

The Megas may control much of the world economy (between 80 to 90% of all legitimate transactions), but they don't fight most of their battles personally. They're like big holding companies, using subsidiaries to get the work done. These subsidiaries then use their own subsidiaries, and so on, until you reach the bottom of the corporate food chain: the A-Rated, and Unrated corporations. These are the grunts on the front lines, the ones that, individually, only play a small role, but ultimately make up the backbone of every portfolio.

These companies also make up that remaining 10 to 20% of the economy. They survive and remain independent by carving out a niche, fostering a local brand, getting an exclusive patent, having great talent on board, innovating something entirely new, getting ruthless with the competition, or just plain getting lucky.

If you're tired of using the established companies, need to quickly generate a subsidiary of a mega, or want to create an entirely new company to employ your runners, this generator will help you come up with a unique company, complete with type, size, rating, subsidiary status, management personalities, and adventure hooks. Feel free to ignore a table or two if you already have an idea in mind, or if a result seems too wacky. That said, great things can happen when you rationalize wacky results!

**Corporation Type (Roll 1d200 (1d100, then roll 1d4, with 1 or 2 being the first hundred results, and 3 or 4 being the second hundred results))**

1. Software Design Studio (covers a wide gamut, from business programs, to educational software, to content and document management software, to archival software, to self-improving AI design, and etc.)
2. Graphic, AR, and/or VR Design Studio (includes video and post-editing effects for Trideo)
3. Computer Hardware Design
4. Matrix Host Construction / Maintenance Firm
5. Resonance Exploration Firm
6. Social Media Coordination / Management Services
7. Consulting Firm (very broad category, consulting can be for any industry or service, can get very esoteric, for example an "Office Emotional

Cohesion Consultant,” there are a few Shadowrunner outfits disguised as consulting firms)

8. Law and Legal Services Firm
9. Interior Design Firm
10. Simsense Design Studio
11. Trideo Design Studio
12. Game Design Studio
13. Esoteric Research Laboratory
14. Hotels, Lodging, and Hospitality
15. Plumbing Services
16. HVAC Services
17. Electrician Services
18. Carpet / Steam / Heavy Home Cleaning Services
19. Painting Services
20. Domestic Drone Rental Services
21. Pest Control Services (different and more dangerous job in 6<sup>th</sup> world than today)
22. Hazardous Materials / Environmental Cleaning Services
23. Roofing, Siding, and Sheet Metal Contractors
24. Landscaping, or other Home Services (ex: Smart House Installation)
25. General Contractors
26. Specialty Contractors
27. Motor Vehicle Towing / Roadside Assistance Services
28. Brewery
29. Distiller
30. Toy, Game, and or Children’s / Baby Supply Retailer
31. Esoteric or Specialty Retailer
32. Daycare and Child Services
33. Consumer Electronics Retailer
34. Computer Parts Retailer
35. Social Media Service
36. Dating and Companionship Services
37. School Supply Retailer
38. Advertising, Marketing, or PR Firm
39. Business Services Firm (a catch-all term for a number of esoteric or obscure business services, like consulting except not knowledge-based)

40. Printed Material Retailer (Books and eBooks, nowadays the market is more in antiques)
41. Printed Material Publisher (a holdover title, these establishments blend with Book retailers, and operate more like PR and Marketing firms, with a specialization in books)
42. Agriculture (Farms / Ranches / Plantations / Vineyards, etc.)
43. Agribusiness (Food 'Designers' and Agricultural-Related Business, includes businesses like Tobacco)
44. Fishery / Aquafarming
45. Hunting Ground
46. Logging/Forestry
47. Accounting, Tax Preparation, and/or Payroll Services Firm
48. Data and Records Management
49. Facilities Management and Maintenance
50. HR Recruiting Services
51. Sales / Payroll Services
52. Security Services (can specialize into physical, matrix, magical, and/or municipal security)
53. Private Military Contractor (aka, mercenaries)
54. Audio, Video, and Photography Firm
55. Network Services Firm
56. Office Supply Company
57. Automotive Repair
58. Funeral Homes and Services
59. Laundrymat / Drycleaning
60. Parking Lot / Garage Management
61. Beauty Salon / Haircuttery
62. Private Education Institution (Montessori School, K-12, Community College, University, Trade/Technical School, or workforce development training)
63. Traditional Energy Provider (Oil, Coal, etc.)
64. Alternative Energy Provider (Wind, Solar, etc.)
65. Oil/Gas Exploration and/or Production (usually the two go hand and hand, but a small operation might find it easier to find the resources, and get paid to do it, instead of the big investment actually getting it might take)
66. Oil/Gas Refining

