

TO: CEO Doyle

FROM: Sean O'Neill

SUBJECT: X-Box Flash Paper

DATE: April 28, 2014

Our organization has the opportunity to generate additional revenue by investing in Xfood. Xfood will allow customers to obtain menus and orders from local restaurants through their Xbox360. Our company will make money from a commission on all food orders placed through Xfood.

XFood, a feature that's key capability is convenience, will be integrated into Xbox Live will allow customers to order food locally without leaving their couch or picking up their cell phone. The application is totally free to gamers. Xfood would appeal to the light gamers, as well as the hardcore gamers that play games like Madden and Call of Duty for days upon days. The application would ask for what type of food a customer is in the mood for and then bring up all the local eateries serving that type of food in their area. Online ordering is awkward, and with XFood the customer's address and payment information would be saved in our system so they wouldn't have to keep typing it in every time they order from a different restaurant or pizzeria.

The primary revenue stream would be obtaining 10% from each restaurant per order placed. When the feature goes national on Xbox Live, we could make millions of dollars because we have no competitors and there is a large customer base of Xbox Live gamers. I believe most of them would like to order food without leaving their TV or taking their phone out. Succeeding today is all about convenience and Xfood is the most convenient way for gamers to order food.