

“Performance Without Compromise.”

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Executive Summary

Nexus PCs is a high-performance custom gaming PC company dedicated to delivering premium, handcrafted systems built with precision, transparency, and passion. Our mission is to make elite gaming performance accessible while building a trusted brand known for quality, honesty, and exceptional customer experience. Unlike mass-produced competitors, every Nexus PC is individually assembled, rigorously tested, and optimized to ensure top-tier reliability and speed for gamers, creators, and power users.

The business operates through a streamlined online model where customers can explore, customize, and order their ideal build directly through our website and social platforms. With a strong focus on transparent part selection, competitive pricing, and community-driven content, Nexus PCs creates a buying experience that feels personal, informative, and trustworthy. Our early milestones include launching our first product lineup, expanding our social media presence, and scaling production to meet ambitious demand goals of 3,000 builds by month three and 12,000 by the end of the first year.

Operationally, Nexus PCs is supported by a skilled five-person team specializing in PC assembly, marketing, customer support, inventory management, and product design. This structure allows us to maintain high-quality standards while preparing for future growth. Over the next year, we aim to strengthen supplier relationships, expand our product offerings, and build a loyal community around our brand. With a clear vision, strong value proposition, and scalable business model, Nexus PCs is positioned to become a leading name in the custom PC market.

Mission and Vision

Nexus PC's

Our mission is to make high-performance gaming accessible and enjoyable for every gamer by providing reliable, high-quality PCs at a fair price.

Our vision is to become the most trusted and innovative custom-PC brand, delivering world-class performance and unforgettable gaming experiences to players everywhere.

Nexus PCs is built on performance, precision, transparency, innovation, and a commitment to every customer who joins our community.



Description

Nexus PCs designs and builds high-performance custom gaming computers tailored for serious players and creators. We combine premium components, expert craftsmanship, and transparent part selection to deliver unmatched speed and reliability. Our mission is to make elite gaming power accessible while building a community that values quality and innovation.



Problem

Many customers want the power and flexibility of a gaming PC but feel overwhelmed by the complexity of building one themselves. They're looking for performance that surpasses a console, yet they don't have the time to research parts, compare endless options, or learn the technical skills required to assemble a system correctly. For many, the fear of making an expensive mistake—damaging components, misconfiguring the BIOS, or running into software issues during setup—creates enough anxiety to stop them from upgrading altogether. Even those who are willing to try often find the process confusing, time-consuming, and full of conflicting information. As a result, they're stuck choosing between settling for console-level performance or risking a frustrating and costly DIY experience. What they really want is a reliable, high-performance PC that's ready to use immediately, without the stress or uncertainty of building it themselves. Our business exists to remove those barriers and give customers a simple, confident path to better gaming performance.



Solution

Nexus PC's solves the frustration of planning and building a gaming PC by providing high-quality, ready-to-use systems that deliver powerful performance without the stress. Instead of spending hours researching parts, comparing specs, or risking expensive mistakes during assembly, customers get a professionally built PC that's optimized, tested, and delivered straight to their door. We offer multiple performance tiers, optional consultations, and fully custom builds so every customer can get exactly what they need without the confusion. Our systems outperform typical big-brand prebuilts because we prioritize quality components, smart part pairing, and real value for the customer's budget. This means buyers get more performance for their money and avoid the common pitfalls of cheap or poorly configured prebuilts found online. With PC gaming offering dramatically more game availability and better performance than consoles, our service gives customers a simple, confident path to upgrade. Nexus PC's removes the barriers that keep people from enjoying high-end gaming and replaces them with convenience, reliability, and performance they can trust.



Operations

Nexus PCs will operate as a direct-to-customer custom PC builder, focusing on premium performance and transparent part selection. Customers will choose or customize builds through our website and social media platforms, where we showcase designs, specs, and pricing. Each system will be assembled, tested, and optimized in-house to ensure top-tier quality and reliability. We'll maintain strong customer relationships through personalized support, community engagement, and consistent online presence to drive sales and brand loyalty.



