



Fast Facts

Company

Monsarrat is a Los Angeles startup making the world's first outdoor roleplaying video game (Outdoor RPG).

Pokémon Go brought video games outside. But its technology is based on map points, and you can't do much with that. What kind of racing car game or fantasy world can you put on a pinpoint?

So instead Pokémon Go is restricted to "collecting stuff" gameplay. That's just a niche, and has weak economics, compared to huge PC game categories like action and roleplaying. That leaves outdoor video games largely an untapped market.

That's what Monsarrat does. They take the best performing video games genres from PC and console, and bring them outside.

Instead of using map points, Monsarrat's 6 patents lay out a contiguous game area across a real world outdoor space, which you walk through to explore. On your phone, in augmented reality, you see dozens or hundreds of fantasy trees, rocks, creatures, buildings and other game content.

They're making a completely new category of video game, something which their founder has done before. Founder and CEO [Johnny Monsarrat](#) previously co-created a new category of video game, Massively Multiplayer Online games (MMOs), an industry that now earns \$24 billion a year.

[See Monsarrat's full vision statement](#) or [their videos of gameplay walkthroughs and player reactions](#).

Product

Monsarrat has launched a free demo game, [Landing Party](#), now available on [Apple App Store](#) and [Google Play](#).

The game:

- Brings deep storytelling to outdoor video games for the first time,
- Builds mental and physical health,
- Lets you play anywhere, and
- Features roleplaying, a game genre that retains players longer and monetize them better.

Monsarrat is now fundraising to build out a full game.

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