67. Power Grid Services
68. Sewage Treatment Facilities
69. Waste Management and/or Recycling
70. Water Treatment Facilities
71. Biotech Design Firm
72. Cybertech Design Firm
73. Drone / Robotics Design and/or Engineering Firm
74. Cosmetic / Elective Surgery Chain
75. Hospital
76. Diagnostic Laboratories
77. Doctor / Health Care Practitioner (can do same thing as Surgery Chain or Hospital at smaller scale)
78. Medical Device / Supply Manufacturer
79. Outpatient Care Center / Physical Therapy Center
80. Rehabilitation Centers
81. Psychological Therapy Practice or Clinic
82. Sociological Analysis Laboratory
83. Personal Health Care Product Retailer (includes supplement retailers)
84. Residential / Long-Term Care Facilities
85. Veterinary Clinic
86. Pet Services / Pet Supply Retailer
87. Aerospace Manufacturing
88. Automobile / Boat / Aircraft Manufacturer
89. Chemical / Petrochemical Manufacturer
90. Concrete / Glass / Building Material Manufacturer
91. Farming / Mining / Logging / Industrial Machinery or Equipment Manufacturing
92. Food and/or Beverage Processing / Packaging
93. Furniture Manufacturer
94. Metal Manufacturer and/or Refiner
95. Plastics and/or Rubber Manufacturer
96. Textiles/Apparel/Accessory Manufacturer
97. Tools / Hardware / Light Machinery Manufacturer
98. Defense Manufacturing
99. Drone / Robotics Manufacturing
100. Cyberware / Cybernetic Implant Manufacturer

101. Esoteric Manufacturing (ex: Doug Jones invented a widget, which improves a bunch of machines, and got a patent to become the exclusive manufacturer of this widget)
102. Adult Entertainment (Pornography Studios)
103. Motion Picture Exhibitors (Movie Theatres/Cinemas)
104. Motion Picture Producer
105. Recording / Music Producer
106. News Station / Information / Journalism Studio
107. Performing Arts Producer
108. Event / Product Promoters / Organization Services
109. Talent Agency (Acting, Modelling, Musical, etc.)
110. Non-Profit, Political / Advocacy
111. Non-Profit, Charitable
112. Non-Profit, Science
113. Non-Profit, Arts
114. Non-Profit, Religious
115. Non-Profit, Social / Special Membership / Interest
116. Non-Profit, Esoteric (special or unusual interest, their purpose may not be immediately clear to those outside the organization)
117. Architecture / Engineering Firm
118. Construction Equipment and Supply Outlet
119. Construction / Remodeling Firm
120. Property Leasing / Management
121. Real Estate Agent / Appraiser Firm
122. Real Estate Investment and Development
123. Automobile Dealership (Used or Brand-Specific)
124. Automobile Parts and Supplies Retailer
125. Beer, Wine, and/or Liquor Retailer
126. Clothing, Apparel, and/or Accessory Store
127. Cosmetics, Beauty Supply, and Perfume/Cologne Retailers
128. Department Store/General Retailer (ex: Macy's / Walmart)
129. Horticulturalist
130. Nursery and/or Floriculturist
131. Furniture Retailer
132. Gasoline / Electric Recharging Station
133. Grocery Store
134. Hardware / Building Material Retailer

135. Profession Jeweler / Jeweler Retailers
136. Office Supply Retailer
137. Weapons Retailer
138. Restaurant / Bar
139. Dance Club / Lounge
140. Fast Food / Casual Dining Establishment
141. Coffee Shop / Café
142. Convenience Store
143. Strip Club / Brothel
144. Sporting Goods Retailer
145. Musical Instrument Retailer
146. Hobby Retailer
147. Antiques Dealer
148. Art Dealer and/or Gallery
149. Household Appliance Retailer
150. Paint, Wallpaper, and/or Home Décor Retailer
151. Gift, Novelty, and Souvenir Retailer
152. Specialty Retailer (ex: made-for-metahuman tools)
153. Drug Retailer
154. Legal Recreational Drug Dispensary (CalHots and the like would fall under Software Design)
155. Pawn Shop (can be a chain)
156. Used Merchandise / One-Nuyen Retailer
157. Auction House Management
158. Vending Machine Operator
159. Data Analytics Firm
160. Air Courier Service
161. Airport / Harbor / Terminal Management
162. Shipping / Freight Hauling
163. Moving Services
164. Warehousing and Storage (includes Personal Storage)
165. Amusement Park / Attractions (Zoos, Museums, and Parks)
166. Cruise Ship Operation
167. Gambling Operation (via Matrix or Physical Casino Management)
168. Sports and Recreation Facilities (includes gyms, fitness centers  
bowling alleys, golf courses, marinas, and ski parks, though ski resorts  
might fall under lodging)

