In Bum Economy; Former Soldier Turns to iPhone Game Market

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After fulfilling his service obligation, former Army Sergeant Nathan Hangen chose to seize the opportunity of entrepreneurship rather than wait for opportunity to choose him. The 32 year old Ohio native believes that because of the success of app store hits, even indie developers have a chance to strike it rich. His new game studio, aptly named "Catharsis," has revived the 1999 viral sensation elf bowling game that won the hearts of parents and children all over the world.

Fayetteville, North Carolina - Spurned by the job market after fulfilling his service obligation, former Army Sergeant Nathan Hangen chose to seize the opportunity of entrepreneurship rather than wait for opportunity to choose him.

"In this economy, resumes are worthless, and thousands of people are fighting over the few jobs that are available. Looking at the trends, there's never been a better time to start a business than right now."

The 32 year old Ohio native believes that because of the success of app store hits, such as Angry Birds and Doodle Jump, even indie developers have a chance to strike it rich.

"Apple has made it incredibly easy for people like me, with very little experience in the software marketplace, to put my applications in front of millions of eyeballs, without a major marketing machine or a large budget."

Mr. Hangen's first foray into software was Zazen Suite, a meditation timer for iOS devices. Because of the success of that application, which now earns him $10-$20 per day, he's decided to move forward with a push into the games marketplace.

His new game studio, aptly named "Catharsis," has revived the 1999 viral sensation elf bowling game that won the hearts of parents and children all over the world.

"We didn't build it to copy or duplicate the original, but we were inspired by it. We built the engine from the ground up, designing our own game as a tribute to the original."

The new game is called Santa Strike, and will be released in iTunes on December 11, 2010.

Nathan Hangen:
http://nathanhangen.com

Santa Strike:
http://santastrike.com

Zazen Suite:
http://zazensuite.com

Catharsis Labs was founded in 2010 and builds great software for iOS and Mac OS X.
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