# Answer the business questions for a startup of your liking.

Star Citizen by Cloud Imperium Games is an upcoming space flight persistent universe MMO game for PC currently under development. More info at <https://robertsspaceindustries.com>

## A few sentences answering:

### What do they sell?

The game is scheduled for release in late 2015 and will be available worldwide. It will include a 50-mission campaign with an in-depth storyline, over 60 different spaceship models ranging from single-person explorers, pirate ships, to large-scale fuel tankers, battleships with crew of a dozen players and many others. Players will be able to perform transport missions to over 60 uniquely-designed realistic solar systems, engage in diplomacy and espionage, join different types of organizations and play a variety of roles in the universe. The game uses the CryENGINE and aims at super-realistic 3D rendering of materials and surfaces and will have full Oculus Rift support.

### How do they make it?

The development team is led by Chris Roberts – game designer and programmer for over 25 years, the creator of the Wing Commander series. He hired a core team of colleagues he worked with in the past and expanded it by hiring new designers to found Cloud Imperium Games in 2011.

### Who do they sell to?

The target audience is adult PC gamers in the space simulator genre over age 20.

### Where do they sell?

The game will be released on DVD carriers and have a special version including a joystick control. It will also be available for digital purchase from the game website. A single purchase is sufficient to grant lifetime access to the account holder, however, optional monthly subscription will give access to special bonuses and extras.

### How do they sell?

As the game is crowd-funded, sales will be done directly to players bypassing the traditional publishing model. Instead of investing in marketing and advertising, the developer has chosen to rely on extensive weekly video coverage of the development process via free YouTube videos and constant interaction with the online community of fans and future players via forums and various events.

### Are they profitable?

Star Citizen is crowd-funded – it has raised over $44 mln from direct pledges by players so far without any reliance on traditional corporate funding such as venture capital. It has the potential to become successful.

### Are they sustainable?

Star Citizen is very open to the community of players and fans and the developer organizes ship design competitions in order to select which design to be implemented in the game, effectively engaging the community directly. The game will be highly mod-able, allowing users to create their own open-source modifications or alternative versions of the game, such as a Star Trek or Battlestar Galactica mods for example. The developer has moved away from Digital Rights Management systems which are a big trend in the gaming industry now, thus allowing players a more liberal access to content and modifications. A vibrant mod community can extend the lifetime of a game way beyond the original intention of the developer.