

Sections for Business Plan (BLOG #8)

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DCU

Pricing

Currently the game is free and we would like to keep it that way. Upon registry of the business we hope to open our bank account to donations via a separate page. We could also possibly hold raffles for donators or maybe give exclusive stickers to donators.

As well as this we will run advertisements by default on the site. Although we think it's reasonable to allow the user to opt out. Even at this we will surely make good revenue as most would not look to disabling them.

Should we move onto other projects, go our separate ways or the price is right we are willing to sell. Though we can always build on this project as from this we have gained some reputation that may translate to further interest in our other projects down the line.

Another route of income may be sponsorship. We could possibly get a newspaper company to sponsor our project in return for their name on the site and possibly prefixing the sites domain name.

Growth Projections

To ensure that we do not get beaten by a more convenient/accessible competitor we prospect a port of the online app to mobile devices. It is important that we do this as soon as possible as there are likely boot-leg apps already on the market.

From this angle and a growing user base we may be able to launch new apps under our name. We will keep an eye on our growth in the coming months and review it's growth regularly.

In general we are looking to expand to as many platforms as possible to appeal to as many people as possible. With this business attitude and the our promising trends our growth is certain.