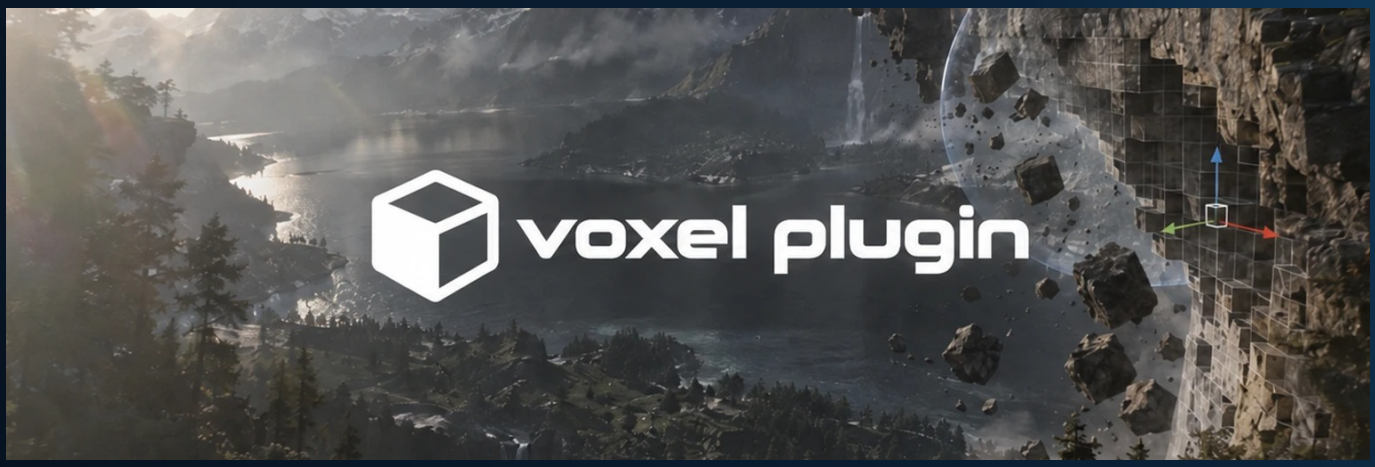
DIGITAL SHIFT

CASE STUDY

PRODUCT COMMERCIALISATION / 2017-2018

Voxel Plugin

Taking a free Unreal Engine tool to its first paid release



Illustrative cover artwork from the published case study

WORKFLOW

Research → Position → Price → Prepare launch → Release v1

The challenge

A free Unreal Engine community project had technical value and an audience. Its developer needed a clear position, price and route to market before users could understand and buy a paid version.

Discovery

Digital SHIFT founder Marc Thornton led market research, positioning, identity, pricing and launch preparation in partnership with the developer. Marc created the website and promotional materials. The developer led and retained ownership of the plugin technology.

What changed

The first paid version launched with its own identity, website, pricing and release materials. Marc's commercial involvement concluded after version one.



Marc Thornton
Digital, Product & Technology Director
Website · LinkedIn · WhatsApp

Read the online case study

marc@digitalshift.co.uk