## We The Gamers: Comprehensive Project Plan

### **1. Project Vision & Mission**

* **Vision:** To be the leading non-toxic, inclusive, and community-owned gaming platform on the internet.
* **Mission:** To provide gamers with the tools and community to create and share their gaming experiences, powered by a fair and transparent platform.
* **Core Values:** Community-first, inclusivity, non-toxicity, affordability, and "By Gamers, For Gamers."

### **2. Branding & Identity**

* **Project Name:** We The Gamers (WTG)
* **Logo:** You have three concepts to choose from:
  1. **The Community Mascot:** A friendly, inclusive pixel art character.
  2. **The Interlinked Controllers:** Symbolizing collaboration and community.
  3. **The Pixel Block Wordmark:** A bold, modern, and minimalist typographic logo.
* **Tagline:** You have several options to choose from, with the following being strong contenders:
  + **Community-focused:** "WeTheGamers: Your server. Your squad. Your rules."
  + **Simplicity-focused:** "WeTheGamers: Less setup, more gameplay."
  + **Fairness-focused:** "WeTheGamers: Power to the players. Not the platform."
* **Art Style:** A cohesive "pixel people in front of a portal" theme has been established, with concepts for various fantasy gaming landscapes.

### **3. Phase 1: Foundation & Pre-Launch (Months 1-3)**

This phase is focused on setting up the core infrastructure, establishing the community's foundation, and preparing for launch.

| **Task** | **Instructions** | **Tools** | **Timeframe** | **Estimated Cost** |
| --- | --- | --- | --- | --- |
| **Legal & Financial Setup** | Register a legal entity (e.g., Ltd. company in the UK). Open a business bank account. | Government websites, banking services | Month 1 | £100 - £500 (setup fees) |
| **Branding Finalization** | Choose the final logo and tagline. Develop a simple brand style guide (colors, fonts). | Figma, Canva | Month 1 | £0 - £100 |
| **Discord Server Setup** | Implement the agreed-upon channel structure, roles, permissions, and welcome messages. Set up moderation bots. | Discord, MEE6, Carl-bot | Month 1 | £0 |
| **Technical Infrastructure Setup (IaC)** | Use Terraform to provision the AWS infrastructure (VPC, EKS cluster, node groups). Implement security best practices with Vault and Calico. | AWS, Terraform, Vault, Calico | Months 1-2 | £100 - £200 (initial AWS costs) |
| **CI/CD Pipeline** | Set up the GitOps workflow with ArgoCD and GitHub Actions. | ArgoCD, GitHub Actions | Month 2 | £0 |
| **Website & Landing Page** | Develop a simple landing page to announce the project, explain the vision, and collect email sign-ups. | GitHub Pages, Netlify, or a simple static site generator | Month 2 | £0 - £50 |
| **Community Guidelines & Moderation Policy** | Finalize and publish the community guidelines. Train the initial moderation team. | Google Docs, Discord | Month 2 | £0 |
| **Content Creation** | Prepare initial content for the website, social media, and Discord announcements. | Canva, video editing software | Month 3 | £0 - £100 |

### **4. Phase 2: Launch & Community Growth (Months 4-6)**

This phase is about launching the platform to the public, attracting the first wave of users, and building a vibrant community.

| **Task** | **Instructions** | **Tools** | **Timeframe** | **Estimated Cost** |
| --- | --- | --- | --- | --- |
| **Alpha & Beta Testing** | Invite a small group of users to test the platform, particularly the on-demand game server feature for Minecraft. | Discord, feedback forms | Month 4 | £50 - £100 (server costs) |
| **Public Launch** | Officially launch the "We The Gamers" Discord server and website to the public. | Discord, social media, website | Month 5 | £0 |
| **Marketing & Advertising Campaign** | Execute the initial marketing plan. Focus on Reddit, gaming forums, and social media. | Reddit Ads, social media | Months 5-6 | £500 - £1,500 |
| **Community Events** | Host regular community events like game nights, AMAs, and contests to engage members. | Discord, game servers | Months 5-6 | £100 - £300 (prizes, server costs) |
| **Streamer Outreach** | Begin outreach to small and medium-sized streamers who align with the community's values. | Social media, email | Month 6 | £0 |
| **Feedback & Iteration** | Actively collect feedback from the community and make improvements to the platform and Discord server. | Discord, feedback forms | Months 5-6 | £0 |

