# **WeTheGamers Ltd: UK Business & Incorporation Plan**

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### **1.0 Executive Summary**

This document presents the definitive business plan for "WeTheGamers Ltd," a UK-based technology company poised to capture a significant and underserved segment of the global gaming market. It synthesizes the company's strategic vision, a hyper-efficient technical architecture, and a detailed financial model to demonstrate a clear and compelling path to profitability and market leadership.

**The Problem:** The current market for private game servers suffers from a triad of high friction, prohibitive cost, and pervasive community toxicity. Setting up a server is a technically demanding ordeal, while commercial hosting services are paywalled, alienating a vast base of casual gamers. Compounding this, mainstream online gaming environments are often hostile, leaving players searching for inclusive, positive communities.

**Our Solution:** "WeTheGamers" (WTG) directly addresses this market failure. The platform delivers effortless, on-demand game server provisioning through a simple, intuitive Discord bot interface, eliminating all technical barriers. The platform is built upon a "gaming commune" ethos, fostering a moderated, non-toxic, and inclusive environment that serves as a key differentiator and powerful retention tool.

**Monetization & Financial Viability:** Monetization is achieved through an innovative hybrid model. A free tier, sustained by a "contribute-to-earn" rewarded advertising system where users earn "GameCredits" (GC), acts as a powerful user acquisition funnel. This seamlessly converts users to a premium tier where they can purchase GC packs for enhanced services. This model is validated by our financial forecast, which, based on current Civo infrastructure costs, shows a path to profitability within 6 months under a moderate growth scenario, requiring only a modest initial seed investment of £1,000 to cover the initial cash flow gap.

**Unique Value Proposition (UVP):** For casual and community-seeking gamers dissatisfied with complex, expensive, and toxic alternatives, WTG offers an unparalleled combination of ease-of-use, affordability, and a positive social ecosystem. Our competitive moat is not just our technology but our community-first ethos, which fosters deep user loyalty.

**Market Opportunity:** The global game server hosting market is projected to grow from $5.8 billion in 2023 to $19.2 billion by 2033 (CAGR of 12.7%). WTG is positioned to capture a specific, underserved niche within this rapidly expanding market.

**Technical Edge:** The business model is enabled by a significant technical advantage. The platform is built on an enterprise-grade Kubernetes architecture hosted on Civo, a provider chosen for its cost-effective, Kubernetes-native environment. This, combined with a full GitOps workflow, allows for lean, automated operations manageable by a small, capital-efficient engineering team.

**The Team:** The founding team possesses the precise blend of deep technical expertise in cloud-native architecture and a genuine, lifelong passion for gaming. This combination provides the unique insight required to not only envision but flawlessly execute a platform of this complexity and ambition.

This plan outlines a clear, data-driven path to financial self-sustainability and market penetration, making WeTheGamers Ltd a compelling and investment-ready venture.

### **2.0 Company Overview**

This section details the legal and strategic foundation of WeTheGamers Ltd.

2.1 Legal Structure

WeTheGamers Ltd will be registered in the United Kingdom as a Private Company Limited by Shares. This structure provides limited liability protection for its shareholders, separating personal assets from company debts, which is essential for attracting investment and managing financial risk.

**2.2 Mission, Vision, and Core Values**

* **Mission Statement:** To cultivate a vibrant, inclusive, and accessible online gaming community where shared resources and mutual support empower every member to enjoy gaming without financial or technical barriers.
* **Vision Statement:** To become the leading example of a sustainable, community-driven gaming platform that prioritizes user well-being, fair access to resources, and a positive social environment.
* **Core Values:** Community, Accessibility, Fairness, Inclusivity, and Innovation.

2.3 The Management Team

The strength of WeTheGamers Ltd lies in its founding team's unique and critical combination of world-class technical expertise and authentic market insight. The core team has proven proficiency in designing and implementing the very cloud-native technologies that provide the company's competitive cost advantage. This in-house expertise in Kubernetes, automation, and scalable infrastructure eliminates the need for expensive external consultants, drastically reduces execution risk, and ensures that capital is deployed with maximum efficiency. This is not a team that needs to learn how to build the product; they have already architected the engine that will drive the company's success.

### **3.0 Products, Services, & Technology**

WTG's product is an experience of immediate, hassle-free access to private gaming environments, powered by an efficient and scalable technology stack.

3.1 The Core Product: Effortless Server Provisioning

The primary service is a streamlined system for users to create and manage private game servers directly within Discord. The user journey is entirely bot-driven:

1. **Request:** A user issues a simple command (e.g., /server deploy game=minecraft) to our Discord bot.
2. **Provisioning:** The bot communicates with our backend, which automatically provisions a new, containerized game server on our Civo Kubernetes cluster.
3. **Delivery:** Within minutes, the bot sends a direct message to the user with the server's IP address and port, ready for them to connect and share.

