A "Quick-and-Easy" 5-Step Multi-Level Monument to Self Help

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A powerful, cult-like Mega Corporation known as UP Co. is dominating the market, ruining livelihoods, and forcing everyone to participate in their evil and greedy practices. Selling anything even remotely related to "up" (birds, balloons, items that raise your stats), their influence has allowed them to circumvent the laws of the land. Should their nefarious CEO Mr. Vilderbrandt choose, UP Co. could rule the world.

The Market

The area surrounding UP Co. was once a bustling economy but now struggles in the literal shadow of UP Co. The few business owners left here are willing to share info about UP Co's origins as a seller of self-help books, their pyramid-scheme practices, and the evil CEO Mr. Vilderbrandt.

F1 The UP Co. Store

The Up Co. market stall leads shoppers through a maze of products before they can leave the store. There are 3 methods of entering the UP Co. HQ above. (1) A teleporter for transporting goods from the Store to the Warehouse (2) a staircase to the Training Room (3) a loading dock on the exterior of the store. Each entrance is guarded by security who will possibly detain anyone without an **UP Badge**. Adventurers may obtain UP Badges by signing a contract to become **Sales Associates** (this may have consequences later on).

F2 The Warehouse

The Warehouse is where UP Co. products are stored and processed. It features endless walls of shelving, arcane conveyor belts, and countless employees (including a giant!) A heavy presence of **UP Co security** act like police enforcing strict company policies. (4) The Corporate Ladder stretches from the warehouse up to the Sales Floor. It features broken, illusory, and trap rungs to prevent anyone from climbing it. The workers on the Sales Floor love to watch people fall off the ladder, but would respect anyone who successfully reaches the top.

