

uVme - The Business Model

The uVme online skill games platform presents a very innovative business model which encapsulates many factors including the psychology of gaming ,social networking groups and the exponential growth potential of a sector on the internet namely casual gaming ,online games and skill games.The concept of a business model isn't a new one and has been a term used as far back as the 1950s.In the 1990s it became more commonly utilised and these days the definitions of business models tend to be founded upon economic and organisational theories.

Any business whether the work from home kind or the larger corporate bodies will tend to follow similar intrinsic strategies although often each respective party does not actually realise it.Skill gaming as a business model is probably one of the more entertaining and interesting ones to follow given its meteoric rise and continuing growth are very topical.Normally, business models are used by companies to demonstrate how it operates as an entity across different parts of its structure.The component parts of business integration are as follows:

Infrastructure

Organisational Structure and placement

Legislative practices

Operational methods and processes

Purpose and Mission Statement.

Effectively , a well defined business model will describe the fabric of a business.From the model it will be demonstrated how the whole picture puzzle or should I say gaming puzzle is constructed.Moreover , the entire feel and ethos of a corporate or business should be conveyed so that any mission statement actually mirrors what it says on the tin , in other words it says what it does.

If we look at the uVme proposition and breakdown the component parts you will be able to see that the gaming network is fundamentally strong , progressive and above all financially attractive - just so happens it is a lot of fun as well.

At this point it may serve well to go back in time and look at the evolutionary stages of the business model and see how modern day has changed the concept if at all.The shop retail outlet is probably the oldest form of a simplistic business model.Shop front , products , services etc.This model then moved on to the further attraction of customers by way of offering discounts or even " bait and hook " scenarios such as Razor and Blades.These methods in turn increasing the likelihood of people returning.How often have we seen items being given away for free but then the hardware to use the free product needing to be purchased....very commercial. Since the 1950s we have seen very many styles of business modelling. Household names such as McDonald's , Dell computers , Nissan , Toysrus , Tesco's , British Airways have advertised their wares in different ways and guises.However , one defining factor that today is so apparent is the use of technology and again even in recent years computers have had a massive input and involvement as to how products and services are sold.

The business model has moved on with technology with new theories cutting their teeth in empirical analysis.Looking at the uVme model it is refreshing to see that it bridges both schools of thought , the old and the new.Its core capabilities are outstanding and can be demonstrated through the three main channels

Games Promoter

Online Skill Games Player

Business Builders Associates

The infrastructure and network games platform can be seen very visually as its presence in the arena of international and world wide skill gaming grows exponentially.The product is simple , hands on user excellent , a great deal of fun and universal.In terms of its value weighted proposition it rates very highly.The target audience being worldwide funnels membership through the three areas mentioned earlier.Every aspect of the games network involves participation in the social networking sense and is building an international community of skill gamers , casual gamers and players.An example of this is the massively multiplayer games tournaments and challenges available online.

The financial standing of uVme is sound , clear and transparent.Being a registered UK Limited company all is there for people to see.Both founder members Tom Brodie and Len Fitzgerald are at hand and very approachable.

Well does a business model really matter ? The very essence of an organisation needs its plan of action , it needs to know how to grow and how to change direction when necessary. It needs to know how to adapt.uVme was created two years ago as additional channel of business to the very successful VWD Lottery platform.Yes a business model is important but the ability for a company to implement and monitor it is crucial.Plan to win and

win to plan again.

About the Author

Johnny Sorrento is the author of this article and is a full time internet marketer living in the bustling and exciting Capital city of Cardiff in South Wales, UK and is also a leading associate for the brand new global skill games business, uVme.

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