

RETAIL Assignement : 1

StartUp Project : TrashInvaders
Class : E4DAD A
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A business based on the fun to play a video game and learning to have better behavior for the planet.
Let me introduce you **TrashInvaders**.

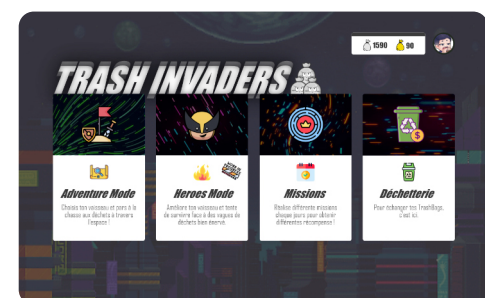
An multi-platform free to play game on the **circular economy** (Mobile/Desktop).
TrahsInvaders would be a game that raises awareness of waste, the style of play would be like the famous Space Invaders game.



Simple concept right? What makes the game specific is that we are adding some backgrounds and rules about sorting of waste, and better **consumption behavior** around the game.

People would have a **free games**
Access to all content of the game
- Game modes
- Access to the marketplace

With premium modes (game.weekly, monthly)
- Improve earning goods in the game
- More options on the playing comfort (Sell/Buy more items in the month...)



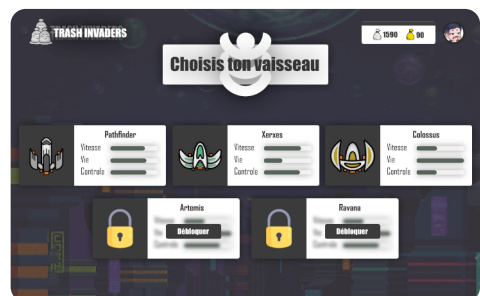
A marketplace where a player can trade/buy with other people (real money or goods in the game)

Players could buy new spaceships, upgrades spaceship, and unlocks new modes in the games

The payment would be digital (real money or money in the game)

Success in the games can be rewarding in the real life.
For some who are interested in the circular economy, ebooks can be earn

Adding rules and backgrounds about sorting of waste in the game, players can learn to do some significant action in the real-life



To get advice, players can talk directly in-game with multiple chat channels
The game would be intended especially for young people and those who are interested in the circular economy.
Having a game on **both PC and mobile** makes it possible to reach a wide range of consumers.

The game would be **designed to have new content every two weeks**, and backstories on the circular economy would be developed. An updated marketplace with new goods to help and ease the gameplay of players.

MarketPlace with **searching algorithm** :
- Sell/Buying should be easy, through a good UI/UX
- Find the people who have what you want, for the price you want
- Find the best selling properties



Commonly, people want to become better.
The game provides **a ranking** where players can see statistics on each player:
- Gameplays
- Spaceship used
- Gear/items used

So at the same time, players can **adapt and develop strategies** to be better.This system can lead to many things with multiple goals. (Having fun reaching more objectives, being better)

More strategies = a need to have more combinations of items = **willing to pay** for having them instantly?
This system can be improved, **encouraging people** to pay by rewarding the top monthly/weekly players.

As it seems to be a **B2C** at the first sight it can lead to C2C if consumers invest enough of their time in the game. Content needs to be **rich and attractive** enough for players, otherwise, they won't play your game.
Once you have reached a certain level, **suggestively offer** paid improvements to the games.

Time is a value on which we can take advantage to sell. Looking to get the new spaceship right away?
Need material to test a new strategy? Yeah, exactly those situations, where you could play more to have those later, but you are playing right now and your want it right now ^ ^
With more experience in the game, players can **start developing** their own business with strategies to **sell/buy items**.