# **We The Gamers: User Growth Projection Validation**

### **1. Executive Summary**

This report provides a data-driven justification for the user growth rates projected in the "We The Gamers" (WTG) financial model. Forecasting for a new venture is inherently challenging due to the absence of historical data. However, by employing a dual-pronged analysis—combining a top-down view of the market with a bottom-up comparison to industry benchmarks—we can build a robust case for our projections.

Our analysis confirms that the projected long-term monthly growth rate of **10%** is a realistic and even conservative target when measured against the performance of successful early-stage, community-focused platforms. This growth is underpinned by favourable market conditions and a core business strategy that leverages community as a powerful, organic growth engine.

### **2. Top-Down Market Validation: A Favourable Environment**

The macro environment for a new gaming venture is exceptionally positive, providing a fertile ground for growth.

* **Expanding Gamer Population:** The global number of active video game players is approximately **3.32 billion** and is forecast to grow steadily. The wider online gaming market is projected to expand at a Compound Annual Growth Rate (CAGR) of **~10.9%** between 2025 and 2033.
* **Thriving Core Platform (Discord):** Our platform is built upon Discord, which remains central to gaming culture. As of May 2025, Discord boasted **200 million monthly active users**, a significant increase from 154 million in 2023. This demonstrates the continued relevance and growth of the ecosystem in which WTG will operate.

This top-down view confirms that "We The Gamers" is launching into a large, expanding, and highly engaged target market.

### **3. Bottom-Up Benchmarking: Justifying the Numbers**

To validate our specific growth figures, we compare them against established benchmarks for early-stage, consumer-focused Software-as-a-Service (SaaS) companies, particularly those utilizing a freemium model.

* **The Industry Benchmark:** Research and analysis of successful early-stage consumer SaaS companies indicate that a strong and achievable **monthly new user growth rate typically falls between 15% and 30%**.
* **The "We The Gamers" Projection:**
  + **Launch Phase (Months 1-12):** Our model assumes an aggressive initial growth rate, starting at 50% month-over-month and gradually decreasing. This is higher than the long-term benchmark but is justified as a standard "launch phase" phenomenon, driven by initial marketing spend, founder networks, novelty factor, and early adopter enthusiasm.
  + **Sustained Growth Phase (Month 13+):** The model deliberately tapers this rate down to a steady **10% month-over-month**. This long-term projection is conservative, falling below the 15-30% benchmark for strong performers. This adds a crucial layer of realism to the forecast, ensuring our long-term goals are sustainable and achievable, not reliant on maintaining launch-phase momentum indefinitely.

Our financial projection, therefore, is not a flat, unrealistic line. It models an aggressive, targeted launch that transitions into a sustainable, conservative growth trajectory that is well within industry norms.

### **4. Strategic Justification: Community as the Primary Growth Engine**

The projected numbers are not based on market opportunity alone. They are achievable because the entire "We The Gamers" business model is built around the single most powerful driver of organic growth in the gaming space: **community**.

* **Player Trust Drives Acquisition:** Industry reports show that nearly half of all gamers (49%) research player reviews and community sentiment before trying a new game or service. A positive, active, and non-toxic community is a direct driver of new user acquisition. Our core mission is to cultivate this environment, turning our community itself into our most effective marketing tool.
* **Community Engagement Increases Lifetime Value (LTV):** It is well-documented that players who are active participants in a game's community are more likely to stay engaged longer (retention) and spend more money (monetization). By integrating our services directly into the community hub (Discord), our model is purpose-built to maximize this effect.
* **Alignment with Market Trends:** The trend in modern gaming is a definitive shift towards co-operative and social play. Our platform, which is designed to facilitate shared gaming experiences and remove friction from playing with friends, is perfectly aligned with this dominant trend.

### **5. Conclusion**

While no forecast is a certainty, the user growth projections for "We The Gamers" are founded on a robust and evidence-based methodology. The projections are validated by:

1. **A Large and Growing Market:** We are entering a thriving market with a clear demand for community-oriented gaming services.
2. **Realistic and Sustainable Benchmarks:** Our long-term growth target of 10% per month is a conservative and achievable goal when measured against industry standards.
3. **A Sound, Community-Centric Strategy:** Our core business model is strategically aligned with the most powerful organic growth drivers in the modern gaming landscape.

Therefore, we assert with confidence that the projected growth rates presented in the financial model are both ambitious and achievable, providing a solid foundation for investor and lender confidence.