

ETERNAL CRUSADE ONLINE

The first persistent faction war on Roblox.

A living campaign that never resets, never sleeps, and never forgets what you did.

PLATFORM

Roblox

GENRE

Faction War · RPG

CAMPAIGN LENGTH

7–21 Days

TARGET AGE

13–24

PROTOTYPE-READY · 6-WEEK MILESTONE

01 / THE OPPORTUNITY

Every match ends. This war doesn't.

Roblox has hundreds of arena games. None of them make players feel like they matter beyond the match. Eternal Crusade Online changes that — your actions shape a living war that plays on while you sleep.

88M

Daily Active
Roblox Users

// 2024 Platform Report

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Persistent Faction
War Games on Platform

// No comparable exists

58%

Players Who Prefer
Games They Return To

// Roblox Engagement Study 2023

MARKET GAP

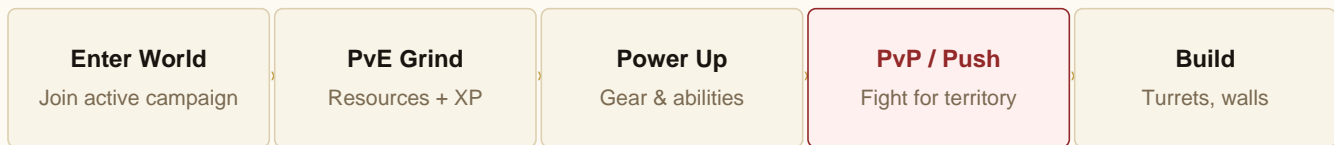
No Roblox game combines persistent world state, faction identity, casual entry, and social pull into one title. Eternal Crusade Online is the first to do all four simultaneously — and owns the category.

02 / CORE DESIGN

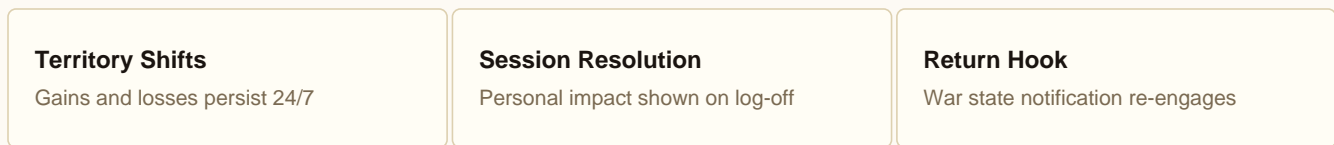
A Loop Built for Obsession

Three interlocking cycles — session, faction, campaign — each feeding the next. Every time a player logs in they see measurable progress. Every time they log off they leave a mark on the war.

SESSION CYCLE



FACTION CYCLE



CAMPAIGN WIN CONDITION



"Every action visibly moves the war. Players log off knowing what they changed — and log back in to see what happened while they were gone."

03 / DESIGN SOLUTIONS

Every Hard Problem, Already Solved.

PROBLEM**Snowball / Dominant Faction**

Losing side stops logging in. Campaign dies.

SOLUTION

Asymmetric Pressure System: losing faction gets AI reinforcement, resource surge (+30%), and Siege Breaker tools. Comeback is always possible.

PROBLEM**Empty Server / Off-Peak**

A 3-player war feels like a ghost town.

SOLUTION

AI Legion System: faction soldiers always fill gaps. Max 20 AI per sector. The war never pauses, even at 3AM.

PROBLEM**New Player Confusion**

Joins Day 6 of a 14-day war. Leaves in 90 seconds.

SOLUTION

Warlord Onboarding: new players auto-assigned to a Veteran squad. First combat within 60 seconds. Veteran earns cosmetic reward for retention.

PROBLEM**Cross-Faction Friends**

Friend groups split across factions — usually ignored.

SOLUTION

Rivals System: opposing-faction friendships tracked as named Rivalries with leaderboards, cross-faction chat, and campaign win/loss records.

PROBLEM**Roblox Platform Limits**

Planetside-scale warfare is technically impossible.

SOLUTION

Linked Server Architecture: each sector = one Roblox server (30–60 players). Outcomes sync via MessagingService. Epic scale; engine handles a slice at a time.

04 / MARKET POSITION

No Comparable Title Exists on Roblox.

Title	Team vs Team	Persistent World	Roblox Native	Casual Entry
League of Legends	✓	✗ — resets every match	✗	✗ — high skill floor
Rust	✓	✓	✗	✗ — punishing
Planetside 2	✓	✓	✗	✗ — aging platform
Eternal Crusade Online	✓	✓ — days to weeks	✓	✓ — join mid-campaign

Comparables

League of Legends —

Team structure + push-to-nexus objective. ECO replaces the 30-min match with a living, days-long campaign.

Rust —

Persistence, resource gathering, player-built defenses. ECO adds structure, factions, and a casual entry point.

