

What is uVme?

As a full time internet marketer I spend the large part of my working day trawling through the web looking for new business opportunities and ways to promote them. I'm sure you are already aware that there is an awful lot of rubbish splattered across the internet and it takes a lot of time and research to sift out the genuine quality business programs available.

There has been one name that has repeatedly cropped up on my travels – uVme. So, what's uVme? I just had to find out because even the name intrigued me. I couldn't help but notice that there were affiliates everywhere promoting this business, so I just had to take a closer look. Having clicked on one of these affiliate links I was still no closer to finding out what the uVme business was all about. The affiliate page I landed on was nothing more than a data capture page displaying the bold statement, 'It's YOUR turn to get a piece of the action... position yourself in front of the three fastest-growing business trends in history!' Still being none the wiser as to what uVme entailed, I had little choice but to fill in my details to gain access to this business. I thought this was a very clever marketing ploy by this company not to actually give anything away about the product until they had your details.

The first thing I discovered was exactly what uVme stood for. I feel like an idiot that I didn't spot it immediately because it seems so obvious now, but uVme stands for 'You Versus Me'. And when I tell you that the uVme product launching in January 2008 is an online skill games business, you are probably now saying "what a brilliantly apt name!" Well I am anyway.

So the uVme business is based around the playing of online skill games which frankly meant little to me since I have literally never played any online game, let alone one of these skill games. I proceeded to download the 'Insiders' Report' from the uVme members area, which I now had access to, and I was frankly stunned to read about the size of this skill games market.

The skill gaming market is currently growing four times faster than the rate of overall internet growth. Today (2007), the online games industry is worth more than \$5.2 billion USD annually which equates to a \$164 USD each and every second. This sum is spent by individuals around the world enjoying simple, yet highly addictive, online skill games. Industry experts are predicting that within just three years this per second skill gaming spend will increase to \$412 USD.

Having ascertained the astonishing size of this market, I felt it prudent to see what sort of competition uVme has in this marketplace. Yes, you could argue that the competition is stiff. I came across some of the big players, notably King.com, Pogo.com and Bigfishgames.com. These are all very highly ranked websites with huge traffic. To give you an example of this level of traffic, in January 2007 King.com had 80 million games played on its site in just this one month! I was not disheartened to hear of this level of competition to uVme for a number of reasons. I quickly checked to see what sort of fully fledged business opportunities these companies offered. Most of them offered absolutely nothing at all and some a very basic affiliate program.

uVme, on the other hand plans to offer a top end network marketing program. I then realized that the company behind uVme was by no means a new entrant to either network marketing or the online games arena. Virtual World Direct (VWD), the creators of uVme, has been operating a very successful multi-level marketing business for more than five years from their North Wales offices in the UK. In April 2002, VWD launched the e-Lottery syndicate system. This program gives participants a hugely increased chance of winning the UK National Lotto and the European Lottery, Euro Millions. In just five years, utilizing their network marketing plan, VWD affiliates have recruited more than 175,000 members from 133 countries around the world.

In addition to the online skill games and the network marketing package, uVme also plans to embrace one of the other real boom sectors on the web today. uVme will use the social networking model to help spread the uVme name around the world. Each associate/affiliate will have at their disposal the unique uVme instant messenger which will let you add all your friends and contacts from Windows Live Messenger, Google Talk, AIM and Yahoo! Messenger. This will allow you to challenge your contacts to one of the many games and instantly begin generating commissions. The instant messenger will also notify you the second a visitor lands on you games website giving you the opportunity to assist the visitor with any queries they may have. Most of uVme's competitors also have instant messengers as part of their gaming platforms but none of them have anywhere near the level of features offered by uVme.

Another facet of the uVme set up that impressed me is the high level of customer and associate support they have planned. From their customer support centre in North Wales, uVme will offer multi-lingual telephone and e-mail support 24 hours a day, seven days a week. This level of service is most definitely a rarity in this industry. Most of uVme's major competitors offer nothing more than an email ticket support service which means that you generally won't get a reply to your query for 12-24 hours.

As I've already mentioned, to get access to all this information about uVme I had to enter my name and email address into a uVme data capture web page. What I had inadvertently done was to pre-register for the 21 January 2008 official launch. I was now in some associates down line. What uVme is doing on the run up to the launch is to allow you to start building a pre-launch business for free in readiness for the games and the pay plan going live. What a fantastic idea this was. From a company perspective this helps to bring in a whole batch of pre-qualified individuals for when the product launches. And from the associate stand point it offers you the chance to create huge momentum which will inevitably lead to a more substantial pay cheque when the business comes to market.

uVme appears to have put together a top quality product and support package in a market that is right at the start of its next major growth phase. I guess you never really know how a business is going to perform until it launches and money starts changing hands but from what I have learned about uVme so far makes me think that this is definitely an opportunity worth considering.

About the Author

Gavin Evans is the author of this article and is a full time internet marketer living in the market town of Cowbridge in South Wales, UK. Gavin is also a leading associate for the brand new global skill games business, uVme.

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