Our company can generate revenue by implementing a virtual game called ‘Avatar X’ using Xbox Connect and a headset that will allow users to create a personal Avatar to interact with other users in a virtual world. Users will be able to participate in day-to-day activities such as eating, making dinner, decorating homes, working, and playing games. Revenues from this game will be generated through a monthly or yearly subscription and extras that users will be able to purchase such as clothing, furniture, and cars for Avatars.

Avatar X will allow users to do just about everything they do in reality in a virtual world from the comfort of their own homes. It will be a complete virtual world where every other Avatar that they come into contact with will be another real, live person behind the Avatar. Users will be able to create an Avatar of various heights, weights, and skin colors and will be given a small home and choice of occupation at the start of game. Then they will be able to purchase cars and larger homes and even go on vacations by “working” or (beating games of different levels). A final aspect is that users will also be able to talk to other users using a headset, meaning their Avatars can set up dates to meet at specific restaurants at certain times, go on vacations together, and even move in together all in this virtual world. Due to this aspect of the game, there will be two different versions; one for young teenagers and one for those who are seventeen and older.

The main revenue streams for Avatar X will come from a monthly or yearly subscription fee and from extras that users purchase throughout the game. For example, a user can purchase a larger home with actual money rather than earn virtual money through the game they will be able to do this. The costs for implementation would include the cost of creating the virtual world and advertisements. Avatar X would give users a chance to ‘live’ in another world and become whoever they want.