169. Arcades and/or Matrix Cafés
170. Taxi Services
171. Busline Services
172. Urban Transit/Transportation Services and/or Management
173. Passenger Airline
174. Tour Guides / Virtual Tour Services
175. Dangerous Tour Guidance (Barrens tourism, guided adventures into the Congo)
176. Wholesalers and/or Distributor
177. Magical Research Laboratory
178. Telesma Retailers
179. Paracritter Retailer / Breeder
180. Parabotany Retailer / Breeder
181. Parageology Retailer
182. Astral Exploration / Metaplane Mapping Services
183. Esoteric Astral Services (Paranormal creature hunting, exorcism services, occult research laboratories, etc.)
184. Banking Services
185. Retirement and/or Pension Management Services
186. Investment and/or Brokerage Firm
187. Venture Capital Firm
188. Credit Union
189. Insurance Carrier (Health, Life, Automotive, etc.)
190. Loan / Line of Credit Services (Payday, Title, Automotive, etc.)
191. Collection Agency
192. Credit Reporting Service
193. Trade Union / Regulation Analysis Firm
194. Lobbying / For-Profit Special Interest Advocacy Group
195. Surveillance, Investigation, and/or Intelligence Services
196. Armored Vehicle, High-Speed, and/or High-Security Courier Services
197. Staffing / Subcontracting Services
198. Car Washing and/or Detailing Services
199. Infrastructure Development / Construction Services
200. Archival and Reference Research Services

### **Age (Roll 1d4)**

1. Start-Up (-2 to Size roll, minimum 1): A brand-new organization, started less than five years ago. It usually has serious startup costs that it needs to work hard to pay off, and may not even have a proof of concept yet. As can be imagined, start-ups are usually small. Most of these companies are just a few people with a dream. Large start-ups tend to be founded by independently wealthy people, venture capital firms, and investment groups. More commonly, though, they split from a larger organization, who probably aren't very happy about it.
2. Young (-1 to size roll, minimum 1): This company has passed the dreaded five year mark, the line most companies die at. It's proven it can survive, but there's no guarantees in business.
3. Stable: After a decade, a company is considered stable. Regardless of its shape, its proven to be a viable business with potential.
4. Old (+1 to size roll, maximum 10): A company that's been around for several decades is likely a fixture of its industry. It's proven to have a history of staying power and good business decisions. However, old companies tend to lose their innovation, key leadership, and focus after being in business for so long. After all, not many businesspeople look at the aging corner diner and think "Wow, that looks like a good investment."

### **Size (Roll 1d10)**

1-2 Tiny: A mom-and-pop shop, a garage operation, or a guy and his buddies pooling their money together. Its owners are probably making just enough money to live off. In the case of a brand-new start up, its owners probably aren't even drawing a salary. If a company (these places usually aren't even incorporated) of this size is hiring shadowrunners, it represents a huge investment (life-savings huge), probably made from desperation, but possibly out of ruthlessness, revenge, or a 'get-rich-quick' idea.

3-4 Small: A company with anywhere from a few employees, to dozens. May or may not have an office, likely leased from a building. At this point, they're out



of the desperate struggle that is trying to establish their business, and probably pulls in enough to keep the lights on and its owners in a salary. We're talking several hundred-thousand to several million a year. Likely only has a few consistent clients. Family businesses and niche companies tend to fall under this umbrella. Like tiny companies, hiring shadowrunners will be a big deal, but the reasons will probably resemble those of larger companies rather than a blind gamble.

5-7 Medium: A company with anywhere from a hundred to a thousand employees. Probably has a solid base of operations, if not their own office. They have significant operations in their area or industry, and are making millions or tens of million in revenue. Contrary to popular belief, these companies are the ones that need the services of shadowrunners the most. If you do a run against Ares proper, they're probably still going to be there tomorrow. The same can't be said for a middling company. At this size, companies are large enough to catch the attention of the big boys, but too small to defend themselves. Its these companies that are the usual targets of buyouts and hostile takeovers, since they're the easy targets, the soft underbelly of the other megas corporate portfolios, or the lone fish in a big pond. Unlike the megas, they don't have access to a private hit squad that can level a building before lunch, so they must turn to runners, either to defend themselves, keep those profits up, or take advantage of opportunities. At this level, there's no room for error.

8-10 Large (can roll on A-Rating table, you may also go back to the company type table and select another relevant industry that your company works in, or alternatively roll for two new industries, so your company becomes more like a holding company or group): A company with thousands of employees, or more. Has a headquarter office. Has significant operations across multiple regions, or even multiple countries. They be in the process of becoming a multinational, if they aren't one already. Their revenue is likely into the hundreds of millions, if not billions. At this stage, companies are much more stable, and don't have to be as afraid of a takeover (though the threat is always there). At the same time, they're hungrier; they've come this far, how hard can it be to add an A or two to their rating? Jobs and the reasons for doing them aren't much different than those at the megacorporate level. Unlike smaller companies, you'll probably work with actual, professional Johnsons instead of whatever person happens to be representing the company. But despite their

size, it's easier to develop a more personal working relationship with a company like this than a mega.

