Derrek Beeck, Michael Kozak, Justin Tom, Hans Yabao

Dr. Marlowe

Software Engineering

September 29, 2019

Business Model

Our business model is going to be based on ads and amazon links. The program is going to be a website that recommends games to users. By using the website, the user will get targeted ads that appear on the website. These ads are provided by google as part of the google ads program. We will get a certain amount of money per view on the website. Eventually when the website gets more traffic, we can put our own ads directly on the website. This eliminates the middleman, so we get a larger portion of the profit. This can be a variety of products such as grooming products to soda and everything in between. But we can also advertise other games which can possibly make a lot of money. When a user looks for a game recommendation, advertisers can pay to make their game appear at the top of recommendations. Besides the ad-based model there are 2 other ways to make money, that would be having a premium version of the website that offers no ads and more features. The price of one month of the service would make much more than the ads one frequent user brings in. Also, we will have amazon links next to the games. When a user clicks our amazon link to buy a game, we will get a small portion of the profit. We will also enhance the user experience by giving the user incentives to come back to the website such as reviews, deals, etc, to help them keep up with the games they enjoy. This will increase the return rate and the likelihood that clients will purchase our subscription.