DIGITAL SHIFT

CASE STUDY

TECHNICAL VENTURE R&D / 2018-2019

MESH Interactive

Turning Unreal integration work into a studio proposition



Illustrative cover artwork from the published case study

WORKFLOW

Identify friction → Design framework → Demonstrate → Scope with clients → Refine the offer

The challenge

Studios could buy strong Unreal Engine components and still struggle to combine them. Locomotion, inventory and interaction systems often assumed they controlled the same character state, input and networking behaviour.

Discovery

Digital SHIFT founder Marc Thornton and Unreal networking specialist Raed Abbas developed a venture around reusable integration. Marc led positioning, identity, commercial scoping and client discovery. Raed led specialist networking work and technical demonstrations.

What changed

The venture produced framework concepts, public demonstrations and a clear offer around connecting existing and bespoke systems. Technical sales discussions showed why architecture and prototyping need a paid discovery phase with agreed outputs.



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Read the online case study

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