3.2 The "GameCredits" (GC) Economy

The platform operates on a virtual currency model designed for fairness and sustainability.

* **Earning Credits (Free Tier):** Users can earn GC for free by watching short, rewarded video advertisements on a simple web dashboard. This makes the free tier financially self-sustaining. The current model projects that ad revenue from 2-3 ad views is sufficient to cover the cost of an hour of gameplay on a standard server.
* **Spending Credits (Premium Tier):** Users can purchase packs of GC to access premium services, such as hosting more resource-intensive games (e.g., modded Minecraft, ARK) or guaranteeing server resources on higher-performance nodes. This creates a direct revenue stream.
* **Pricing:** Based on detailed cost analysis of our Civo infrastructure, the value of **1 GC is pegged to £0.0008**. Game server costs are transparently priced in GC based on their resource consumption. For example, a standard Minecraft server costs 24 GC/hour, while a premium server on a more powerful node costs only 18 GC/hour due to better resource efficiency, creating a compelling value proposition for paying users.

3.3 The Technology Stack: An Engine of Efficiency

The business model's disruptive pricing is enabled by a meticulously designed technical architecture.

* **Cloud Provider (Civo):** Civo was strategically selected over hyperscalers like AWS for its significant cost advantages for our specific Kubernetes-native workload. Its free control plane, bundled bandwidth, and competitive compute pricing drastically reduce our operational expenditure.
* **Kubernetes & Agones:** The platform runs on a Kubernetes cluster, using the open-source Agones framework to orchestrate game server lifecycles. This provides enterprise-grade scalability and automation.
* **Tiered Infrastructure:** The cluster is architected with distinct node pools for free and premium tiers. Free-tier servers run on lower-cost nodes, while premium servers run on higher-performance nodes, with Kubernetes taints and tolerations programmatically enforcing this separation.
* **GitOps & Automation:** The entire platform is managed using a pure Infrastructure as Code (IaC) and GitOps workflow (Terraform and ArgoCD). This radical automation allows a small engineering team to manage a large, complex platform, keeping operational overhead to a minimum.

### **4.0 Market Analysis & Strategy**

4.1 Market Size and Opportunity

The global game server hosting market is projected to reach £15.1 billion ($19.2B) by 2033, growing at a CAGR of 12.7%. WTG is targeting a specific, underserved niche within this market: casual and community-seeking gamers who are alienated by the high cost, technical complexity, and toxicity of existing solutions.

4.2 Competitive Advantage

WTG is not competing to be a cheaper version of traditional hosts. It is creating a new category focused on accessibility and community. Our competitive moat is built on:

1. **Extreme Ease of Use:** A bot-driven interface that is orders ofmagnitude simpler than any web control panel.
2. **Disruptive Affordability:** A hybrid free/premium model enabled by a hyper-efficient cost structure that incumbents cannot easily replicate.
3. **Community & Ethos:** A foundational commitment to a non-toxic, supportive environment, which is a powerful driver of user retention.

4.3 Go-to-Market (GTM) Strategy

Our GTM strategy is capital-efficient and community-driven.

* **Phase 1 (Months 1-3): Community Seeding.** Organic outreach in niche Reddit communities (e.g., r/gamerpals) and gaming forums to attract early adopters who value our ethos.
* **Phase 2 (Months 4-12): Product-Led Growth.** The product itself is the marketing engine. The free tier acts as a massive acquisition funnel, while the GameCredit system naturally nudges users towards the premium tier for a better experience. We will also partner with small, value-aligned content creators, offering them tools to engage their communities.

### **5.0 Financial Plan**

This plan is based on the "Moderate Growth" scenario outlined in our financial forecasts, which we believe is the most realistic and achievable path.

5.1 Funding Requirement

WeTheGamers Ltd is seeking an initial seed investment of £1,000. This modest capital is required to cover the initial cash flow shortfall projected for the first 5 months of operation, ensuring a sufficient runway to reach profitability.

