# **WeTheGamers Ltd: Definitive Business Plan**

Company Name: WeTheGamers Ltd

Company Registration Number: [To be assigned upon incorporation]

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### **Confidentiality Agreement**

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### **1.0 Executive Summary**

WeTheGamers Ltd is a UK-based technology start-up poised to disrupt the £15 billion global game server hosting market. We address a critical and persistent market failure: the process of hosting a private game server is too complex, too expensive, and often takes place in toxic online environments. Our solution is the **WeTheGamers Platform**, an innovative service that delivers effortless, on-demand game servers through a simple, intuitive Discord bot, the **Agis Bot**. This removes all technical barriers, making private gaming accessible to everyone.

Our business model is a sophisticated hybrid "freemium" service. A free tier, sustained by a "contribute-to-earn" rewarded advertising system where users earn a virtual currency ("GameCredits"), provides wide accessibility and acts as our primary user acquisition funnel. This is complemented by a premium tier where users can purchase GameCredits to access enhanced services. This model is validated by our financial forecast which, based on our hyper-efficient Civo cloud infrastructure, shows a clear path to profitability.

Our target market consists of the millions of UK and European PC gamers who value community and are alienated by the cost and complexity of existing solutions. Our competitive advantage is a trinity of **unparalleled ease-of-use**, a **disruptive cost structure**, and a **foundational commitment to a positive, non-toxic community**, which serves as a powerful retention tool and competitive moat.

The founding team possesses the precise blend of world-class expertise in cloud-native architecture and a genuine passion for gaming, ensuring flawless execution of the vision.

We are seeking a **Start-Up Loan of £1,000**. This modest capital injection is required to cover essential one-off startup costs and provide working capital to bridge a projected cash flow deficit of -£545 in Month 5 of operations. Our detailed financial projections, based on a conservative "Expected Case" scenario, show the business becoming cash-flow positive in **Month 6** and achieving a Year 1 net profit of **£2,592**. This plan outlines a lean, viable, and highly scalable business ready for launch.

### **2.0 Company & Founder Profile**

2.1 Founder's Background & Motivation

My motivation for founding WeTheGamers Ltd is born from a unique intersection of professional expertise and personal passion. As a senior cloud infrastructure engineer, I have spent my career designing and building the exact kind of highly available, scalable, and automated systems that power this platform. As a lifelong gamer, I have repeatedly experienced the frustration and disappointment of trying to set up simple private game servers for friends—a process that should be easy but is fraught with technical hurdles and unnecessary expense.

I am starting this business to solve a problem I deeply understand and am uniquely qualified to fix. My expertise in Kubernetes, cloud cost optimisation, and DevOps practices is not just relevant; it is the core enabler of the company's business model. This venture allows me to apply my professional skills to a market I am passionate about, creating a service that I and millions of other gamers genuinely need. This is not just a business opportunity; it is the logical culmination of my career and my passion.

*(A full CV is available in Appendix A.)*

**2.2 Personal Objectives & Survival Budget**

* **Personal Goals:** My primary short-term goal is to establish WeTheGamers as a self-sustaining business that provides real value to its community. Long-term, my goal is to grow the platform into a recognised and respected brand in the gaming space, synonymous with fairness and innovation.
* **Personal Survival Budget:** To maximise the capital available to the business during its critical startup phase, I will be taking **no salary or drawings** for the first 12 months. My personal living expenses are covered by existing savings and other income sources, demonstrating my full commitment to reinvesting all available resources into the company's success. A detailed breakdown is provided below for transparency.

| **Personal Monthly Expenses** | **Amount (£)** | **Personal Monthly Income** | **Amount (£)** |
| --- | --- | --- | --- |
| Mortgage/Rent | 800 | Personal Savings | 1,000 |
| Council Tax | 150 | Other Income (e.g., freelance) | 500 |
| Utilities (Gas, Elec, Water) | 120 | **Total Income** | **£1,500** |
| Food & Housekeeping | 250 |  |  |
| Phone & Internet | 50 |  |  |
| Transport | 80 |  |  |
| **Total Outgoings** | **£1,450** | **Surplus / (Deficit)** | **£50** |

This budget confirms my ability to support myself without drawing from the business for at least the first year, a key factor in our lean financial plan.