Market analytics

Target Market

Paragraph 1 — Basic Demographics

Nexus PCs primarily targets gamers between the ages of **13 and 40**, a range supported by Statista, which reports that “**38% of gamers are aged 18–34**,” making this group the core of the gaming hardware market. Gender distribution is nearly even, with the Entertainment Software Association noting that “**46% of gamers are female and 54% are male**,” meaning Nexus PCs serves **all genders** without needing to skew its marketing. Because the company ships nationwide, its geographic market includes customers across the United States, where Fortune Business Insights identifies the U.S. as “**one of the largest markets for high-performance gaming PCs**.” Income levels typically fall within the **middle-income to upper-middle-income range**, aligning with Grand View Research’s finding that gaming PC buyers often have “**moderate to high disposable income**” due to the cost of premium components. These demographic factors position Nexus PCs to serve a broad but well-defined audience of tech-savvy consumers seeking better gaming performance.

Paragraph 2 — Psychographics (Interests, Lifestyle, Values)

Psychographically, Nexus PCs appeals to customers who are deeply immersed in digital culture and gaming communities. According to Newzoo, modern gamers are heavily engaged in “**esports, streaming, and content creation,**” which mirrors your audience’s interests in competitive gaming, high-fidelity visuals, and performance-driven hardware. These individuals often live a digitally connected lifestyle, spending significant time online, following tech trends, and participating in gaming forums or Discord communities. They value **performance, reliability, customization, and long-term upgradeability,** traits that align directly with Nexus PCs’ mission to deliver high-quality systems without cutting corners. As your business states, customers want “**a smoother, more powerful experience**” and appreciate craftsmanship that enhances their gaming performance. This combination of interests and values makes them highly receptive to a brand that prioritizes quality and transparency.



Paragraph 3 — Needs and Problems

Your target market faces a clear set of problems that Nexus PCs is uniquely positioned to solve. Many customers want the power of a gaming PC but feel overwhelmed by the complexity of building one themselves. As your business explains, they “**don’t have the time to research parts, compare endless options, or learn the technical skills required to assemble a system correctly.**” Industry research supports this: PC Gamer notes that many first-time builders fear “**making an expensive mistake,**” such as damaging components or misconfiguring hardware. Because of this, customers often settle for console-level performance or rely on prebuilt systems from big brands that may use lower-quality parts. What they truly want is “**a reliable, high-performance PC that’s ready to use immediately,**” without the stress or uncertainty of the DIY process. Nexus PCs directly addresses this need by offering expertly built systems that eliminate confusion and risk.

Paragraph 4 — Buying Behavior

When it comes to buying behavior, gaming PC customers tend to shop online, compare brands, and rely heavily on reviews and influencer recommendations. According to Deloitte’s Digital Consumer Trends report, gamers often discover products through “**social media, YouTube reviews, and online communities,**” making a digital presence essential. They frequently shop on brand websites, Amazon, or specialized PC retailers, but they are increasingly drawn to companies that offer transparency about components and performance. Their decisions are influenced by factors such as **price-to-performance ratio, build quality, upgradeability, and trust in the brand,** which aligns with Nexus PCs’ emphasis on premium parts and honest craftsmanship. As Grand View Research notes, buyers in this category prefer brands that “**offer customization and high-performance components,**” reinforcing that Nexus PCs’ approach matches the expectations of modern gaming consumers.

Sources

- Statista — *Distribution of video gamers in the United States by age group*
- Entertainment Software Association (ESA) — *2024 Essential Facts About the Video Game Industry*
- Grand View Research — *Gaming PC Market Size, Share & Trends*
- Fortune Business Insights — *Gaming Market Analysis*
- Newzoo — *Global Games Market Report*

Competitors

The PC market is shaped by a wide range of competitors, from massive online retailers to specialized boutique builders. Major platforms like Amazon dominate through sheer volume and fast delivery, but their marketplace is crowded with inconsistent sellers, making it difficult for customers to identify reliable, high-quality components. Established brands such as Dell and HP benefit from decades of name recognition, yet many of their prebuilt systems rely on lower-tier parts, proprietary components, or limited upgrade paths that restrict long-term performance. Boutique builders like iBuyPower and CyberPowerPC appeal to gamers with flashy designs and customization options, but their prebuilts often sacrifice value by using cheaper power supplies, motherboards, or cooling solutions that don't match the advertised performance. Even premium brands like Alienware offer strong aesthetics and marketing power, but their systems are frequently criticized for high prices, thermal issues, and limited customization compared to independent builders. Overall, the competition offers a mix of speed, popularity, and convenience, but many companies fall short in delivering consistent quality, transparent part selection, and true performance for the cost.

