

Title: Business Idea for Gamestop

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I wonder if Gamestop could make an online game purchase platform like Steam but just fix the things that make Steam bug me (and presumably other people).

\-Include a market place to sell/trade used games for a fee when the licensee is done with it.

\-Explicitly allow licensees to transfer their account to their heirs through a beneficiary designation on the account or when presented with a valid will/trust.

Certainly, it'd be a bit tough to get the developers to alter their EULAs to permit this, but I know it's something that a lot of people want and the cost isn't much. People want to believe they own their games and this minor changes make you feel like you "own" them again. Yet, in reality, people are going to keep buying new games and updated versions of old ones. I don't think it would really cost the developers much in the end and it'd be a way for Gamestop to grab some customers and make a viable online platform. Or, maybe the market's too saturated, I dunno.