

Board

Helping a New Gaming Console Launch with World-Class Original Titles



GOAL

Create original, high-quality games that showcased Board's most unique feature: **physical gameplay pieces recognized by the console's touchscreen**, while fulfilling the product's mission to **bring families together through shared play**.

CHALLENGE

As a VC-backed startup on a fixed budget, Board needed **proven teams to build fun, intuitive games** on a custom hardware platform with **evolving tech and a strict deadline**.

WHAT CDR DID

- Matched Board's game concepts with game studios specializing in targeted genre, style, and pipeline.
- Scoped requirements and solicited competitive pricing to secure high-quality commercial titles within budget.
- Provided ongoing support to ensure alignment and that deliveries met Board's creative and technical standards.
- Procured the right partners across stages including QA and marketing to support evolving production needs.
- Ultimately helped deliver the majority of the new device's 12 launch titles.

OUTCOME

Board launched on October 28th, 2025 to critical acclaim and national media attention.

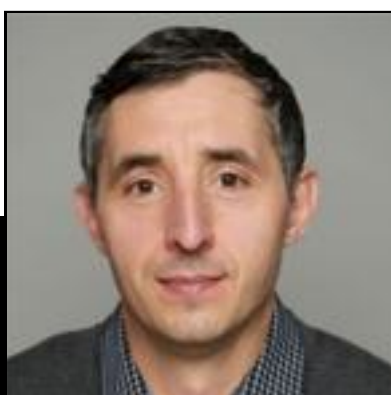
"It looks like a screen. It plays like a board game, and it just might save family game night."

Jennifer Jolly,
USA TODAY



Gift of the Holiday Season 2025

Camp



Seth Sivak

Chief Creative Officer, Board

Previously



VP of Development



CEO

CDR's hands-on approach enabled us to secure and onboard multiple outstanding game teams, perfectly matched to our organization, for the development of Board's original titles. By leveraging a robust talent network and ensuring seamless alignment across creative and technical teams, CDR made complex collaboration feel effortless.

I highly recommend CDR to any organization seeking to bring ambitious projects to life through external partnerships.