Beyond the big names, smaller regional PC shops and local tech stores also compete for customers, often offering personalized service but lacking the resources to provide competitive pricing or modern, high-performance builds. These smaller competitors may excel in customer interaction, yet they struggle to match the efficiency, part availability, and performance-focused engineering that dedicated gaming PC builders can provide. Across the entire market, customers are frequently forced to choose between affordability, quality, or customization—rarely finding all three in one place. **This gap is exactly where Nexus PCs stands out, offering high-end components, honest part selection, and top-tier performance at prices that outperform both major brands and boutique builders.**

How we stand out

Nexus PCs will stand out by delivering premium, high-performance custom builds with complete transparency about every part that goes into each system. While big brands rely on mass-produced machines, we focus on handcrafted quality, meticulous testing, and designs tailored to real gamers' needs. Our branding, content, and customer experience highlight the craftsmanship and passion behind every build, not just the specs. By combining elite performance, honest pricing, and a community-driven approach, we create a level of trust and personalization that larger competitors can't match.

Our Products

PRICE LIST

REGULAR	STARTER SPARK	\$850
	CORE CRUSHER	\$1250
	PERFORMANCE PULSE	\$1700
	ELITE FORGE	\$2450
	TITAN XTREME	\$3900

ADD	CONSULTATION	\$50
	1 ON 1 WITH PROFESSIONAL	\$250

The PCs

Starter Spark — \$775 Parts Budget

Goal: 1080p high settings, esports 144+ FPS CPU: AMD Ryzen 5 5600 GPU: NVIDIA RTX 3050 6GB Motherboard: B550 ATX RAM: 16GB DDR4-3200 Storage: 500GB NVMe SSD PSU: 550W 80+ Bronze Case: Budget airflow ATX case Cooler: Stock cooler (Ryzen handles this fine)

Core Crusher — \$1,140 Parts Budget

Goal: 1080p ultra / 1440p high CPU: Intel Core i5-12400F GPU: NVIDIA RTX 3060 12GB Motherboard: B660 ATX RAM: 16GB DDR4-3600 Storage: 1TB NVMe SSD PSU: 650W 80+ Bronze Case: Mid-range airflow case Cooler: 120mm tower cooler

Performance Pulse — \$1,550 Parts Budget

Goal: 1440p ultra, 1080p 240FPS CPU: AMD Ryzen 5 7600 GPU: NVIDIA RTX 4060 Ti 8GB Motherboard: B650 ATX RAM: 32GB DDR5-6000 Storage: 1TB Gen4 NVMe SSD PSU: 650W 80+ Gold Case: High-airflow mid-tower Cooler: 240mm AIO

Elite Forge — \$2,230 Parts Budget

Goal: 1440p max settings / 4K entry CPU: Intel Core i7-13700F GPU: NVIDIA RTX 4070 Super Motherboard: Z690 ATX RAM: 32GB DDR5-6000 Storage: 2TB Gen4 NVMe SSD PSU: 750W 80+ Gold Case: Premium airflow case Cooler: 360mm AIO

Titan Xtreme — \$3,550 Parts Budget

Goal: 4K ultra, max-tier performance CPU: AMD Ryzen 9 7900X GPU: NVIDIA RTX 4080 Super Motherboard: X670 ATX RAM: 64GB DDR5-6000 Storage: 2TB Gen4 NVMe SSD + 2TB SATA SSD PSU: 1000W 80+ Gold Case: High-end airflow/showcase case Cooler: 360mm AIO (premium)

