Economy
2. Colleges
3. Young People



遇见 HADO
MEET WITH HADO

THANK YOU

