The two things most important to gamers (and thus developers) are <u>real-time</u>, <u>high-speed play</u>, and <u>regular releases of new content</u>. <u>which require rapid development cycles</u>. Security is often an afterthought, but it shouldn't be, given the growth of malware-as-a-service and consequent data breaches in many popular gaming services.

Cloudflare Workers for Gaming is especially positioned to support rapid development cycles, while seamlessly integrating with Cloudflare's existing offerings, which increase the speed and security of online gaming applications.

Proposed features and integrations:

- 1. Promote the Workers API, Wrangler CLI, and workers.dev playground as the ideal environment for developers to to <u>rapidly prototype</u>, <u>iterate</u>, <u>and release new games</u>.
- 2. Seamless integration + support for **Twitch** streaming to <u>increase adoption of</u>
 <u>Cloudflare-developed games and better compete</u>
 <u>with AWS gaming offering</u>.
- 3. Improved integration with **WebSockets** to <u>enable</u> the highest possible speed within real-time games:
 - Enable Workers to act as client/server endpoints for WebSocket sessions (currently, Workers only support proxying Websockets).

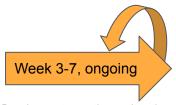
Market Exploration				
Internal Research:	External Research:			
Investigate how existing game development customers (i.e. Nodecraft, Discord, Hypixel) currently use our products. → Is there more potential for integration of our services? → Are customers already using our other products as a substitute for this new service? Would launching WfG cannibalize our existing products? If so, quantify the trade off.	Highlight WfG's unique value proposition when compared to competitors like AWS and Akamai. → While AWS is an industry standard for server infrastructure, WfG can provide a serverless infrastructure for the most forward-thinking developers. → Explore areas where competitors lag in terms of security offerings and load balancing.			

<u>Preliminary Hypothesis:</u> Game developers need products that allow for faster development cycles and boost security, without compromising frame rate.

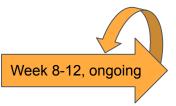
WfG ROADMAP

Week 1-4

Exploratory research, build team, confirm project feasibility and timeline, adjusting goals as needed.



<u>Development + continuous iteration:</u> monitor active usership, security concerns, and success of Twitch integration.



Initial prototype + testing: test on small group of new & existing users. A/B test with existing versions of Workers and Websockets.

Week 20

Grand launch at Cloudflare Connect conference. Increase marketing + promotion of WfG with continued success.

Goals:	How to measure success?		Risks:	Mitigants:
Gain traction with WfG and the Cloudflare brand in the game development industry	 # free and Unlimited users should steadily increase, along with traffic on gaming domains Look for increasing conversion to paid option from larger developers. If conversion is weak, consider adjusting payment incentives (features) or pricing policy Marketing return on investment should increase over time 		Lack of ownership when building out product integrations	Build team by transitioning Websockets, etc. engineers onto WfG, leveraging their familiarity with Websockets while allowing them to fully focus on WfG.
Compete with AWS gaming offering	 Monitor Twitch activity from WfG games Track conversion from AWS (and other competitors) to CfW 			Continuously monitor WfG customer acquisition: WfG should widen the funnel for Cloudflare's other product lines. If cannibalization is a major issue, it's a sign that Cloudflare's product portfolio needs to be more broadly positioned to all types of developers.
Increase dependency on Cloudflare's entire product portfolio	 Track which other Cloudflare services WfG customers are using, and identify opportunities for potential integrations 		Cannibalization of Cloudflare's existing products	
Maintain + strengthen Cloudflare's reputation as the Internet's fastest, most secure network	 Customer satisfaction surveys, specifically in regard to speed and security Measure incoming attempted data breaches and DDOS attacks, relative to latency, especially for WfG-Websocket users 			

CLOUDFLARE Workers for Gaming (WfG)