

CONTENTR Point Tabulation

[illegible]

Balance = the absolute value of FE-CS

Balance -> \$

Add this amount at the end of your game.

If Balance less than 50, your platform has a broad appeal to users and advertisers

\$ 80M

If Balance is more than 50 and less than 100,
some advertisers who wish you focused more on
FE or CS

\$ 60M

If Balance is greater than 100, you are a niche platform which is great for value aligned advertisers but lacks overall mass appeal

\$ 40M

Trust & Safety Account

Deposit (+)

Trust & Safety Spend (-)

[illegible]

Total (final score)
