# WeTheGamers (WTG)

## Master Document (v1.1)

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Confidentiality: Internal Strategic Masterplan

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## 1. Executive Summary

WeTheGamers (WTG) is a UK-based technology company building the first truly accessible, community-owned game server platform. We are disrupting a £15 billion market defined by high technical barriers, prohibitive costs, and toxic environments.

Our platform replaces complex server management with a simple Discord bot, democratizing access to private gaming. This is powered by a **validated, high-margin dual-currency economy**:

* **Freemium Access:** Sustained by a "watch-to-earn" ad model that is profitable on a per-unit basis (offering a **21% contribution margin** even on free users).
* **Scalable Revenue:** Driven by a low-friction **$3.99/month subscription** that removes ad "grind" and unlocks social features.
* **Viral Retention:** Cemented by unique **Guild Economies** that encourage group play and social pressure to upgrade.

Underpinned by a hyper-efficient Civo Kubernetes infrastructure, WTG is projected to reach operational break-even by **Month 4** with a conservative 12-month trajectory to **$261/month** in pure net profit after all central costs. We are not just renting servers; we are building the social infrastructure for the next generation of gaming communities.

## 2. Mission & Core Philosophy

Our "why" remains our strongest competitive moat. In an industry racing to the bottom on price or exploiting users with aggressive monetization, WTG stands apart.

* **Mission:** To democratize private gaming by removing every financial and technical barrier that stops friends from playing together.
* **Vision:** To become the default "third place" for gaming communities—a safe, inclusive, platform-agnostic layer that powers their shared experiences.
* **Core Values:**
  + **Community First:** We build for groups, not just individuals.
  + **Radical Accessibility:** If a 10-year-old can't set up a server in 2 minutes, we've failed.
  + **Sustainable Fairness:** We monetize to survive and improve, never to exploit.

## 3. Market Failure & The WTG Solution

### The Problem Triad

1. **Complexity:** Setting up a dedicated server requires Linux knowledge, port forwarding, and config file management.
2. **Cost:** Existing managed hosts charge $10-$30/month flat fees, regardless of actual usage.
3. **Toxicity:** Public free servers are often unmoderated and hostile, driving players to seek private alternatives they can't afford or manage.

### The WTG Solution: "Agis"

Agis is our Discord-native bot. It is the entire user interface.

* **Command:** /server deploy game:minecraft type:vanilla
* **Result:** In <60 seconds, the user receives an IP directly in Discord. No control panels, no FTP, no friction.

## 4. The Master Economic Model (v4.0)

Our mature economy uses two currencies to balance accessibility with profitability.

### 4.1 The Dual-Currency System

| **Currency** | **Role** | **Source** | **Fixed Value Peg** |
| --- | --- | --- | --- |
| **GameCredits (GC)**  *(Soft Currency)* | The "Labour" currency. Used to pay hourly server rent. | Watching Ads, Daily Logins, Guild Contributions. | 1,000 GC = $1.00 USD  1 Ad View = 15 GC |
| **WTG Coin (WTG)**  *(Hard Currency)* | The "Premium" currency. Used for instant access and exclusive perks. | Direct Purchase, Subscription Allowance. | 1 WTG = $1.00 USD |

### 4.2 The "Freemium" Ad Engine

This is our primary acquisition funnel. It is designed to be **self-sustaining**, not a loss leader.

* **Technical Reality:** A baseline Minecraft server costs us **$2.54/month** (factoring in 85% Kubernetes bin-packing efficiency).
* **Pricing:** We charge **3,000 GC/month** for this server.
* **User "Labour":** Requires watching **200 ads/month** (approx. 6-7 per day).
* **Unit Economics:** 200 ads \* $0.015 RPV = \*\*$3.00 Revenue\*\*.
* **Net Profit:** **$0.46 per free user/month**.
* **Inventory Strategy:** We use a **"Burst & Cool-down"** system (e.g., watch 10 ads, then wait 20 mins) to prevent ad fatigue and ensure high eCPM from our mediation partners.