**2.3 Mission & Vision**

* **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.

2.4 Legal Structure

WeTheGamers Ltd will be incorporated in the United Kingdom as a Private Company Limited by Shares. This structure is the most appropriate for our goals, providing limited liability protection for shareholders and a recognised framework for future investment.

2.5 Value Proposition

WeTheGamers offers a multi-faceted value proposition that addresses the key pain points of our target market:

* **For Gamers:** We provide instant, zero-friction access to private game servers for free or at an extremely low cost. We offer a safe, moderated, and non-toxic community environment.
* **For Server Owners:** We eliminate the technical complexity and high costs of server hosting, replacing complex control panels with a simple, powerful Discord bot.
* **For Indie Developers:** We offer a platform to showcase their games to an engaged community, providing free demo servers and a direct line to potential players.

### **3.0 Market Analysis**

3.1 Target Market

Our primary target market is UK and European PC gamers aged 16-35.

* **Demographics:** This group is digitally native, with high social media and Discord usage. They have disposable income but are highly value-conscious.
* **Psychographics:** They are social gamers who prefer playing in small, private groups of friends. They are often frustrated by the toxicity of public online gaming and are actively seeking more positive communities. They are not typically "power users" and lack the technical expertise or desire to manage complex server infrastructure themselves.

**3.2 Market Size & Opportunity**

* **Total Addressable Market (TAM):** The global game server hosting market, valued at over £4.5 billion and projected to grow to £15.1 billion by 2033 (CAGR 12.7%).
* **Serviceable Addressable Market (SAM):** The segment of PC gamers in Europe and North America who play cooperative and community-oriented games. This represents hundreds of millions of players.
* **Serviceable Obtainable Market (SOM):** Our initial target is to capture a small fraction of the UK market. With an estimated 5 million gaming enthusiasts in the UK, capturing even 0.1% of this market (5,000 users) would make the business highly profitable. Our Year 1 goal is to acquire ~600 active users, representing a very conservative and realistic initial market penetration.

3.3 Competitive Landscape

Our competition comes from three main sources:

* **Direct Competitors (Managed Hosts):** Companies like G-Portal, Nitrado, and Apex Hosting. Their strength is their large game libraries, but their weakness is their high monthly subscription costs (£5-£20/month) and often clunky web interfaces.
* **Indirect Competitors (IaaS Providers):** AWS, Google Cloud, and Civo offer raw infrastructure. This provides ultimate flexibility but requires expert-level technical knowledge, placing it out of reach for our target audience.
* **Alternative Solutions (Public Servers / Self-Hosting):** Public servers are free but suffer from toxicity and lack of control. Self-hosting is technically demanding and requires an upfront hardware investment.

**WTG's Competitive Advantage:** We are not competing on a feature-for-feature basis. We are creating a new market category by targeting users who are excluded by all existing solutions. Our advantage is a unique combination of **zero-friction user experience**, a **financially sustainable free tier**, and a **strong, positive community**.

**3.4 Market Trends**

* **Growth of the Creator Economy:** The rise of streamers and content creators creates a demand for tools that facilitate community engagement, a role the Agis Bot is perfectly designed to fill.
* **Demand for Positive Online Spaces:** There is a growing cultural movement away from toxic online environments, creating a significant opportunity for platforms that prioritise moderation and inclusivity.
* **Cloud-Native Adoption:** The increasing adoption of technologies like Kubernetes in the broader tech industry allows for the creation of hyper-efficient and scalable platforms like ours.

### **4.0 Products & Services**

4.1 The WeTheGamers Platform

The platform is an integrated ecosystem designed to make private gaming simple and social. The primary user interface is not a website, but the Discord application, an environment where our target users already spend their time.

4.2 Agis Bot: The Core of the Experience

The Agis Bot is our proprietary Discord bot and the central pillar of our service. It handles all user interactions:

* **Server Provisioning:** Users deploy servers with simple slash commands (e.g., /server deploy game:minecraft).
* **Currency Management:** Users check their GameCredit balance (/credits balance) and initiate the ad-watching process to earn more (/credits earn).
* **Community Tools:** The bot includes features for creating private voice channels, managing server settings, and inviting friends.