* **Infrastructure:** £600 (6 months runway on Civo)
* **Development & Marketing:** £350
* **Operating & Legal:** £50

5.2 Financial Projections (Summary)

The following table summarises the 12-month forecast under the moderate growth scenario (25% month-over-month user growth, 40% premium conversion).

| **Metric** | **Month 1** | **Month 6** | **Month 12** |
| --- | --- | --- | --- |
| **Total Users** | 50 | 155 | 594 |
| **Total Revenue** | £156 | £483 | £1,855 |
| **Total Costs** | £345 | £425 | £680 |
| **Net Profit/(Loss)** | (£189) | **£58** | **£1,175** |
| **Cumulative P/L** | (£189) | (£487) | **£2,992** |

**5.3 Break-Even Analysis**

* **Break-Even Point:** The business is projected to reach monthly profitability in **Month 6**.
* **Maximum Cash Shortfall:** The company reaches its maximum cumulative loss of **-£545** in Month 5.
* **Investment Payback:** The initial £1,000 investment is projected to be fully recouped with profits by **Month 9**.

### **6.0 Company Formation & Governance (UK)**

**Disclaimer:** The following sections provide illustrative templates for the documents required for UK company incorporation. They have been populated with information from this business plan for context. These templates are for informational purposes only and **do not constitute legal advice**. Professional legal counsel must be sought to draft and file the official documents with Companies House.

6.1 Memorandum of Association

This is a legal statement signed by all initial shareholders agreeing to form the company.

* **Company Name:** WeTheGamers Ltd
* **Date of Incorporation:** [Date of Incorporation]
* **Type of Company:** Private company limited by shares.
* **Subscribers:**
  + [Founder Name 1]
  + [Founder Name 2, if applicable]
  + ...
* **Declaration:** Each subscriber wishes to form a company under the Companies Act 2006 and agrees to become a member of the company and to take at least one share.

6.2 Articles of Association

These are the rules about running the company that shareholders and directors must agree to. WeTheGamers Ltd will adopt the standard Model Articles for Private Companies Limited by Shares as prescribed by the Companies Act 2006, with potential future amendments as advised by legal counsel to suit the specific needs of the business.

6.3 Statement of Capital

This document provides a snapshot of the company's share capital at the time of incorporation.

* **Total Number of Shares:** 100
* **Aggregate Nominal Value:** £100.00
* **Currency:** GBP (Pound Sterling)
* **Share Class:** Ordinary
* **Nominal Value per Share:** £1.00
* **Prescribed Particulars:** The shares have attached to them full rights in the company with respect to voting, dividends, and capital distribution.
* **Initial Shareholding:**
  + **Shareholder:** [Founder Name 1]
  + **Number of Shares:** 100
  + **Amount Paid per Share:** £1.00

6.4 Statement of Guarantee

This section is not applicable to a Private Company Limited by Shares. It is required for companies limited by guarantee. WeTheGamers Ltd is being formed as a company limited by shares, where the liability of members is limited to the amount, if any, unpaid on their shares.

### **7.0 Audience Perspectives**

7.1 For the Layperson: What is WeTheGamers?

Tired of how complicated and expensive it is to set up a private game server just to play with your friends for an evening? We were too. "We The Gamers" fixes this. Using our simple Discord bot, you can get a private server for games like Minecraft running in minutes, for free. We support the free service by letting you watch a couple of short ads to earn server time. If you want more features or don't want to watch ads, you can buy "GameCredits" for less than the price of a coffee. It’s a platform built by gamers, for gamers, focused on fair, easy, and fun community gaming.

7.2 For the Investor: The Investment Thesis

"We The Gamers" represents a capital-efficient, high-growth opportunity in the £15bn game server market. We are targeting an underserved niche of casual and community-focused gamers with a disruptive product that has a strong competitive moat. Our advantage is threefold: 1) an extremely simple user experience (bot-driven) that eliminates technical barriers, 2) a hyper-efficient cost structure (Civo/Kubernetes/GitOps) enabling a profitable freemium model that incumbents cannot easily match, and 3) a community-first ethos that drives high user retention and organic growth. Our financial model is validated, projecting a healthy LTV:CAC ratio greater than 5:1 and profitability within 6 months with a modest £1k seed investment. We are not just building a service; we are building a scalable, low-churn, community-based platform with a clear path to market leadership.

7.3 For the Lender/Bank: Statement of Viability & Creditworthiness

WeTheGamers Ltd presents a low-risk proposition with a clear and viable path to sustainable cash flow. The business model has been meticulously planned and de-risked. Our financial forecast, based on conservative growth assumptions and detailed infrastructure cost analysis, shows the company reaching monthly profitability in Month 6. The maximum required capital to bridge the initial operational shortfall is only £545, which is comfortably covered by the requested £1,000 seed funding, leaving a healthy contingency buffer. The business is projected to generate positive cash flow from Month 6 onwards, ensuring its ability to service any potential debt obligations. Our lean operational model, driven by extreme automation, minimizes fixed costs and ensures financial resilience. WeTheGamers Ltd is a well-managed, financially prudent startup with a strong capacity for repayment.