

# **Unconventional ISK**

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## Working The Market

The most common and over used way to make ISK on the market in EVE is Arbitrage. To be more specific Local Arbitrage.

Arbitrage is when you exploit price differences for profit (buy order price vs sell order price for example).

### Local Arbitrage

Local Arbitrage is when you do it in one system. You place the highest buy order in the system for an item then as people sell you the item you resell it with sell orders at a higher price. Buy low, sell high.

**Example:** You could buy Damage Control II's for 700,000 and then resell them for 800,000 netting a 100,000 ISK profit per unit.

The problem with this is that everyone is doing it. That means that there is a constant one cent war on buy and sell orders. Since only the lowest sell order and highest buy order get filled, people spend a lot of time adjusting their orders to make a steady profit with this.

There are some ways to avoid the one cent war however. For example, you can do your Arbitrage away from the trade hubs in systems with smaller markets. (less movement, less work, less earning potential).

### Multi-Location Arbitrage

Another form of Arbitrage is Multi-Location Arbitrage. This is where you use a service like [www.EVE-Central.com](http://www.EVE-Central.com) to compare prices in different regions. Ideally you look for large price differences then get a hauler or freighter and fill the orders.

**Example:** You see that someone is buying Tritanium for 4 ISK per unit in Genesis and that some one is selling it for 2 ISK per unit in Jita. You fulfill both orders and make a profit.

Because the most limited resource you have in this scenario is cargo space and time, you want to make the most of what you have. One way to do this is to develop a metric based on M3 size. This metric would be: Profit per M3

**Example:** In the last example you were buying your Tritanium for 2 ISK and selling it for 4 ISK. Tritanium is 0.01 M3 per unit, which means that there are 100 units of Tritanium per M3 of cargo space. So your Profit per M3 would be 200 ISK.

The next most important stat is the distance you will have to travel. You can incorporate this into your analysis as well to create a score that will allow you to rank the most profitable Arbs for your time. To do this you take your Profit per M3 and divide it by the number of jumps.

**Example:** With a 200 ISK Profit per M3 and 10 jumps between orders your score would be 20 (ISK per M3 per Jump). For 20 jumps the score would drop to 10.

If you want to really take this to the next level you could develop software that analyzes eve-central (or your own database) to find the most profitable Arbs using this scoring system.

## **Market Speculation**

For the gamblers out there, trading the market can be a very fun activity, but your success will depend heavily on your ability to forecast future price changes. This is great if you know your stuff and can make billions easy. However it is best reserved for those with a lot of experience and knowledge.

## **Early Knowledge**

A solid way to trade is to learn about upcoming changes to the game. Typically when a item or ship is planned to be changed, there is a steady increase in price leading up to the patch day and then after a few days the price falls back to normal levels.

**Example:** CCP recently changed the “model” for the Scorpion. They didn't change any stats only how the ship looked. Once this change was announced and once it was seen on the Test Server, the price of Scorpions started to rise.

The reason for the price increase leading up to the Patch is because of the anticipated demand increase. Smart market traders buy up a lot of the item or ship before patch day because they know that everyone will want to try the new changes out. Then on patch day there is a spike in demand which also causes a spike in prices.

By closely following the Dev Blogs, News, and Test Server you can make large profits off situations like this.

## **Pump and Dump**

Short term price changes are more based on Rumor than fact. This is true on Wall Street and in EVE.

Countless fortunes have been made on Wall Street by people who pick a random Penny stock, then spread some unfounded rumor that will lead to the stock skyrocketing. They seed the rumor on forums and anywhere else they can. This results in a short term spike in prices which can be exploited for profit.

While it may be illegal to do this outside EVE, it is perfectly legal inside of EVE.

**Real World Example:** You find a Chemical Company with a share price of 0.03. You then buy the stock, and spread a rumor that they have developed a new Artificial Sweetener that tastes exactly the same as Sugar with zero calories and no negative health effects (a billion dollar invention if it were true). You spread this rumor around and the next day the stock jumps to

0.15, at which point you sell having made 5 times your money.

***EVE Example:*** You buy up a bunch of Pilgrims then post on some forums that Pilgrims will be getting a range bonus to Nos and Neuts in the next expansion. As long as the rumor stays alive price of the Pilgrim will steadily rise until the changes for the coming expansion are made public.

## **Build for Cheap**

The lower your costs the higher your profits will be. Something I've seen some people do to create a steady income is to find an out of the way system that is popular with miners, then put up buy orders for minerals in that system. By doing this they are able to acquire minerals at very low prices which they then use to build items and ships at a significant profit.

