

AuraV Technologies: Revolutionizing Game Creation & Community

Unlocking Global Creativity with AI-Powered, Multi-Engine Game Development

A new era of game development is here.

Accessible, Powerful, Community-Driven.

The Problem: Fragmented, Complex, Inaccessible

Game development today is a labyrinth, excluding millions of aspiring creators and hindering innovation.

- **High Barrier to Entry:** Traditional engines are powerful but complex, costly, and require significant technical expertise.
- **Siloed Ecosystems:** Developers are locked into single engine environments, limiting flexibility and cross-platform collaboration.
- **Untapped AI Potential:** AI's transformative power in content generation and development efficiency is largely underutilized in accessible tools.
- **Disconnected Communities:** Creators and players struggle to connect, collaborate, and monetize effectively.
- **Lack of Digital Sovereignty:** Dependence on non-European platforms and tools.

Our Solution: AURAX Platform & LUVY Engine

Create, Share, Thrive – Democratizing Game Development

AURAX Platform: An open, modular, and AI-driven hub for multi-engine game development, community engagement, and a dynamic creator economy.

- **Multi-Engine Support:** Seamlessly integrates Unity, Godot, Bevy, O3DE, and our native LUVY Engine.
- **Revolutionary In-App Creation:** Build 3D games directly on mobile devices (tablet/phone) – a game-changer for accessibility.
- **Community & Marketplace:** Integrated game jams, live showcases, asset marketplace, and collaboration tools.

LUVY Engine: Our innovative, in-house game engine.

Build, share, and monetize your games with the most powerful and accessible platform.

Product Highlights: Experience the Future of Creation

AURAX Platform:

- **Intuitive Mobile App (Flutter):** Discover, create, and engage on the go with a consistent, beautiful UX.
- **Multi-Engine Project Management:** Manage projects across various engines from a single, unified platform.
- **Vibrant Asset Marketplace:** Buy, sell, and share 3D models, plugins, AI prompts, and more.
- **Engaging Community Hub:** Participate in game jams, forums, and live events.

LUVY Engine Power:

- **Broxel Engine:** Flexible voxel-based foundation for unique visual styles and rapid world-building.

Technology & Innovation: Powering Next-Gen Development

1. Broxel Engine:

- Proprietary voxel technology, serving as a flexible foundation for multi-engine projects.
- Enables rapid prototyping and unique aesthetic styles.

2. Deep AI Integration ("LegoGPT" & Beyond):

- AI is a core pillar, driving content creation (style transfer, asset assistance), optimization, and platform intelligence.
- Leverages advanced models for generative AI, game design assistance, and developer experience (as detailed in `docs/50_AI/AI.md`).

3. Modular & API-First Architecture (Rust & Flutter):

Business Model: Sustainable Growth in the Creator Economy

Our diversified revenue streams ensure sustainable growth and value creation.

- **Asset Marketplace Fees:** Transaction fees on sales of assets (3D models, plugins, AI prompts, etc.).
- **Premium AURAX/LUVY Subscriptions:** Tiered plans for advanced AI tools, larger cloud storage, dedicated support, enhanced analytics.
- **Services for Creators & Studios:** Featured promotions, co-development, consultation.
- **Game Jam Sponsorships:** Corporate partnerships for branded events.
- **Future Revenue Streams:** Revenue share from successful platform-exclusive games, enterprise solutions (custom engine development, AI services).

Market Opportunity & Target Audience: Tapping into a Multi-Billion Dollar Global Market

We are positioned at the intersection of booming industries.

- **Global Gaming Market:** \$200B+ industry, continuously growing.
- **Creator Economy Boom:** Millions are creating content, seeking tools and monetization (\$100B+ market).
- **Demand for UGC Platforms:** User-Generated Content is king (e.g., Roblox, Minecraft).
- **AI in Development:** Rapidly expanding segment, transforming workflows.

Our Target Audience:

- **Indie Game Developers:** Seeking flexible, affordable, powerful tools.
- **Aspiring Creators & Hobbyists:** Lowering the barrier to game creation

Competitive Landscape: Differentiating in a Dynamic Market

We integrate, innovate, and empower where others specialize or silo.

