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<div align="center">Cloudflare Project Management Summary</div>

Cloudflare Workers provides developers with a revolutionary way to innovate and execute ideas that leave impacts on the world. This serverless coding environment allows creators to deploy code to data centers across 200 cities and 90 countries. Cloudflare's Edge Network provides a high-powered global network lets coders focus more of their energy on their product rather than the logistics that hold them back. Cloudflare Workers has already accumulated a great amount of success, and their next challenge that awaits is the application of this service in the Gaming industry. Cloudflare Workers can easily take on this industry and do well in it because they allow users to place a stronger emphasis on creativity and also relieve them of financial burdens.

From doing a general survey of the Gaming industry, common issues were found to be prevalent amongst most game developers. First, developers are usually strained with very high maintenance costs. Making sure that servers are operating properly can be a huge burden not only with effort, but also financially. This issue leads into another huge problem that developers face which is funding. The nature of the game development industry is that it's highly unpredictable. One never knows when a better idea could arise, and in the event that it does, major changes must be made to previous work. To account for this, many game developers try to obtain funding using sources such as Kickstarter and Indiegogo.

These issues within the Gaming industry are where Cloudflare Workers should target. Serverless computing provided by Workers effectively reduces maintenance costs because developers don't have to worry about servers anymore. Cloudflare offers 1 million requests per month for only 50 cents. This allows gamers to pay for services as they need which is very cost effective. Companies using serverless computing have reduced monthly costs from $10,00 to about $400 on average. A positive consequence of this which is essential for game developers is that it allows them to release their products faster and meet deadlines. The gaming industry is extremely competitive in nature, so companies are always looking for ways to have an edge with earlier release dates.

Despite these trends in the industry, there is much more we need to know about how game developers would use Workers to create. Valuable insight about the specific needs of game developers can be acquired through actually reaching out to companies like Nintendo and Activision and hear that they struggle with and would want. It could also be useful to host focus groups where game developers can come in and explain their struggles and opinions on serverless computing. I think the most effective way we can gain the most insight on the industry and what Cloudflare needs to do is launch a prototype environment exclusively for developers that would like to test it out. This method would give us the most accurate feedback not only on what the needs of the industry are, but also Cloudflare Workers for Gaming.

Before launching the product, there are some limitations that might need to be addressed. When using serverless computing, developers become dependent on vendors for debugging and monitoring tools. In order for Cloudflare to do this, they would need access to metrics to identify the root cause of bugs and this could take a lot of time. Game developers might not appreciate this because they rely on as much autonomy as they can when coding, so giving them that ability would be useful. Most serverless computing services like AWS do not allow this, so Cloudflare would be given a competitive advantage if they made this change. Many developers are skeptical

that relying on a vendor for architecture would make it hard for them to switch, so Cloudflare needs to make it clear the autonomy they will receive in their decisions.

Cloudflare isn't alone with Workers in the realm of serverless computing and is in competition with companies such as Amazon (AWS) and Microsoft (Azure), so it is important to make the offer as appealing as possible. Azure's price point has Cloudflare beat at 20 cents per million requests and AWS offers a free 30-day trial. To win developers over from these companies Cloudflare must beat these offers. The most effective way to beat these companies is to do what they're doing but better. Cloudflare Workers should provide consumers with a free 90-day trial when they first sign up. It's essential for game developers to truly feel inspired before they get worried about costs. Once developers get accustomed to Workers in their first 3 months, they will be more lenient to pay at the price point Cloudflare asks for. This free period buys Cloudflare more authority with their pricing and allows them to make less significant changes such as 45 cents or 40 cents, which are still more expensive than Azure, but the difference is we will be serving an audience already accustomed to Workers' amazing service.

It is important to identify potential risks with the plan stated above. First, giving developers more autonomy from Cloudflare could potentially make it easier for them to switch vendors for their backend needs. The entire point of this is to improve the development experience for them but the price Cloudflare could pay might be that they lose customers. Secondly, offering the free 90-day trial could potentially lose Cloudflare money because services would be provided for free. And in the event that clients switch vendors after the trial, Cloudflare would have gained nothing from this. Despite these risks, Cloudflare Workers have the potential to do great work in the Gaming industry because it provides the tools that developers have been in need for. Cloudflare allows developers to emphasize the key value in game development, which is creativity because without that there would be no games at all.