Another way to reduce your costs is to get people to mine for you! Create a Mining Corp and recruit miners. Then either have them donate ore to your corp, do mining ops, or sell their ore to the corp at discounted prices. Justify it by saying you are using the ore to build capital ships so you can move the corp out to Null Sec.

A good way to attract miners is by offering bonuses. You could offer a free Hulk to every miner that joins and sells the corp x amount of ore in a single month. This way you make a profit even if they meet the goal and most won't ever actually reach that level anyway.

If you want to go one step further, just tell every miner that they will get a free hulk or whatever after three months in corp. Recruit tons of miners then after 3 months close the corp and start a new one.

## **Create New Markets**

If you want to add a little excitement to your market trading you can consider creating markets in far away areas. By doing this you can sell items for large markups.

***Example:*** Let's say the news is reporting that there is a lot of fighting going on in NPC Delve (part of a null sec region where the stations are owned by NPC's and can be docked at by anyone). You find the most popular station, figure out what ships and modules are in the most demand (those being used in PVP the most), then fill a jump freighter or even just a cloaky hauler with those items then carry them to that area and sell them.

Once you get the items to the station, you can sell them for 50% or more mark up. Which depending on how much work you are willing to put in, will allow you to generate a lot of ISK.

## More ISK From Missions

### Blitzing Level 4 Missions

The most profitable way to run missions is to Blitz them. That means you run them as quickly as possible. You don't loot or salvage, you only finish the missions as fast as possible to collect the mission reward and LP (Loyalty Points).

Your real reward is the LP because you can use LP to purchase items from the LP Store that can be sold at a high price.

Getting the proper Connections Skill is even more important than running the missions as quickly as possible. The Connections Skills can increase the amount of LP you get per mission by 50% at level 5. Just make sure you train the Connections skill that applies to the type of missions you do.

#### *Connections Skills:*

Distribution Connections

Mining Connections

Security Connections

It is possible to get 12,000-14,000 loyalty points per level 4 mission because of this skill. That means that you can get a free Dramiel (running missions for Arch Angels) every two missions.

While mission rewards are typically 5-8 million plus a potential 5-10 million in bounties, the LP reward per mission is worth 20-35 million ISK. Which is why your primary goal with missions should be speed and LP.

Beyond training the LP Skill to level 5 another way to speed up missions is to use the right ship and right damage types for each type of NPC.

The ideal ship is one that can tank the mission, have a high DPS output, and have a very flexible range. The faster you can drop the NPC's the faster you will complete the mission.

The best ship I've seen for running level 4 missions (and possibly level 5 with a few tweaks) is the Tengu. The reason for this is because of the Range and DPS Output (100km plus range and around 700dps with good skills/implants).

Here is the basic fit, although you could add faction/plex gear to improve it further:

[Tengu, Mission Tengu]

Damage Control II

Ballistic Control System II

Ballistic Control System II

Ballistic Control System II



Heavy Missile Launcher II, Scourge Fury Heavy Missile  
[empty high slot]

Medium Core Defence Field Purger I  
Medium Core Defence Field Purger I  
Medium Core Defence Field Purger I

Warrior II x5

There's a lot of room for modification there, like you could drop a Shield Extender for a MWD or you could try to squeeze in another Ballistic Control to increase your DPS output.

### **Deep Null Plexing**

While missions provide a steady and mostly safe way to make decent amounts of ISK there is a more profitable form of combat PVE called Plexing.

Running Complexes (Cosmic Signatures) in Null Sec can generate over a hundred million ISK per hour depending on a wide variety of variables.

The risks here are that you are likely to be hunted and the complexes can be very difficult to solo. I would suggest a Tengu for this, however there are fits for some of the Heavy Assault Cruisers that work very well for Plexing because of their natural resists. But you need to make sure you are attacking the right NPCs with the right ship.

To find plexes you need to use Core Scanner Probes and search for Cosmic Signatures. Cosmic Signatures can be Hacking Sites, Archeaology Sites, Mining Sites, or Complexes. Just sort your way through them to find Plexes. Once you have found a Plex you can look the name of it up on Google and learn more about it.

Null Sec Plexes can be done solo with good skills and a good ship, but you should consider doing them with friends or even with a second account so you can scout gates and provide your self with some support.



## **POS Hunting in High Sec**

A lot of people try to make money in High Sec by war deccing industrial groups and then demanding protection money or a ransom to drop the war dec. This sounds good in theory but in practice, almost no one pays. Instead they just dock up for a week and bore you to death.

