Advertisement and marketing	Expenses	Product ideas	Feedback from users	Platform/application type
Duration of ads on Online platforms	**any marketing**	**Mouses**	**Surveys**	**Official website**
Sponsorship's	Actual assembling of products	**Keyboards**	Comments on official website	Instagram/Social media pages
Define target groups	**Money back expenses**	**Headsets**	**Testers of product before it is released**	Online Marketing such as Amazon, Ebay
6 month money back gurantee if consumer does not like the products	Factory/payroll for employees	**GPUs**	Product tests against different companies without names being displayed	**Big retail companies**