



***SPELLBREAK* — EPIC LEAP FROM PRE-SALE TO EXCLUSIVE DEAL**

THE OPPORTUNITY

Proletariat, Inc. is the team behind fantasy-RPG battle-royale title *Spellbreak*. They wanted to capitalize on their massive open alpha player community in order to fund their ongoing testing and development.

THE APPROACH

Built limited edition <i>Spellbreak</i> founder pack for open alpha	Delivered pre-integrated <i>Spellbreak</i> launcher with every founder pack	Marketed founder packs to player community, including Discord server with 100K+ members
Transitioned to standard edition packages once limited edition sold out	Sold all founder packs from a customized, <i>Spellbreak</i> -branded landing page	Drove sales through login system to gather user data into Proletariat-owned database

THE RESULTS

Sold out limited edition within hours, added standard editions to meet demand	Contacted by interested publishers after pre-sales proved consumer traction, fielded multiple offers	Negotiated and closed an exclusive closed alpha deal with Epic Games store

“OUR PARTNERSHIP WITH XSOLLA HELPED US TO UP OUR PRE-SALES GAME AT A CRITICAL TIME IN OUR GROWTH AND FUNDRAISING, AND ULTIMATELY SECURE OUR DEAL WITH EPIC.”

Seth Sivak
CEO and co-founder, Proletariat

TALK TO AN EXPERT NOW

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