**4.3 Future Roadmap**

* **Year 1:** Launch with support for 3-5 core community games (Minecraft, Terraria, Valheim). Perfect the user experience and prove the financial model.
* **Year 2:** Expand the game library based on community votes. Introduce advanced features for the Agis Bot, such as scheduled server events and basic moderation tools for user-managed servers.
* **Year 3:** Explore the development of a companion web dashboard for advanced server management and community analytics. Begin planning for geographic expansion into North America.

### **5.0 Marketing & Sales Strategy**

**5.1 Branding**

* **Brand Voice:** Authentic, knowledgeable, and community-focused. We are gamers talking to gamers.
* **Visual Identity:** Our branding uses a vibrant pink-to-blue gradient with a modern, energetic "brush stroke" font, as seen in our logo. This reflects the dynamic and creative nature of the gaming community.

5.2 Go-to-Market Strategy

Our launch will be phased and organic, focusing on building a strong foundation before scaling.

1. **Closed Beta (Month 1):** Invite 50 trusted users from target communities to test the platform, gather feedback, and iron out any bugs.
2. **Public Launch (Month 2):** Open the platform to the public and begin targeted community outreach.

5.3 Marketing Channels & Budget

Our marketing is entirely focused on organic, high-ROI activities. We have allocated a modest budget of £150 from the startup loan for initial promotional activities.

* **Community Marketing (Primary Channel):** We will become active, contributing members of relevant subreddits, Discord servers, and online forums. We will not advertise, but rather offer our platform as a genuine solution to problems being discussed.
* **Content Marketing / SEO:** We will create high-value content (blog posts, tutorials) targeting keywords like "easy minecraft server setup" or "free terraria server hosting" to capture organic search traffic.
* **Creator Partnerships:** We will build relationships with small, value-aligned content creators, offering them free premium access to use as a tool for their own communities.

5.4 Sales Process

Our sales process is fully automated and product-led.

1. **Acquisition:** Users are acquired through the compelling offer of the free tier.
2. **Conversion:** The Agis Bot acts as the salesperson. When a user attempts an action that requires more resources (e.g., deploying a resource-heavy game), the bot presents them with the choice to either earn the required credits via ads or purchase a GC pack for instant access.
3. **Payment:** The bot directs the user to a secure checkout page powered by Stripe to complete the purchase of GC packs.

### **6.0 Operations & Logistics Plan**

6.1 Premises & Logistics

The business will be operated 100% remotely, eliminating all costs associated with physical premises. All core business operations will be managed using Google Workspace.

**6.2 Key Suppliers**

* **Cloud Infrastructure:** Civo (UK-based) - Primary. AWS (Ireland region) - Backup/Future Expansion.
* **Payment Processing:** Stripe.
* **Advertising Networks:** Playwire, Google Ad Manager.
* **Accountancy:** [Name of local accounting firm to be engaged].

**6.3 Legal & Insurance**

* **Legal:** WeTheGamers Ltd will be registered with Companies House. A solicitor will be engaged to review our Terms of Service and Privacy Policy to ensure full GDPR compliance. All promotional giveaways will be structured as skill-based competitions to comply with the UK Gambling Act 2005.
* **Insurance:** We will obtain Public Liability and Professional Indemnity insurance. Quotes will be sought from providers like Simply Business or Hiscox.

6.4 Management & Staffing

Initially, the founder will manage all aspects of the business. As the company becomes profitable, the first hire will be a dedicated Community Manager to support the user base and manage moderation.

### **7.0 Technical Plan**

7.1 High-Level Overview

For non-technical stakeholders: WeTheGamers runs on a modern, secure, and highly automated cloud platform. We use a system called Kubernetes to efficiently run and manage thousands of game servers simultaneously. This technology, combined with our choice of a cost-effective cloud provider (Civo), allows us to offer our services at a price point our competitors cannot match.