Our organization

Owner/Founder: Ryder Scott

Meet the team:

Evan Carter, Lead PC Builder

Maya Thompson, Marketing & Social Media Manager

Jordan Reyes, Customer Support & Sales Specialist

Lucas Grant, Inventory & Operations Manager

Sofia Martinez, Product Designer & Testing Engineer



Marketing and Sales



Logo:

Four P's: Our **product** is high-performance custom gaming PCs built with precision and transparency. The **price** reflects premium quality at competitive rates that deliver real value. The **place** is our online store and social platforms, where customers can easily explore and order builds. Finally, **promotion** includes social media marketing, influencer partnerships, and content that showcases our craftsmanship and community.

The sales process for Nexus PCs begins when customers explore our website or social media to choose or customize their ideal gaming build. Once an order is placed, we assemble, test, and optimize the PC before securely packaging and shipping it, ensuring every customer receives a high-performance system ready to play right out of the box.

A marketing budget for Nexus PCs is the planned amount of money we set aside specifically for promoting our custom gaming PCs, growing our audience, and driving consistent sales through advertising and content.

Financials

Revenue streams:

Nexus PCs generates most of its revenue through the direct sale of custom-built gaming computers, each priced according to its components, performance level, and the specific needs of the customer. Because every build is unique, prices vary, but they consistently remain competitive with major brands while offering noticeably better parts and performance. To support long-term growth, Nexus PCs also earns secondary income through consulting sessions and one-on-one guidance for customers who need help choosing parts, optimizing performance, or planning future upgrades. These services not only provide an additional revenue stream but also strengthen customer trust and loyalty. Our sales channel focuses primarily on selling directly to individual gamers, though we also work with businesses that need high-performance systems for creative, technical, or office use. This direct-to-customer approach allows us to maintain quality control, deliver personalized support, and build strong relationships with our buyers. Together, these revenue streams ensure that Nexus PCs remains both financially sustainable and deeply connected to the gaming community it serves.

Economics

Costs		Variable Cost	Monthly	Yearly
Business registration	\$200.00	Employee	\$23,437.50	\$281,250.00
Trademarking logo	\$40.00	Rent	\$2,000.00	\$24,000.00
Legal fees for contracts	\$1,000.00	Electricity	\$250.00	\$3,000.00
Website design + initial build	\$150.00	Internet	\$60.00	\$720.00
Domain	\$10.00	Liability insurance	\$55.00	\$660.00
Professional photography	\$1,500.00			
Assembly tables	\$1,200.00			
Work table	\$550.00			
Anti static mats	\$210.00			
Shelving	\$1,500.00			
Test monitors	\$680.00			
Power supply tester	\$40.00			
UPS backup battery	\$350.00			
Magnetic screwdriver set	\$25.00			
Key set	\$20.00			
Needle-nose pliers	\$25.00			
Compressed air canister	\$30.00			
Total	\$7,530.00	Total	\$25,802.50	\$309,630.00

Sales numbers		# of units	Inventory	Profit/loss
Avg. Price	\$1,849.00	1000		Year 1
Avg. Cost to make	\$1,671.82			Year 2
Profit per unit	\$177.18			Year 3
Projected income	Projected expenses			
Year 1	\$1,849,000.00	Year 1	\$1,981,450.00	
Year 2	\$2,126,350.00	Year 2	\$2,179,595.00	
Year 3	\$2,445,302.50	Year 3	\$2,397,554.50	

Appendices

Milestones:

Nexus PCs plans to finalize its first lineup of custom gaming builds within the next month and launch a fully polished website shortly after. By the three-month mark, we aim to grow our social media presence, reach our first 2500 followers, and complete 3,000 customer builds as demand increases. Within six months, our goal is to streamline operations, expand our workspace, and secure strong supplier relationships to support higher production volume. We also plan to introduce new build templates and performance-tested configurations to keep our lineup fresh and competitive. By the end of the year, we aim to surpass 12,000 total builds, strengthen our community engagement, and prepare for potential team expansion. These milestones will guide our growth and help us stay focused as we scale Nexus PCs into a trusted performance brand.