

# CARDS AGAINST HUMANITY



Cards Against Humanity is a private, for-profit company that makes a popular party game by the same name. Founded in 2011 in the U.S.

[www.cardsagainsthumanity.com](http://www.cardsagainsthumanity.com)

**Revenue model:** charging for physical copies

**Interview date:** February 3, 2016

**Interviewee:** Max Temkin, cofounder

*Profile written by Sarah Hinchliff Pearson*

If you ask cofounder Max Temkin, there is nothing particularly interesting about the Cards Against Humanity business model. “We make a product. We sell it for money. Then we spend less money than we make,” Max said.

He is right. Cards Against Humanity is a simple party game, modeled after the game Apples to Apples. To play, one player asks a question or fill-in-the-blank statement from a black card, and the other players submit their funniest white card in response. The catch is that all of the cards are filled with crude, gruesome, and otherwise awful things. For the right kind of people (“horrible people,” according to Cards Against Humanity advertising), this makes for a hilarious and fun game.

The revenue model is simple. Physical copies of the game are sold for a profit. And it works. At the time of this writing, Cards Against

Humanity is the number-one best-selling item out of all toys and games on Amazon. There are official expansion packs available, and several official themed packs and international editions as well.

But Cards Against Humanity is also available for free. Anyone can download a digital version of the game on the Cards Against Humanity website. More than one million people have downloaded the game since the company began tracking the numbers.

The game is available under an Attribution-NonCommercial-ShareAlike license (CC BY-NC-SA). That means, in addition to copying the game, anyone can create new versions of the game as long as they make it available under the same noncommercial terms. The ability to adapt the game is like an entire new game unto itself.