F3 Sales Floor

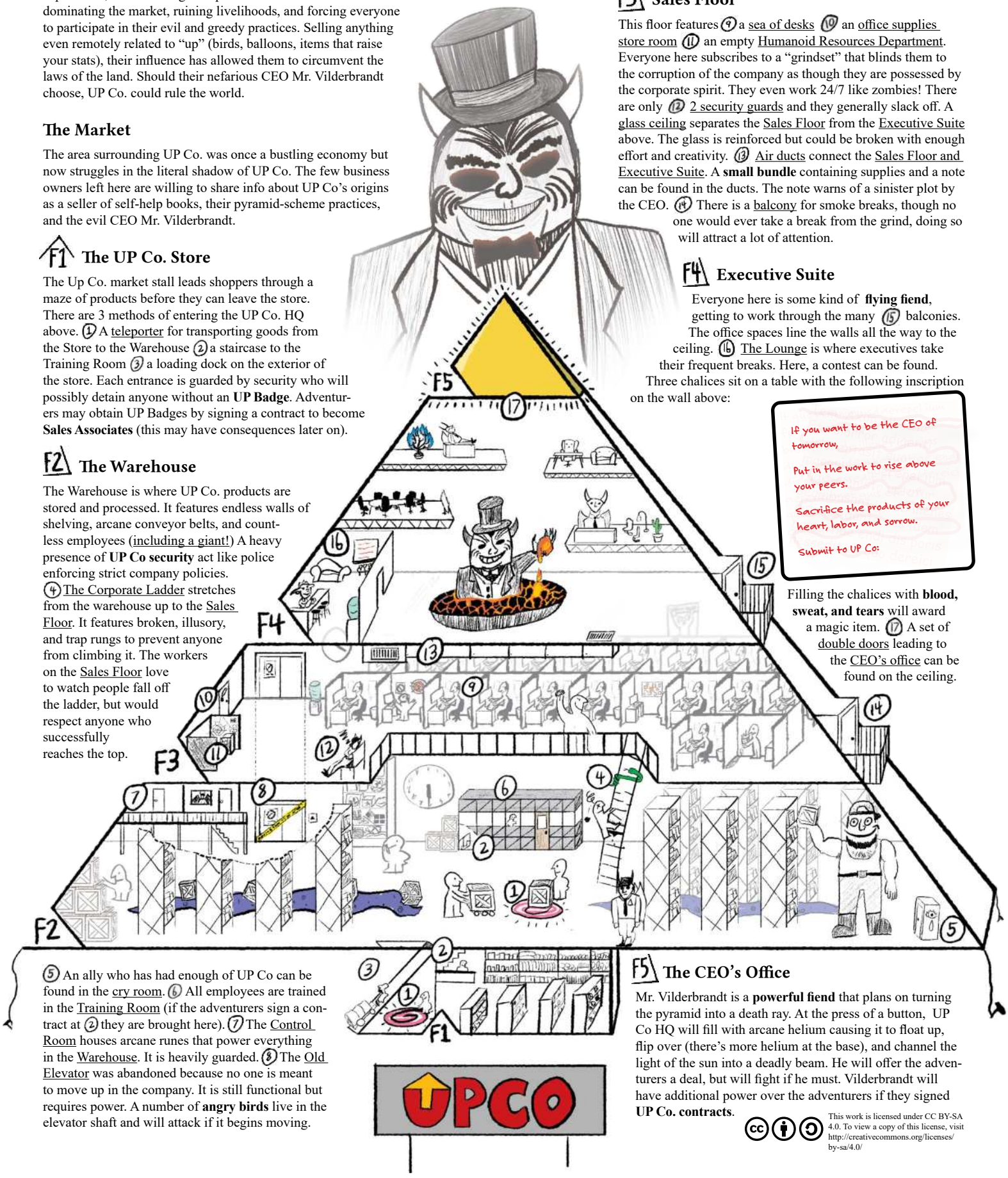
This floor features (9) a sea of desks (10) an office supplies store room (11) an empty Humanoid Resources Department. Everyone here subscribes to a "grindset" that blinds them to the corruption of the company as though they are possessed by the corporate spirit. They even work 24/7 like zombies! There are only (12) 2 security guards and they generally slack off. A glass ceiling separates the Sales Floor from the Executive Suite above. The glass is reinforced but could be broken with enough effort and creativity. (13) Air ducts connect the Sales Floor and Executive Suite. A **small bundle** containing supplies and a note can be found in the ducts. The note warns of a sinister plot by the CEO. (14) There is a balcony for smoke breaks, though no one would ever take a break from the grind, doing so will attract a lot of attention.

F4 Executive Suite

Everyone here is some kind of **flying fiend**, getting to work through the many (15) balconies. The office spaces line the walls all the way to the ceiling. (16) The Lounge is where executives take their frequent breaks. Here, a contest can be found. Three chalices sit on a table with the following inscription on the wall above:

> If you want to be the CEO of tomorrow,
>
> Put in the work to rise above your peers.
>
> Sacrifice the products of your heart, labor, and sorrow.
>
> Submit to UP Co:

Filling the chalices with **blood, sweat, and tears** will award a magic item. (17) A set of double doors leading to the CEO's office can be found on the ceiling.



(5) An ally who has had enough of UP Co can be found in the cry room. (6) All employees are trained in the Training Room (if the adventurers sign a contract at (2) they are brought here). (7) The Control Room houses arcane runes that power everything in the Warehouse. It is heavily guarded. (8) The Old Elevator was abandoned because no one is meant to move up in the company. It is still functional but requires power. A number of **angry birds** live in the elevator shaft and will attack if it begins moving.

F5 The CEO's Office

Mr. Vilderbrandt is a **powerful fiend** that plans on turning the pyramid into a death ray. At the press of a button, UP Co HQ will fill with arcane helium causing it to float up, flip over (there's more helium at the base), and channel the light of the sun into a deadly beam. He will offer the adventurers a deal, but will fight if he must. Vilderbrandt will have additional power over the adventurers if they signed **UP Co. contracts**.

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