**A-Rating (Roll 1d10):** If a company has significant operations in two countries, as determined by the Corporate Court, it may apply and be given Multinational Status, also known as an A-Rating from the Corporate Court. While these companies do not possess extraterritoriality, they still fall under the rules and jurisdiction of the Corporate Court, giving them much more leeway with governments, and bringing them one step closer to an AA rating, if they so desire.

1-8 Unrated: This company might be the largest provider of their service in the region, or even their nation, but doesn't possess significant assets in another country. Alternatively, they may possess assets in two or more countries, but none of them are large. It's also possible that corruption and meddling from the powers above are preventing this company from getting an honest rating.

9-10 A-Rated: This company has been deemed to have significant assets in two or more countries, and is officially a multinational. While it is not free from the yoke of governments, it plays by the Corporate Court and its rules as well as the government of its headquarters, with the former taking priority over the latter. If this company keeps expanding, wants it hard enough, and plays its cards just right, it may one day achieve the vaunted AA status.

**Quality (Roll 1d4):** If your business is selling a good or service where quality is a factor, you can roll on this table to determine it. You should probably skip this table for industrial or business-to-business services. There's no difference between 'Budget' or 'Luxury' Facilities Maintenance.

1. Budget: For the lowest common denominator. Cheap, but you get what you pay for. Business stays afloat through mass production and appeal.
2. Midscale: Priced for your average white-collar drone. Acceptable or decent to most, but the rich will still scoff. Leans on the side of quantity over quality.
3. Upscale: For higher-ups everywhere on the food chain, and wageslaves with too much disposable income. This is good, high-quality stuff. Or just

good-looking and overpriced. Business volume depends a lot on the area. Boutique stores fall into this quality.

4. Luxury: For the elite. The best quality and rarest goods. One sale is enough to keep the business going for a while.

**Subsidiary Status:** As stated, the mega's control of the economy is upwards of 80%. That means there's a good chance whatever company you're hitting belongs to them. First, roll to see whether your company is a subsidiary. If it is, roll to see which one. Use your own judgement to determine how far down the chain your company is. Since books like Corporate Guide and Market Panic list all the direct subsidiaries, the highest your company can go without technically breaking canon is the third tier, a subsidiary of a subsidiary. Use your discretion; a small carpet cleaning service probably isn't a crucial part of Ares Arms portfolio, and a massive multinational won't require a miles-long spreadsheet to track its superior. Lastly, tiny companies are usually independent. If they aren't, they're use tends to be for its parent company rather than the public. Examples include a cover-up operation, shell company, personal service for corporate employees, a particularly talented employee doing their own thing under the company's watch, or recently-acquired start-up with promise.

### **Status (Roll 1d100)**

1-60: Subsidiary

61-85: Mixed Ownership (Shares are owned directly or indirectly by one of the Megas, but not enough to exert complete control. You may select which company, or roll on the next table. This is an obvious source of conflict, but could also be welcome if the relationship is benevolent. If company is Tiny or Small, ignore this result, it is a Subsidiary)

86-100: Independent

**Mega (Roll 1d12):** If the company is a subsidiary, roll to see which one it is owned by

1. Mitsuhamma
2. Saeder-Krupp
3. Renraku

4. Aztechnology
5. Shiawase
6. Wuxing
7. Evo
8. SpinGlobal
9. Ares
10. Horizon
11. Roll on AA Table
12. A truly unusual result, the company is split between multiple Megas, roll twice again on this table. Ignore this result if it is rolled again. You may decide how the company is split, or roll 1d100 to determine the percentage share of one, with the other getting the remainder. If company Size is Tiny or Small, roll on AA Table instead.

#### **AA Table (Roll 1d20)**

1. Monobe
2. Manadyne
3. Gaeatronics
4. Yakashima
5. Telestrian Industries
6. Eastern Tiger Corporation
7. Zeta-ImpChem
8. AG Chemie Europa
9. Hildebrant-Kleinfort-Bernal
10. Frankfurter-Bankverein
11. Maersk
12. Citigroup
13. Federated-Boeing
14. Proteus AG
15. Lone Star Security Services
16. Sony Corporation
17. KondOrchid
18. Universal Omnitech
19. Regulus Joint Industries
20. Genesis Consortium

**Location (Where company is based, or at least where company headquarters is, Roll 1d6)**

1. North America
2. South America
3. Europe
4. Asia/Australia
5. Africa
6. Middle East

**Specific Location**

North America (Roll 1d6):