- **Existing Engines (Unity, Unreal, Godot):** We offer multi-engine support via AURAX and a specialized LUVY engine with unique AI & Broxel tech. We integrate, not replace.
- **UGC Platforms (Roblox, Core, Crayta):** We provide broader engine support, sophisticated AI tools, focus on both minigames and full-scale game potential, and revolutionary mobile-first creation.
- **AI Game Dev Tools:** Our AI is deeply integrated within a full engine (LUVY) and platform (AURAX), offering creative assistance and optimization, not just standalone tools.

Traction & Milestones: Building Momentum, Delivering Innovation

We have a strong foundation and a clear path to market leadership.

- **Current Progress:**

- LUVY Engine core (Broxel tech, initial AI model concepts like "LegoGPT") in advanced development (origin: founder's Master Thesis).
- AURAX Platform architecture defined (Rust/Flutter).
- Initial suite of 30+ minigame concepts developed.
- Core principles and multi-phase development roadmap established.

- **Roadmap - Key Milestones:**

- **Year 1:** Launch LUVY Core SDK, initial engine adapters. Beta AURAX mobile app (discovery & community). First game jams.

Team: Driven by Vision, Expertise, and Passion

AuraV Technologies is a Europe-based tech startup founded on principles of open innovation and community empowerment.

- **Founding Team:** Led by founders with deep expertise in software engineering, AI research (evidenced by Broxel Engine's academic origins), and a shared vision for democratizing game development.
- **Key Strengths:** Technical leadership, innovative spirit, strong academic foundation in core technologies.
- **Seeking to Expand:** Actively recruiting for Lead Game Engine Architecture, Mobile Dev (Flutter), AI/ML Engineering, Community Management, Business Development.
- **Advisory Board:** Planned establishment of an advisory board with industry veterans.

Financial Projections (High-Level): Strong Growth Potential

(This section requires detailed financial modeling. For pitch purposes, focus on projected growth trajectory and key drivers.)

- **Projected Revenue Growth:** Significant year-over-year growth driven by user adoption, marketplace activity, and premium service uptake.
- **Key Revenue Drivers:** Marketplace transaction volume, conversion rates to premium subscriptions, growth in enterprise services and partnerships.
- **Path to Profitability:** Focused on scaling user base and transaction volume initially, with increasing profitability as premium services and marketplace mature.
- *(Detailed financial model available in Business Plan / Data Room)*

Funding Ask & Use of Funds: Invest in the Future of Creation

Funding Stage: Seeking Seed Funding.

Amount Requested: Seeking €X.X Million (To be determined by detailed financial modeling)

Use of Funds (Key Areas):

- **Product Development (60%):** Accelerate LUVY Engine, AURAX platform (esp. in-app creation), and AI capabilities.
- **Team Expansion (20%):** Hire key talent in engineering, AI, community, and business development.
- **Marketing & Community Growth (15%):** Build brand awareness, drive user acquisition, foster a vibrant community.

Vision for the Future: Shaping Tomorrow's Interactive Experiences

- **Global Leader:** Become the leading open platform for AI-powered, community-driven game creation and interactive content.
- **Cloud-Native Creation & Play:** Make game creation and play accessible on any device, anywhere, via cloud streaming – further democratizing access.
- **Expanding AI Capabilities:** Continuously push the boundaries of AI in creative content generation, intelligent automation, and personalized experiences.
- **Cross-Industry Applications:** Explore applications of LUVY Engine and AURAX technologies in education, simulation, virtual production, and beyond.
- **A Thriving, Self-Sustaining Ecosystem:** Cultivate a global community where creators can learn, build careers, and shape the future of interactive entertainment.

Call to Action & Contact: Join Us in Building the Future

We are seeking partners and investors who share our vision for a more open, creative, and accessible digital world.

Let's build the next generation of game development, together.

Invest in AuraV Technologies and become a part of the AURAX and LUVY Engine revolution.

Contact Information:

- **Name:** [Founder Name/Contact Person]
- **Title:** [Title]
- **Email:** contact@aurav.tech
- **Website:** www.aurav.tech

