Create an online presence	5	5
Increase bord players followers	3	1
Showcase the bord game roules	4	4
Showcase bord game history	2	4
Interaction with bord gamers	3	2
	17	**16**

Strategy Trade-off equation

importance

- Create an online presence (5, 5)
- Showcase bord game history (2, 4)
- Showcase the bord game roules (4, 4)
- Interaction with bord gamers (3, 2)
- Increase bord players followers (3, 1)

viability / feasibility