1. Northwest (Seattle, Salish-Sidhe, Tir Taingire)
2. Southwest (CalFree, PCC, Aztlan, Denver)
3. Midwest (Sioux, Western UCAS, Algonkian-Manitou Council)
4. Southeast (CAS, Carribean League)
5. Northeast (UCAS, Quebec)
6. Far North (Athbaskan Council, Tsimshian Protectorate, Trans-Polar Aleut, Northern Algonkian-Manitou Council)

South America (Roll 1d4):

1. North (Aztlan, Northern Amazonia, Caracas)
2. Equator (Ecuador, Northern Peru, Amazon Rainforest and Central Amazonia, French Guiana)
3. Central (Peru, Bolivia, Central Amazonia)
4. South (Southern Bolivia, Chile, Paraguay, Argentina, Uruguay)

Europe (Roll 1d4)

1. British Isles and Northern Europe (Great Britain, Ireland, Scandinavia)
2. Western and Central Europe (France, Spain, Portugal, Brittany, Allied German States, Austria, Czech Republic, Switzerland, Microstates)
3. Southern Europe and Balkans (Italian Confederation, Free Corsica, Malta, Balkan Warlord States, Bulgaria, Greece, Cyprus, Turkey)

4. Eastern Europe (Poland, Konigsberg, Lithuania, Latvia, Estonia, Belarus, Ukraine and Ukrainian Protectorate, Brasnov-Kovasna Enclave, Romania)

#### Asia/Australia (Roll 1d6)

1. India (Pakistan, Khalistan, India, Sri Lanka, Bangla, and Nepal)
2. South China (Hong Kong, Hainan, Canton, Thailand, Vietnam, Cambodia, Laos, Shan State, Malasia, Pattani, Sichuan, Yunnan, Guanxi, Kashin State)
3. North China and Northern Asia (Chinese Coastal Warlord States, Shaanxi, Ningxia, Gansu, Henan, Republic of China, Mongolia, Eastern Russia, Yakut)
4. Far East (Manchuria, Korea, Japan)
5. Pacific (Dayak Council, Sumatran Alliance, Javanese Republic, Timor Leste, Philippines, Pacific Islands)
6. Australia (Australia and New Zealand)

#### Africa (Roll 1d4)

1. North Africa (Egypt, Algeria, Tunisia, Morocco)
2. West Africa (Congo Tribal Lands, Kingdoms of Nigeria, West African Coastal States)
3. East Africa (Sheba, Ethomalian Territories, Kenya)
4. Central Africa and South Africa (Tribal Lands, Angola, Asamondo, Congo DMZ, Azania)

#### Middle East (Roll 1d4)

1. Levant (Israel, Palestine, Syria, Jordan, Kurdistan, East Anatolia, Transcaucasia)
2. Arabia (Arabian Caliphate and Iraq)
3. Persia and East (Iran, Afghanistan, and Pakistan)
4. Central Asia (Turkestan)

**Current Financial State (Roll 1d6):** As with many things, the exact condition of a company depends on its size, its usual performance, and how much its owners were banking on it. At the tiny size, a group of frat bros whose mobile Athabaskan-Aztech food truck didn't work out probably isn't the end of the world for them. Meanwhile, a family of immigrants one bill away

from the streets will probably languish at the loss of their franchise convenience store.

On the flip side, a multinational may see bankruptcy as an inconvenience, another tool used to erase debts and re-utilize their assets to get a fresh start, while a self-made man whose life has gone to the company he built will go through all five stages of grief and then some if it all came crashing down.

Lastly, comes the perception of the company itself. When the VR MMORPG *Chronicles of Arcadia* lost a hundred thousand active players over the course of several months, people declared it was a dead MMO, despite profits going up. This was because a lot of casual players, who didn't spend anything in the game's store, got bored. Meanwhile, all the core players were still there, spending hundreds on random-loot chests. But even though there were fewer expenses and bigger profits, and other major MMOs who didn't have half the active player base CoA lost, it was still seen as a disaster. Content and reputation are critical parts of any MMO, and nothing can kill an MMO faster than being seen as 'dead.' Perspective is key. (Roll 1d6):

1. **Dire:** The sun is setting. Complete and total failure looms over the fading horizon. The company has been in the red for a long time, or has suddenly been hit was a catastrophic failure. It's also probably accrued significant debts that it has no hope of paying off. The true believers, if there are any left, are trying to keep people from jumping ship, while those with no place to go pray for a miracle. It would take something truly daring to this save this enterprise.
2. **Bad:** Things aren't good, and the company's seen better days. Either they've been hurt bad, investments haven't panned out, or business is running dry. Whatever the reason, the company needs to see a turn-around soon, or things are going to get ugly. Larger companies may see bankruptcy as a preferable option at this point, to get a clean slate.
3. **Struggling:** Things could be better. Either things aren't working out as planned, competition is tough, or they simply aren't getting enough business. Every business has its ups and downs, but this anemic state of affairs can't be allowed to continue for long, or the ship will take on too much water.

