VP

- Short game
- Humor
- Best cartoonish violent FPS game
- Diverse classes
- Action packed and each battle is never the same
- Steam workshop: make your items for TF2
- Multiplayer
- Free

CR

- New content
- Communities
- Co-creation

Driven by:

- Aquisition
- Rentition

CH

- Twitch streaming
- Microtransaction within the game
- Social media
- Own forum support

CS

- PC market
- Broad audience
- Primarily males
- Players that like humor
- Players that like tactical games
- Players that like immersive action packed games
- Players that like to compete & socialize
- Large base of free users
- Small base of paying users

RS

Freemium → Microtransaction → Virtual goods: Functional and vanity