

Lunacy Games Raises \$500K, Partners with BBX to Unleash a New Style of Cooperative Horror

SEATTLE, WA, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- [Lunacy Games](#), the independent studio founded by award-winning game industry veteran Bill Roper, today announced a new partnership with [Big Bang Accelerator \(BBX\)](#) and the close of a \$500,000 development funding round to bring their ambitious debut title, *Innsmouth Mysteries*, to life.

Born from a team of veteran creators behind some of gaming's most iconic worlds, Lunacy Games is on a mission to reinvent what it means to play together by crafting co-op adventures that celebrate creativity, camaraderie, and storytelling through dynamic environments and emergent play.



Innsmouth Mysteries Environment Concept

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Bill Roper, CEO, Lunacy Games

“Our studio thrives on the magic that happens when friends unite to face the unknown,” said Bill Roper, CEO and co-founder of Lunacy Games. “We’re building a culture that’s collaborative and driven by a love for great games and the people that play them.”

The newly secured funding will power the creation of a vertical slice for *Innsmouth Mysteries*, a 3rd-person cooperative horror extraction RPG that invites players into a race against a vast cosmic terror. Set in a mysterious 1920s seaside town, supernatural investigators must uncover the truth, gather arcane artifacts, and prevent an ancient evil from awakening before the clock strikes

midnight.

“We knew immediately that BBX was the right partner for us,” Roper continued. “Their commitment to the AA space, where creativity meets craftsmanship, makes them an ideal ally for us to create Innsmouth Mysteries.”

“Lunacy Games has a clear and compelling vision for a Co-op Horror Extraction RPG, and it's backed by a team of veterans whose track record speaks for itself,” said Ying Sha, co-founder of BBX. “We are proud to support studios like theirs that are pushing the boundaries of games. We see Innsmouth Mysteries as a project that perfectly aligns with our mission to support talented teams to bring high-quality, deeply engaging experiences to players.”

Roper sees this partnership as a rallying cry for studios and games caught between two worlds:

“The industry has been split between AAA blockbusters and indie titles,” he said. “We believe there’s a vast, underserved middle ground that’s keenly desired by players. A place for exciting gameplay combined with deep, immersive, story-rich experiences. We’re excited to have this opportunity to take the first, vital step with Innsmouth Mysteries on a journey to deliver that kind of game.”

About Lunacy Games

Lunacy Games is an independent studio crafting cooperative adventures that spark imagination and connection. With a focus on creativity, community, and emergent storytelling, the studio brings together seasoned developers led by Bill Roper, alongside co-founders Nick Newhard and Geoff Tuffli — veterans of the MMO, RPG, FPS, and Action genres. Lunacy Games is a remote-first studio headquartered in Washington.

For more information and future updates, visit www.lunacy.games and follow @LunacyGamesStudio on social media.

About Big Bang Accelerator (BBX)

Big Bang Accelerator (BBX) is an early-stage investor with broad interest in the game industry and related fields. BBX has an acceleration program to support early game teams with critical talent and skills to grow and deliver outstanding games. BBX operates internationally with a focus of bridging talented regional developers and the worldwide market. Co-founders and partners at BBX bring extensive game industry experience and network to add extra value beyond just funding. BBX is affiliated with HT Investment.

For more information and future updates, visit www.bbx.games and follow Big Bang Accelerator on social media.

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