4. Fair: The company is doing fine. The numbers are adding up, business is healthy, and despite setbacks, things are probably going to keep being fine. For family businesses and niche startups, it's enough just to make a living, but larger companies, or those with greater ambitions won't find this state of stagnation positive, especially if there's shareholders breathing down their necks.
5. Good: Profits are up, investments are panning out, and things are looking good. The mood around the office is optimistic, with ideas of not just surviving, but expanding and innovating.
6. Great: Things couldn't be better. Profit expectations are exceeding even the liberal predictions. Maybe a new product turned out to be a huge success, a major contract was awarded, or a steady stream of good business decisions are starting to see fruit. The good times can't last forever, but for now, ambitions and expectations are high.

**Corporate Culture (Roll 1d4):** The personality of the owners determines a lot of a company's culture and work ethic. In larger corporations, however, the dichotomy between the local head and the overall company can present a stark contrast. Yet more interesting is how a smaller subsidiary's culture can clash with its mega.

1. Straight-Laced: The company is traditionally structured, with a no-nonsense, ruthless attitude. The office is beige and dreary, with budget equipment, basic iconography, and every tiny detail of the company is analyzed to maximize efficiency and decrease costs.
2. Laid-Back: The company is *lassiez faire*. While it obviously cares about profits, it also cares about its employees, along with having a fun, stress-free work environment.
3. Fair: While the company is strict, it's not heartless. The budget healthcare plan will be chosen over the good one, but exceptions might be made for a good old-timer. Its policies and attitudes get the job done without making the office a sweatshop.
4. Megacorporate-Inspired/Eccentric: If the company is a subsidiary, this company takes after its parent mega's culture, having all their quirks and attitudes. If it's independent, the company's culture will seem chaotic, subject to the whims of its eccentric President or CEO.



**Personality:** Based on a company's size, you can roll for various personalities within it. This will give you a basic outline of who the person is, allowing you to fill in the details based on the company. You might want to roll once for a Tiny company, to represent a self-employed individual, or twice, to represent that the mom and pop both work hard at the shop. For larger companies, you can also roll for positions like the Chief Executive Officer, Chief Financial Officer, or Chief Magical Officer.

In this section more than most, you can feel free to ignore the results, and create a staff that makes more sense for your company. For example, it would be very unusual for a large Shiawase subsidiary to have a Female Troll for a CEO of one of its companies. Then again, maybe there's a very interesting reason for that. . .

#### **Gender (Roll 1d4)**

1-2: Male

3-4: Female

#### **Race (Roll 1d6)**

1-2: Human

3: Elf

4: Dwarf

5: Orc

6: Troll

#### **Age (Roll 1d4)**

1. Young

2. Middle-Aged

3. Old

4. Very Old

#### **Nationality (Roll 1d4):**

1. Majority Nationality where company is based (ex: American for North America, Amazonian for South America, German for Europe, Chinese for Asia, Nigerian for Africa, and Arabian for Middle East)
2. Minority Nationality where company is based (ex: Native American for North America, Caribbean for South America, Middle Eastern for Europe, Russian for Asia, Arabian for Africa, and Ethiopian for Middle East)
3. Exotic Foreigner (something completely foreign to where the company is based, such as a Tibetan in rural CAS)
4. Mixed Nationality/Ethnicity (either roll twice again or choose)

**Personality (Roll 1d20, for a deeper personality, roll twice and combine results. For incompatible combinations, add a 'but' between them, representing how they usually are, and how they behave in business)**

1. Cold/Calculating
2. Religious
3. Ruthless
4. Short-Tempered
5. Confident/Self-Assured
6. Meek
7. Cautious
8. Indecisive
9. Bold/Reckless
10. Cool/Laid Back
11. Quiet/Reserved (rarely interacts with employees)
12. Mysterious (something is off about them)
13. Manipulative
14. Eccentric
15. Visionary
16. Jolly
17. Kind/Generous
18. Cheap
19. Energetic
20. Lazy

**Current Events (Roll 1d100):** At this point, you've generated a company ready for use in your next Shadowrun game. The process might have been turning some gears in your head already, but if you want some extra inspiration, this chart will help you come up with random going-ons that can be used as solid hooks for runs. If the situation is Bad or Dire, you should probably roll two or three times; when things are bad, they tend to get worse.

