

Thesis: While gaming engines have left a lot to be desired for the action adventure and RPG market. Cloudflare Workers for Gaming will change this by providing an easy to use coding-free solution to creating AAA action adventure and Open World games. This platform will target developers who appreciate action adventure games with flagship characters and expansive open worlds. The software will be able to develop games for the Xbox, PS4, Switch, and PC.

Product Changes: The main features of Cloudflare Workers for Gaming will be a software development toolkit and an expansive open source asset marketplace. The asset marketplace will feature a variety of animations and 3D models. The software development toolkit will include the ability to customize world building with incredible graphical technology. Game mechanics found in the asset marketplace will be based on the Naughty Dog combat system used in the *Uncharted* series and *The Last of Us*. Developers can also upload their own game mechanics to the marketplace. Additionally, Cloudflare Workers compatibility with JavaScript, Rust, and C++ will be implemented to help players code themselves if they so choose. Cloudflare Worker's tutorials and source code for these languages will be extended for video game development to make creating easier to understand.

Quality Assurance Measures: Cloudflare Workers for Gamers will launch in alpha and beta stages first looking to perfect the code-free AAA platform necessary to create cinematic action adventure games. Cloudflare will market heavily by optimizing SEO and social media marketing. Users of the alpha and beta will be asked questions regarding their experience as well as explaining their overall impression of the platform.

Market Research Strategies: It is necessary to research the distribution methods and weaknesses of competitors. Understanding competitor shortcomings will give insight into

potential tailwinds for growth. Additionally, evaluating and using other code free development platforms such as *Roblox* and *Dreams* can give Cloudflare a better idea of how to create a sound user interface. It is also important to assess the need and desire for action adventure games on platforms Cloudflare plans to develop on.

Goals: Prominent action adventure games such as *Uncharted 4*, *The Last of Us*, and *The Legend of Zelda: Breath of the Wild* sold 16 million, 20 million, and 16.34 million copies respectively. Customers will pay \$10 per month with a 5% royalty fee. This fee occurs once a project makes \$10,000 in revenue. If 1/4 of the people who played these games want to create their own action adventure games, Cloudflare would already have 13 million users. This would result in \$1.56 billion in revenue without accounting for royalty fees. Cloudflare achieving half this goal in the first 3 years of the software will ensure strong market positioning. In the year 2019, Unreal Engine led the industry at 23% market share with Unity at 11% and Cryengine at 3%. Cloudflare gaining a 10% market share within 30 months of creation will take leverage from Unity. The goal is to build credibility in the game development industry by excelling in one space and then pivoting to others.

Risks: With Unreal Engine, Unity, and Cryengine holding significant market share, it will be a challenge for Cloudflare to break in. Cloudflare's software being directed towards one market may hinder its potential growth capacity. Even if Cloudflare does break into other genres, there is a chance it will be pigeon-holed into one space. Creating gameplay from asset marketplaces and developer tools with no code may create an inconsistent and predictable gaming experience. While I would do my best to account for this risk and use specific arrays of game mechanics from a few games, this is something to be considered.