**7.2 Detailed Architecture**

* **Cloud Infrastructure:** The platform is hosted on a Civo Kubernetes cluster. Civo was chosen for its free control plane, bundled bandwidth, and low-cost compute, which significantly reduces our operational costs compared to AWS or GCP.
* **Core Components:**
  + **Agones:** An open-source game server orchestrator that runs on top of Kubernetes.
  + **PostgreSQL:** A high-availability, clustered database (managed by the Crunchy Data PGO operator) for storing all user and platform data.
  + **Discord Bot (Agis Bot):** A Go-based application that serves as the primary user interface.
  + **API Gateway:** A secure interface between the public-facing bot and the internal Kubernetes services.
* **Data Flow:** A user command in Discord triggers the Agis Bot -> The bot calls our secure API Gateway -> The Gateway validates the request and interacts with the Kubernetes API and Agones to provision a server -> The connection details are passed back to the user.

*(A detailed architectural diagram is available in Appendix B.)*

**7.3 DevOps & Scalability**

* **CI/CD:** We employ a full GitOps workflow. All infrastructure (Terraform) and application configurations (Kubernetes manifests) are stored in Git. Changes are deployed automatically and safely via ArgoCD. This enables rapid, reliable updates with a complete audit trail.
* **Monitoring:** We use a comprehensive observability stack based on Prometheus (for metrics), Loki (for logs), and Grafana (for dashboards) to monitor the health and performance of the entire platform in real-time.
* **Scalability:** The architecture is designed to scale horizontally. The Kubernetes Cluster Autoscaler will automatically add or remove server nodes from our Civo cluster based on real-time demand, ensuring we only pay for the resources we need.

### **8.0 Risk Management & Contingency Planning**

**8.1 SWOT Analysis**

| **Strengths** | **Weaknesses** |
| --- | --- |
| Deep technical expertise of founder. | New brand with no reputation. |
| Unique, disruptive business model. | Reliance on Discord platform. |
| Hyper-efficient cost structure. | Small initial team. |
| Strong community and anti-toxicity focus. | Limited initial marketing budget. |

| **Opportunities** | **Threats** |
| --- | --- |
| Growing dissatisfaction with incumbent hosts. | Price wars from larger competitors. |
| Strong organic growth potential via word-of-mouth. | Fluctuations in ad revenue market (eCPM). |
| Partnerships with indie developers & streamers. | Changes in cloud provider pricing or policies. |

**8.2 Key Business Risks & Mitigation**

| **Risk ID** | **Risk Description** | **Likelihood** | **Impact** | **Mitigation Strategy** |
| --- | --- | --- | --- | --- |
| **R-01** | **Slow User Adoption:** Initial user growth is slower than the 25% MoM forecast. | Medium | High | **Contingency:** Increase marketing outreach in different online communities. Run a skill-based competition with a desirable prize to generate buzz. Focus on converting existing free users to premium. |
| **R-02** | **Ad Fraud / System Abuse:** Malicious bots automate ad-watching to farm GameCredits, consuming server resources without generating legitimate revenue. | Medium | High | **Mitigation:** A multi-layered abuse prevention framework is built-in from launch, including strict rate-limiting, IP monitoring, device fingerprinting, and behavioural analysis to detect and block bots. |
| **R-03** | **Cost Overruns:** Cloud infrastructure costs are higher than projected. | Low | High | **Contingency:** If costs are 20% over budget for two consecutive months, we will implement stricter resource quotas on free-tier servers and further optimize our auto-scaling policies to reduce idle capacity. The loan buffer provides a safety net. |

**8.3 Disaster Recovery Plan**

* **Data Backup:** All critical data, including the PostgreSQL database and Kubernetes cluster state, is backed up automatically on a nightly basis to a separate, off-site cloud storage bucket using Velero.
* **RTO (Recovery Time Objective):** In the event of a total cluster failure, our objective is to restore core services within **4 hours**.
* **RPO (Recovery Point Objective):** Our objective is to lose no more than **24 hours** of data. For the database, which uses continuous WAL archiving, the RPO is closer to 15 minutes.

### **9.0 Financial Plan**

**9.1 Financial Assumptions**

* **User Growth:** Based on the "Expected Case" scenario, starting with 50 users in Month 1 and growing at 25% month-over-month.
* **Revenue:** Based on a 40% conversion rate from active users to premium (purchasing GC packs), with an average revenue per premium user of £4.25/month. Ad revenue is based on a conservative eCPM of £0.012 per completed rewarded video view.
* **Costs:** Based on actual Civo pricing for our defined Kubernetes infrastructure, scaling with user growth.
* **Tax:** Corporation Tax is calculated at the current UK rate. VAT registration will be actioned when turnover approaches the mandatory threshold.
* **Founder Drawings:** £0 for the first 12 months.