The better plan is to search through high security space for Small POSes that have Labs or other expensive modules. Your ideal target is a Small Tower with multiple Labs on it because the Labs sell for around 50 million ISK each. This means that you can potentially make over 100 million ISK per small tower.

The next criteria to look for is you want the POS to belong to a corp that is not in an alliance (it cost 2 million for a corp to dec a corp but 50 million for a corp to dec an alliance). A corp with multiple POSes in the same high sec system is also a nice plus, as is an offline POS.

Once you have found a good target, war dec them, then once the war is active reinforce and then destroy their tower and steal their modules.

Make sure to blow up their Corp Hanger and Ship Maintenance Array should they have them, because they can potentially drop ships and items. Every thing else should be unanchored and scooped up by a hauler.

A variation to this that could save you some time is to first reinforce their tower and then send them a mail asking for about 80% of what you think you will earn as a ransom. If they pay, you can save some time and move on to another group.

Ideally you should do this with some friends because shooting towers can get very boring. If you are not expecting a resistance from your opponent, you should use Battleships with as much DPS output as possible.

The more damage you can do to the tower, the faster things will go but don't waste money on expensive ammo. Instead you should consider getting an Armageddon because the T1 crystals it uses never run out and it's range makes it an ideal ship for POS killing.

## **Outside The Box and Outside The Game**

Not all ISK has to be made from within the game. A good example of this is outfits like Somer Blink and EVE Texas Hold-em Poker. These websites offer ways for players to gamble with ISK outside the game.

Typically, there is a corp in game that handles the in game side of things, then a website outside of the game. Players will send ISK to a member of the corp or to the corp it's self. The ISK is then recorded and deposited in the players website account for him to gamble with.

From what I have heard these site are raking in billions of ISK per week in profit and doing so with relatively little effort.

There are countless ways you can create a service like this. You can create a Vegas style gambling site, a site that sells Alliance Logos, Killboard websites, forums, or any number of other things in return for ISK.

Something I think would be great and would do very well would be a Bookie website that took bets on various outcomes in the game. Something like EVEBookie.com or whatever.

This site could take bets on Alliance Tournaments, Game Developments (will CCP nerf this ship?), and pretty much anything else. Perhaps start a weekly Team and Solo Tournament Series where player compete for ISK prizes and your Bookie service takes bets on the outcomes.

The possibilities are huge here for those willing to step outside the game.

## **Infiltration For ISK**

There is an interesting game mechanic that can be exploited by those willing to use it. That mechanic is that corp members (not alliance) can shoot each other anywhere at any time without any punishment.

There are countless ways to exploit this. Everything from taking single pilot assassination contracts as a merc, to corp theft.

Perhaps looks at the top bounty list for pilots with highest bounty, then join their corp, find them in a vulnerable spot, and use a bubbler to hold their pod while you and possibly some buddies collect the bounty.

While those are good ideas I think the most profitable short term way to make ISK doing this is to destroy high value targets that will drop valuable loot. This means Faction/Plex fitted ship and haulers or freighters.

If I did it, I would find a corp with freighters that routinely carry very valuable loads. Perhaps a hauler corp that specializes in hauling things? Then get a combat ship and sit on their route. Make sure to have webs and a point, then destroy the corp members hauler in an empty system (to avoid scavengers) while having friends or a hauling alt nearby. If the freighter has valuable loot much of it will drop and you will make a lot of ISK.

## Contract Smuggling

I have noticed the opportunity to make a nice premium by specializing in moving high value items out of high risk areas and into market hubs in High Sec.

Typically these are things that players get in deep null sec and are too scared to attempt to carry out to sell.

**Example:** In Curse and Venal people run Epic Arc missions and get Cynabal BPCs, Gila BPCs, and various faction items as rewards. Because of this, several groups make money by killing the people doing these and taking their loot.

Other opportunities for this would be faction, plex, and officer loot that is common in deep null sec areas.

**Example:** The Null Sec Region of Fountain has Serpentinis NPCs so there is a lot of faction Serpentinis loot in the area.

My idea of how I would do this would be to place buy orders in the mission station in Curse for the BPC of the Cynabal and pay people 75-80% of the Jita value. Then after I had collected 10-20 or however many (BPC take almost no cargo space) I would either sneak them out at a slow time of the week in a warp stabbed interceptor or just jump them out with a carrier.

This would allow you to make a steady profit on your investment and would be a easy way to make ISK for most pilots in the game.