

“Butterflies in my stomach...” The reason Discord keeps me up at night for its potential to pay our bills.
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Discord:

Prospective Report & Statistics

ROUGH DRAFT

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Disclaimer:

The information contained in this document is subject to change at any time and is simply my own opinion on the financial potential of Discord. I would encourage anyone reading this to pursue the facts themselves and form their own opinion regarding Discord and any potential opportunities it has to offer. Please do not cite this document in any official works.

Introduction:

I'm going to jump right into it. Having participated in online gaming, communities, and organizations for 20 years and counting, I've had the privilege to watch video games evolve from single-player, 16-bit magic, to split-screen, sleepover tournaments. Then the time came when the internet started to proliferate and evolve from a dominantly corporate possession to a middle-class household luxury and onward into today's day and age. Where the internet connects virtually every single nation, culture, and people together, allowing news and information to get from Egypt, all the way to Patagonia in a second or less, from Russia to Turkey, England to Canada, the Azores to Hawaii. So on and so forth. Perhaps the most important benefit the internet affords us is the ability to find, engage, and collaborate with like-minded people around the world, 24/7, 365 days a year. The greatest collection of intelligence, knowledge, and wisdom outside of the collective intelligence of mankind as a whole that any one of us can individually access and attempt to learn at our leisure.

Discord, started in 2015 and rapidly growing to mainstream popularity by 2016 was initially started to provide gamers with a straightforward means of communication. The only real competitor of Discord was an application called TeamSpeak 3, however, TeamSpeak's developers decided they weren't going to budge and continued charging people that needed more than a small audience of people for server licensing, in addition to that TeamSpeak wasn't as developer friendly, had someone in its leadership not been so complacent maybe things would be completely different today but Discord quickly outpaced and overrun the scene for all the right reasons. Discord was free, anyone could make servers, no limit on populations, and even more importantly it made it easy to find servers and people the developers pushed consistent updates that addressed relevant issues and introduced features and components that the user base wanted and needed. Only 1 year and Discord was the solves-all solution for building communities and chatting with friends over voice, text, or video.

Potential

Discord has afforded its users the luxury of **open community development**. From the application itself to its activities, games, and most commonly found, bots, the possibilities are near endless for anyone who understands programming and has the time and motivation to make their ideas a reality. There are **over 100 million monthly users** on Discord and **hundreds of thousands of servers** they frequent daily. Going back to 2016, around the time of its mass adoption by gamers till now and continuing, it's just becoming easier and easier, for businesses, organizations, clubs, or even awareness groups to establish themselves on Discord. There are numerous search services or server registry sites people use to find the servers that best fit their interests and goals and if it does not exist, well, they can make it.

With Discord appealing to almost any cause, business, community, government, and any other group of people there is a very real, numerous, and diverse demand for custom-tailored solutions that those groups want and/or need to fulfill a plethora of roles and functions. The data pulled directly from **Statistica R** is as follows:

- **150 Million** Monthly Active Users
 - **19 Million** Active Servers per week
 - **4 Billion** Server Conversation Minutes Daily
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Business Model:

The type of business required to take advantage of this situation would be a software development company. The core values of this business would be as follows:

- I. **Conduct business honestly, always placing quality and client satisfaction as the top priority.**
- II. **Only undertake projects that it knows it can deliver; that will meet but preferably exceed customer expectations as often as possible.**
- III. **Utilize proven strategies and development processes, namely Agile methodology to govern and structure development efforts.**
- IV. **Facilitate a workplace environment where everyone is valued equally, treated with respect, and encouraged to voice their opinion without fear of facing retribution.**
- V. **To nurture and harbor a community where everyone feels valued, respected, and essential to our success.**

It is important to always take the time and effort to assess our team's feelings, confidence, and holistic health regularly. We have to be comfortable enough to be honest even when that means acknowledging sobering truths and difficult situations. Emotional intelligence and a natural desire to be good human beings must be present in all of our team members.

Working Paradigm:

All businesses rely on hard work, dedication, perseverance, integrity, intelligence, practice, and often, sacrifices made by their leaders and those who support them. Software development is an extremely competitive industry where we are only as good as our education, familiarity, and experience working on software development in a team-centric environment.

I cannot stress enough the need for every member of the team who's responsible for developing in any capacity must be willing to commit to furthering their knowledge and abilities through hands-on practice using real-world, professional methodologies, namely Agile. You must not give up; under no circumstance must you give up. We will progress together, we will work together, and we will all be willing to put in the hard work of learning new languages, object-orientated programming, and the tools to accomplish anything we set out to accomplish.

Ideal Scenario:

The Team:

CONFIDENTIAL