1. Something has happened to some essential equipment, and it doesn't look like a malfunction.
2. The head of the company is in debt to the local crime syndicate, who are causing a lot of trouble.
3. Several key employees haven't shown up for work in a while, and attempts to contact them have failed.
4. A new product or contract bid is coming up. A lot was invested in it, and it absolutely must succeed.
5. Rumors have gotten out that a rival company has gotten their hands on an innovative prototype.
6. The receptionist drives a Shin-Hyung, and sometimes doesn't even show up to work. People are wondering if they're having an affair with the boss, especially the boss's spouse.
7. The boss has been acting strange lately. They look sick, and no one has seen them leave their office.
8. An accountant has noticed something. A small stream of money has been consistently diverted to an account no one can say the purpose of. Is it embezzlement, or something more devious?
9. A turf war has broken out between two gangs, and the company's assets are getting caught in the middle.
10. A talented young employee was recently promoted. Everyone thought that the old-timer would get the job, them especially. They're very bitter about it.
11. At a recent social event, one key employee humiliated another. They're looking for a way to get back at them.
12. Development of something new is under way. The project has been made public, and its certain their rivals are going to try and steal it. They need help to protect their project.

13. Orders from the brass are grating down on employees. They make no sense, and only hurt business. Why are the higher-ups sabotaging their own company?
14. A very sudden and violent attack was made on the company. It was almost certainly a shadowrun. They want to find out who hired them, and return the favor.
15. A key employee was recently discovered using company assets for personal use, then absconding with them. They need to be tracked down, and the assets returned.
16. Criminals have secretly been using a storage space owned by the company for the storage of illicit goods. They got caught, and now the company is being implicated. Was this negligence, or a setup?
17. A natural disaster has destroyed key assets. How will the company recover from this?
18. The company is being implicated in a discrimination suit. Apparently, their diversity quotas aren't sufficient. Alternatively, nepotism is rampant within the company, and employees are fed up with the family's incompetence.
19. The office equipment has been acting on the fritz. After an inspection, it seems gremlins are to blame.
20. A hacker group has recently data-mined the company. All their info has been compromised, but there may be a chance for some damage control.
21. There's an opportunity for the company to acquire another, smaller one, whose stock price has been lowered, but an acquisition like that isn't in the budget. If only it could go a little lower.
22. There are rumors that layoffs are coming. Regardless of their veracity, everyone is scrambling to make sure they aren't on the chopping block.
23. A new competitor has sprung on the field out of nowhere, stealing significant business. The company needs to know where these guys came from.
24. After an intern was using his work terminal for unauthorized 'personal' uses, a nasty Matrix virus has infected the host. Work can't continue until it's cleaned out.
25. Clients are suddenly drying up. When surveyed, they cite a series of nasty and untrue rumors. Where is this slander coming from?

26. Several misbehaving employees have gone missing. When asked where they went, management said they were promoted.
27. After an office party that got a little too wild, compromising photos of management were taken. They haven't been posted on the Matrix yet, and they know who took them.
28. Budget cuts are coming. The healthcare plan is the first thing to go. Nobody is happy about it.
29. There is an industry-wide award ceremony coming up, and the company has been nominated. Management is thrilled, while the employees are looking for any excuse to get out of it.
30. A long-time employee recently had to be let go. They did not take it well, swearing revenge in a rage.
31. Someone was kidnapped at the company's costume party.
32. It's discovered that one employee is blackmailing another. The blackmailed employee is too afraid to admit it.
33. When logging into the Matrix, the system malfunctioned, and an employee was sent into a catatonic state. Someone needs to go into the Host and bring him back.
34. A supply shipment never arrived. Apparently, it was hijacked.
35. A company's location has gone dark. Attempts to contact them have failed.
36. During research into something innovative, things went very, very wrong.
37. People who misbehave at work come back the next day working harder than ever, smiling constantly.
38. The company's valuation has plummeted. Regardless of whether business is still good, management is panicking.
39. A paranormal creature has been haunting the company's main place of business. What does it want with them?
40. Management is considering replacing employees with automated drones, or outsourced and skillwired people.
41. For the fifth fragging time in a row, Jerry has forgotten to bring the donuts and soykaf for the morning meeting. Everyone has had it up to here with his drek.
42. The office vending machine is busted. Foul play is suspected.
43. No one has the courage tell a certain employee to take a shower.