### 4.3 The Subscription Growth Driver

The subscription is positioned as the "anti-grind" solution for active players.

* **Price:** **$3.99 / month**
* **Core Value:**
  + **5 WTG Monthly Allowance** ($5.00 value - *immediate positive ROI for user*).
  + **x3 Ad-Watch Multiplier:** Subscribers earn **45 GC** per ad instead of 15 GC.
* **Economic Impact:** Converts low-margin ($0.46) free users into high-margin ($1.45+) stable recurring revenue.

### 4.4 The Guild Economy

A unique social mechanic that increases retention and unlocks higher-tier server sales.

* **The Problem:** A high-end "Titan" modded server costs 240 GC/hr. For a solo free player, that's 16 ads/hour—impossible.
* **The Guild Solution:** A 10-person Guild can pool their resources.
  + **Cost per Member:** Just **1.6 ads/hour** each to run the Titan server.
* **Retention Hook:** Members must keep contributing to the "Guild Treasury" to keep their shared world alive.

## 5. Technical Architecture as Competitive Advantage

Our business model is only possible due to our specific infrastructure choices.

* **Provider:** **Civo**. Chosen for its Kubernetes-native focus, transparent pricing, and lack of hidden egress fees that plague hyperscalers like AWS.
* **Orchestration:** **Kubernetes** with **Agones**. Allows us to treat game servers as ephemeral, scalable microservices.
* **Operations:** **GitOps (ArgoCD)**. The entire platform is defined as code. This allows a single engineer to manage thousands of servers, keeping our fixed opex extremely low.

## 6. Financial Roadmap & Projections

Based on our "Conservative" simulation (85% infrastructure efficiency, 3% free-to-paid conversion):

| **Milestone** | **Timeline** | **Active Users** | **Monthly Revenue** | **Net Profit** | **Status** |
| --- | --- | --- | --- | --- | --- |
| **Launch** | Month 1 | 100 | $303 | -$16 | Seed Investment Phase |
| **Operational Break-Even** | Month 4 | 250 | $759 | \*\*+$59\*\* | Self-Sustaining |
| **Growth Phase** | Month 9 | 500 | $1,520 | \*\*+$185\*\* | Reinvesting in Marketing |
| **Maturity (Year 1)** | Month 12 | 650 | $1,977 | \*\*+$261\*\* | Stable Business |

*Note: "Net Profit" is after covering all direct infrastructure costs AND the $65/month central business operating costs.*

## 7. Go-To-Market & Growth Strategy

* **Phase 1: Organic Seeding (Months 1-3):** embed in niche gaming subreddits (r/feedthebeast, r/terraria) offering our free tier as a genuine solution to users asking for hosting help.
* **Phase 2: Product-Led Growth (Months 4+):** Leverage the **Guild Economy**. Every user who creates a guild server is incentivized to invite 5-10 friends to help them "pay" for it. This creates a built-in viral loop where our users become our salesforce.

## 8. Operational Risk Management

| **Risk** | **Mitigation Strategy** |
| --- | --- |
| **Ad Fatigue / Low eCPM** | 1. **Mediation:** Use multiple ad networks to ensure fill rate and variety.  2. **Dynamic Pricing:** If eCPM drops, GC server prices automatically adjust upward to maintain margin. |
| **System Abuse (Bots)** | 1. **Rate Limiting:** "Burst & Cool-down" prevents rapid-fire ad farming.  2. **Discord Verification:** Require verified Discord accounts to use the bot, adding friction for botters. |
| **Infrastructure Spikes** | 1. **Auto-Scaling:** Kubernetes cluster automatically adds nodes only when demand exists.  2. **Queue System:** If capacity is hit, free users enter a queue, while subscribers get priority access. |

## 9. Conclusion

WeTheGamers has moved beyond a theoretical concept to a validated, mathematically sound business model. By marrying the technical efficiency of cloud-native infrastructure with a deep understanding of gaming community psychology, we have created a platform that is not just cheaper or easier, but fundamentally *better* aligned with how people want to play. We are ready to launch.

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