**9.2 Startup Costs & Funding Requirement**

| **Item** | **Cost (£)** |
| --- | --- |
| **Capital Expenses** |  |
| Company Registration Fee | 12 |
| **One-off Launch Expenses** |  |
| Legal Review (ToS/Privacy Policy) | 200 |
| Initial Marketing & Promotion | 150 |
| Insurance (Initial Deposit) | 100 |
| **Working Capital (to cover initial losses)** | 538 |
| **Total Funding Requirement** | **£1,000** |

We are applying for a **£1,000 Start-Up Loan** to cover these costs.

**9.3 Pricing & Breakeven Analysis**

| **Product/Service** | **Cost Price (£)** | **Selling Price (£)** | **Gross Profit (£)** | **Gross Profit %** |
| --- | --- | --- | --- | --- |
| **1 Hour Standard Server** | £0.019 (24GC) | £0.03 (Ad Revenue) | £0.011 | 36% |
| **625 GC "Starter Pack"** | £0.50 (cost to supply) | £0.99 | £0.49 | 49% |

* **Monthly Fixed Costs:** £345 (Base infrastructure, insurance, etc.)
* **Monthly Breakeven Point:** Based on our revenue mix, we need to achieve **£389 in monthly revenue** to cover our fixed and variable costs. This is projected to occur in **Month 5**, with a total of **124 active users**.

**9.5 Financial Projections (3-Year Expected Case)**

**Profit & Loss Forecast Summary**

|  | **Year 1 (£)** | **Year 2 (£)** | **Year 3 (£)** |
| --- | --- | --- | --- |
| **Total Sales** | 8,217 | 45,850 | 155,230 |
| **Cost of Sales** | 2,175 | 12,130 | 41,050 |
| **Gross Profit** | **6,042** | **33,720** | **114,180** |
| **Overheads** | 3,450 | 10,500 | 25,000 |
| **Net Profit** | **2,592** | **23,220** | **89,180** |

**Cash Flow Forecast Summary**

|  | **Year 1 (£)** | **Year 2 (£)** | **Year 3 (£)** |
| --- | --- | --- | --- |
| **Cash In** | 9,217 | 45,850 | 155,230 |
| **Cash Out** | 6,225 | 22,630 | 66,050 |
| **Net Cash Flow** | **2,992** | **23,220** | **89,180** |
| **Closing Bank Balance** | **2,992** | **26,212** | **115,392** |

**Projected Balance Sheet Summary**

|  | **Year 1 (£)** | **Year 2 (£)** | **Year 3 (£)** |
| --- | --- | --- | --- |
| **Fixed Assets** | 500 | 2,500 | 5,000 |
| **Current Assets** | 3,492 | 27,212 | 118,392 |
| **Current Liabilities** | 1,000 | 2,500 | 5,000 |
| **Net Assets** | **2,992** | **27,212** | **118,392** |

*(Detailed monthly/quarterly breakdowns are available in Appendix C.)*

### **10.0 Exit Strategy**

10.1 Best-Case Scenario

The primary goal is to build a profitable, sustainable, and community-loved business. The ideal exit strategy in 3-5 years would be an acquisition by a larger company in the gaming or cloud infrastructure space (e.g., a larger hosting provider, a game publisher like Embracer Group, or a platform like Discord) who wishes to integrate our technology and community. A management buyout funded by company profits is also a desirable long-term outcome.

10.2 Worst-Case Scenario

If the business fails to achieve profitability within 18 months and key metrics show a clear lack of product-market fit, the wind-down process will be initiated. The company's primary asset, the proprietary Agis Bot and its underlying codebase, will be packaged and offered for sale. All outstanding debts will be settled, and any remaining capital will be returned to shareholders and lenders.

### **11.0 Appendices**

* **Appendix A:** Founder's CV
* **Appendix B:** Detailed System Architecture Diagram
* **Appendix C:** Full 3-Year Financial Forecasts (Monthly Y1, Quarterly Y2-Y3)
* **Appendix D:** Market Research Data & Sources
* **Appendix E:** Draft Terms of Service & Privacy Policy