### **5. Phase 3: Expansion & Sustainability (Months 7-18)**

This phase focuses on long-term growth, financial sustainability, and expanding the platform's features.

| **Task** | **Instructions** | **Tools** | **Timeframe** | **Estimated Cost** |
| --- | --- | --- | --- | --- |
| **Introduce Paid Tiers** | Roll out the Quality of Life (QoL) subscription tiers for features like persistent servers. | Stripe, PayPal | Month 7 | 1-3% transaction fees |
| **Expand Game Server Offerings** | Research and add support for more games based on community demand. | Docker, Agones | Months 8-12 | £200 - £500 (development) |
| **Develop Custom Discord Bot Features** | Expand the capabilities of the RedBot for more advanced server management and community features. | Python, RedBot | Months 9-12 | £0 - £500 (if outsourced) |
| **Scale Marketing Efforts** | Increase marketing spend and explore new channels like influencer marketing and content marketing (blog, YouTube). | Social media, YouTube, blogs | Months 10-18 | £1,000 - £5,000 |
| **Hire Additional Staff** | As the community grows, consider hiring part-time or full-time community managers or developers. | Job boards | Months 12-18 | Varies |
| **Explore Sponsorships & Partnerships** | Seek partnerships with game developers, hardware companies, and other gaming communities. | Email, networking | Months 13-18 | £0 |

### **6. Fundraising Strategy**

* **Initial Funding (Seed Round):**
  + **Source:** Personal savings, friends, and family.
  + **Target:** £2,000 - £5,000 to cover the initial setup and launch marketing costs.
* **Crowdfunding (Launch):**
  + **Platform:** Kickstarter or Indiegogo.
  + **Strategy:** Launch a campaign alongside the public launch to raise funds for the first year of operation. Offer tiered rewards like exclusive Discord roles, early access to new features, and branded merchandise.
  + **Target:** £10,000 - £20,000.
* **Subscription Revenue:**
  + **Source:** The QoL subscription tiers will be the primary source of recurring revenue.
  + **Strategy:** Start with a simple, low-cost tier (e.g., £0.99/month) and add more tiers with more features as the platform grows.
* **Donations:**
  + **Platform:** Patreon or Ko-fi.
  + **Strategy:** Allow community members to support the project with one-time or recurring donations.

### **7. Discord Layout & Structure**

Based on our conversation, here is a summary of the agreed-upon Discord layout:

* **Categories:**
  + **WELCOME:** #welcome, #rules, #announcements
  + **COMMUNITY:** #general-chat, #introductions, #memes
  + **GAMING:** #looking-for-group, game-specific channels (e.g., #minecraft)
  + **SUPPORT:** #help-desk, #suggestions
  + **STAFF:** Private channels for admins and mods.
* **Roles:**
  + **@everyone:** Basic access.
  + **@Member:** Full access to community channels.
  + **@QoL Tier:** Subscribers with access to premium features.
  + **@Moderator:** Community moderators.
  + **@Admin:** Full server administrators.

### **8. Gameserver Team & Responsibilities**

* **Game Server Admin (Lead):**
  + **Responsibilities:** Manages the game server infrastructure, configures new games, and ensures server stability.
  + **Skills:** Experience with Docker, Kubernetes, and game server administration.
* **Configuration Manager (2-3 volunteers):**
  + **Responsibilities:** Maintain and update the configuration files for each game server. Assist the lead admin with testing and deployment.
  + **Skills:** Attention to detail, basic understanding of server configs (YAML, JSON).
* **Moderation Team (5-10 volunteers):**
  + **Responsibilities:** Enforce the community guidelines, assist users with basic issues, and foster a positive community environment.
  + **Skills:** Good communication, patience, and a strong understanding of the community's values.

This comprehensive project plan should provide you and your team with a clear path forward. I am ready to assist you with the next steps.