44. The office's metas feel discriminated against, and are clamoring for a class-action suit. Management would normally just fire them, but circumstances are preventing that easy fix.
45. An employee is clearly addicted to gaming. It's gotten to the point where they spend all day at work in their game of choice. Why haven't they been fired yet?
46. Customers are complaining about the quality of the goods. Regardless of whether this is justified, it is going to be a pain to deal with.
47. It's a PR nightmare. Either certain individuals, or the company as a whole, have been caught red-handed engaging in legal, but very questionable practices. It's time for damage control.
48. The company is going through a rebranding. Management can't agree on anything.
49. The company wants to relocate its main place of business, but the budget is tight. They wouldn't mind fixing a new place up.
50. There's an attractive new employee at the office. People are either fawning over them, or being bitter at the attention they're getting.
51. There's been a change in management. Nobody likes the new boss.
52. The company was sold. Whether this was a way to cash out, or cut losses, management has lost control. They're not sure whether to stay or go.
53. The company is attempting to expand operations. This is an expensive endeavor.
54. There's a small room in the office nobody is allowed in, except the company's head.
55. The company's good fortune has suddenly turned around. The company's head claims it's because their lucky charm was stolen.
56. Management wants to redecorate the workplace. At least, the parts they use.
57. A key employee has several vices everyone knows about, but is simply too good to fire. Something must be done about them, before they get out of hand.
58. Company data is being leaked. It is suspected that there's a mole in the office.
59. Either due to local circumstances, or an event at the office, security is being tightened.
60. The security that normally protects the office has been changed.

61. There's a firebrand at the office who's trying to get people to unionize. Some people suspect they're secretly trying to discover any anti-corporate sentiment.
62. Someone has been hired to try and snoop out company secrets. Nobody has caught them in the act, yet.
63. There's just been a merger with a company that was both friend and foe. Opinions are mixed, organization is messy, and there's plenty of growing pains.
64. The company has been taken over. It was very hostile. The new boss clearly plans to gut the company of anything valuable, and leave it to die.
65. The company has decided it needs to hire for a new position. The list of candidates is as quirky as it is disappointing. How hard can it be to find good help?
66. A bunch of company tech has failed. It will be expensive to replace it all.
67. A Free Spirit has decided to take residence at the office, making life difficult for everyone there. Nobody knows how to get rid of it.
68. The manager's personality has done a complete 180. They're acting completely unlike themselves. It's suspected they're possessed.
69. The company wage-mage was killed during an attack. While the employees mourn their loss, management struggles to replace them.
70. A Matrix attack was conducted against another company, and the source apparently came from the company's office. Who was using their system?
71. A magical artifact was discovered on company property. The company is embroiled in a serious spate of bidding wars and attempted thefts.
72. Devil Rats infest one or more physical assets of the company.
73. A key employee recently lost a loved one. They've fallen into despair, and it's affecting performance.
74. Due to a sudden windfall, everyone has a choice between receiving additional vacation time, or getting a bonus.
75. Massive bonuses are still being paid to the company's executives, while employee layoffs and asset sales continue to go up.
76. The company is chaffing under new government regulations and taxes.
77. The company has been caught with a cooked book, but there's still a chance to silence to spook who saw it.

- 78.The government is questioning company practices. The company either can't or won't bribe them.
- 79.It is well-known that management is utterly incompetent. A particularly cunning and angry employee wants to perform a coup d'état.
- 80.It's rumored that a lot of junior management got their jobs to return a favor.
- 81.The company is considering an IPO.
- 82.People are asking if pets could be allowed in the office.
- 83.Local company culture is clashing with the culture of their superiors, or its head.
- 84.Internal company security is getting increasingly paranoid. Employees are getting stressed by the constant scrutiny.
- 85.The company is considering franchising.
- 86.A talented new employee is performing very well. Too well. Management is afraid they'll be replaced.
- 87.The boss has been sent to prison for serious crimes. The new boss is a tentative replacement, one that no-one has agreed on yet.
- 88.A new fad is sweeping across the office, lowering employee productivity. Management would be worried, if they weren't caught up in it too.
- 89.The office pet has died. Everyone is mourning their loss.
- 90.The office has gotten a brand new, state-of-the-art soykaf machine. Everyone loves it.
- 91.A Megacorporate headhunter wants to recruit a talented employee. The company needs them to stay, but doesn't have anywhere close to enough money to make a counteroffer. They need to sabotage the employee's reputation to this headhunter.
- 92.It's an open secret that the company is either a close associate of, or directly owned by a major criminal outfit.
- 93.Rumors of the boss's dark past are circulating. A past they've tried hard to forget.
- 94.To continue in a project, the company needs a rare and exotic material, one that would be too expensive to acquire legally.
- 95.An employee is being blackmailed to act against their own company, but needs help to pull off the sabotage.
- 96.Discussions of a merger are underway. Only the boss thinks this is a good idea.



97. The company hired the services of a mage, to perform a ritual for the office. The ritual was interrupted, and now things are going awry.
98. The boss insists on an office theme. The entire office is decorated both physically and in AR to match this theme.
99. The boss is away on business, and will be hard to reach. They weren't clear about who's supposed to manage things while they're gone.
100. Business is booming. Either a new product is a big hit, new customers are pouring in, or the company had wild success in the stock market. If the company's fortunes were poor before, a light is finally shining in the dark. Of course, no competitor likes seeing their rival prosper, and it's easy to get complacent during times of plenty.