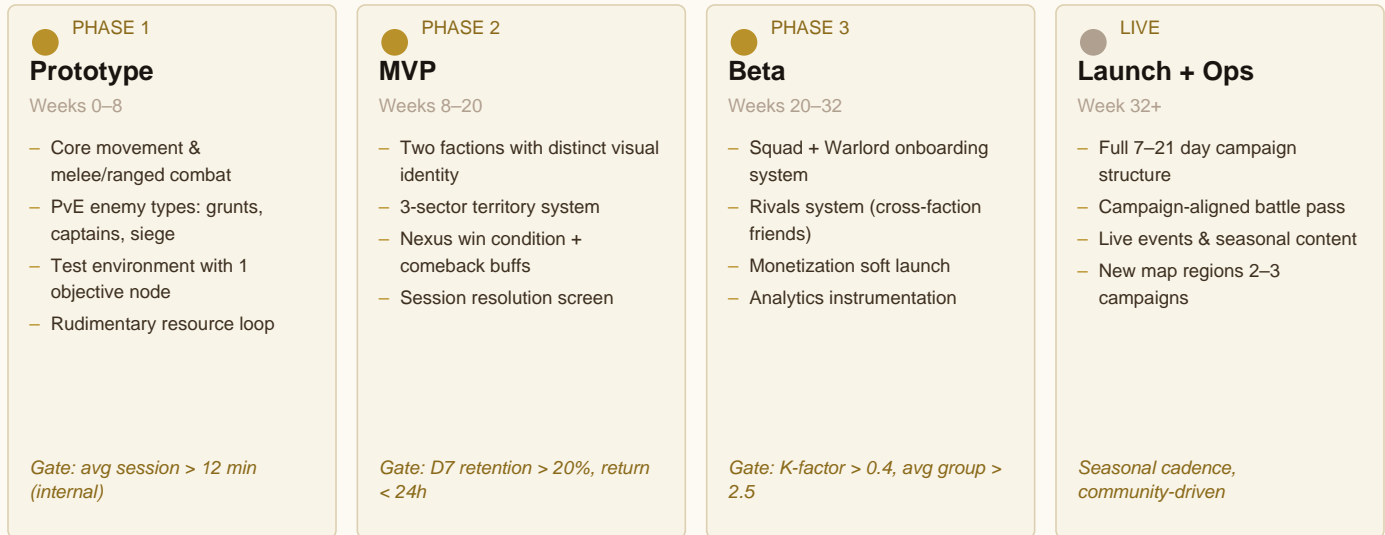
Planetside 2 —

Large-scale ongoing war with many players contributing. ECO achieves this within Roblox platform constraints via linked servers.

05 / DEVELOPMENT ROADMAP

Phase-Gated. Metrics-First.

No moonshot spending before signals are confirmed. Each phase delivers playable milestones with measurable go/no-go gates.



06 / MONETIZATION

Revenue Without Ruining the Game.

No pay-to-win. No loot boxes. Power is earned in the war. Money buys identity, expression, and campaign investment — never an advantage over the enemy.

PHASE 1

Cosmetics Store PRIMARY

- ◆ Character armor skins (faction-themed)
- ◆ Weapon visual effects & particle trails
- ◆ Emotes and victory animations
- ◆ Structure cosmetics (turret skins)
- ◆ Faction banners and emblems
- ◆ Title / name flair

PHASE 2

Campaign Battle Pass

- ◆ Duration: fixed to campaign length
- ◆ Free track: functional rewards for all
- ◆ Premium: exclusive cosmetics + lore items
- ◆ No content gating — faster, not better
- ◆ Faction-specific variant each campaign
- ◆ Price target: 200–400 Robux

PHASE 3

Live-Ops Drops

- ◆ Limited cosmetics at campaign climax only
- ◆ Hall of Fame recognition items (earned)
- ◆ Community milestone unlocks
- ◆ Seasonal prestige cosmetics

BATTLE PASS DESIGN NOTE

The battle pass aligns to campaign duration, not calendar months. A 14-day campaign = a 14-day pass. Eliminates tension between variable-length campaigns and fixed-period passes. Every buyer gets the complete experience.

07 / TEAM

Lean, Experienced, Built to Ship.

Structured around the three highest-risk elements: game feel, persistence, and community. Specialists added after each phase's metrics are confirmed.

1**Game Designer / Product Lead**

Owns loop design, balance, milestone criteria

2–3**Roblox Engineers**

Combat, server architecture, MessagingService layer

1–2**3D Artists / Environment**

Map design, faction aesthetics, structure assets

1**UI / UX Designer**

Onboarding, HUD, session resolution screen

PT**QA + VFX + Audio**

Part-time. Brought in per-phase as needed.

PT**Community Manager**

Discord, playtester pipeline, faction content

Phase Scaling

After Beta confirmation: dedicated live-ops, analytics, and community roles. Senior hires are made post-signal, not pre-signal.

Lean startup discipline applied to game development — spend where it's validated.

08 / SUCCESS METRICS

What Good Looks Like.

12 minTarget avg session length
Prototype gate**20%**Target D7 retention
MVP gate**0.4K**Target K-factor conversion
Beta gate**2.5x**Target avg group size
Beta gate**45/55**Max faction imbalance ratio
Auto-rebalance trigger**33%**Target time in PvP
vs PvE / building**<90s**New player time-to-action
Onboarding gate**24h**Return after notification
Retention gate

Analytics Instrumentation

Full event logging from Prototype phase. Session start/end, territory events, kill events, social actions, and monetization funnel all instrumented before Beta. Every gate decision is data-driven.

The War Starts Now.

Eternal Crusade Online is ready for Prototype funding and a 6-week first milestone.

We are not asking you to fund a vision — we are asking you to fund a validated, de-risked, phase-gated development plan with measurable gates at every step.

Prototype-Ready

Phase-Gated

Metrics-First

No Pay-to-Win

Roblox Native

pitch@orientalstudios.com

eternalcrusadeonline.com · eternalcrusade.online