

# Oríon Labs

## AI Battle Agents for Live Streaming Monetization

Pitch Deck | December 2025 | Confidential

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## About Oríon Labs

### Who We Are

Oríon Labs is an AI research company specializing in **real-time engagement optimization** for live streaming platforms. Our AI Battle Agents use reinforcement learning to maximize viewer participation and creator revenue.

### Our Mission

*Empower creators with AI-driven insights that transform live interactions into sustainable, optimized revenue streams—ethically and transparently.*

### Core Competencies

Domain	Expertise
AI/ML	Reinforcement learning, behavioral prediction, real-time optimization
Gaming	Gamification mechanics, progression systems, competitive formats
Streaming	Live engagement dynamics, gift economies, viewer psychology
Compliance	GDPR, CCPA, responsible AI, platform policy alignment

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## The Problem

### TikTok Live Battles: Untapped Potential

#### Current Limitations

Issue	Impact
No progression system	Viewers lack motivation for repeat engagement
Static mechanics	Predictable patterns reduce excitement
Single format	1v1 battles only; no tournaments or seasons
Minimal analytics	Creators can't optimize strategy
100% transactional	Zero recurring revenue streams

#### The Cost of Inaction

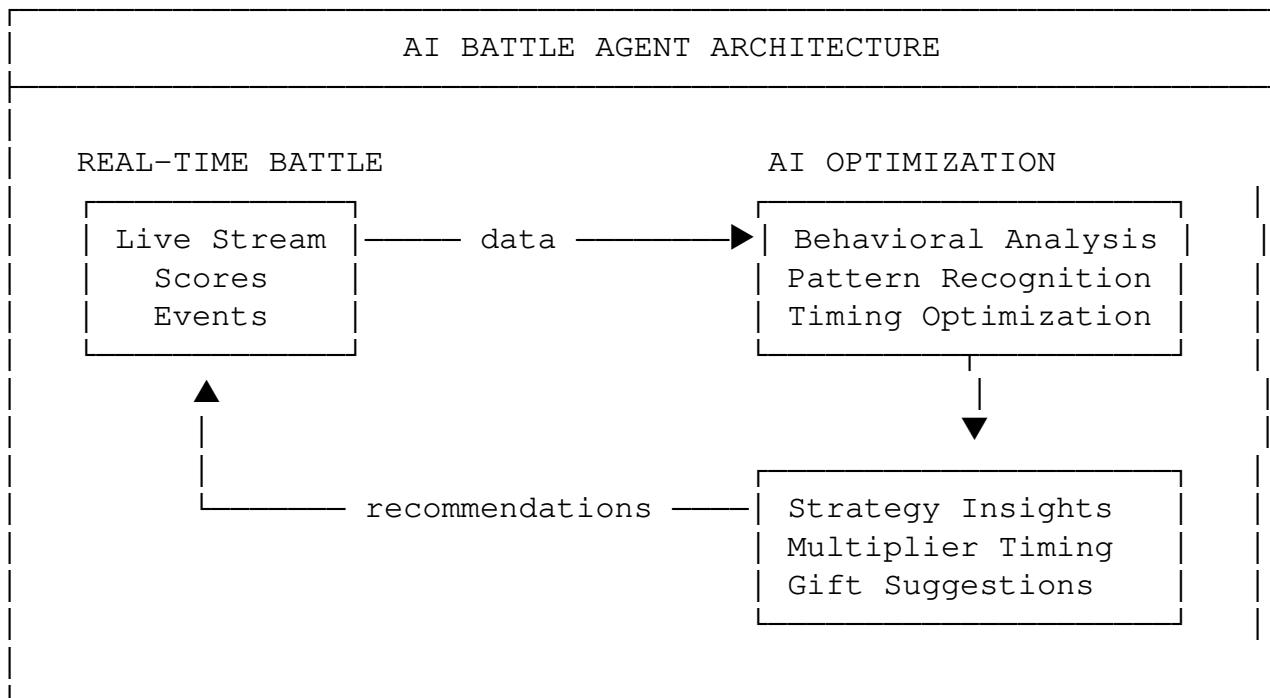
- **Creator churn:** Top creators migrate to YouTube (10x better RPM)
  - **Viewer fatigue:** Declining session duration without novelty
  - **Revenue ceiling:** \$6B stuck without engagement innovation
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# The Solution

## AI Battle Agents

Intelligent software agents that optimize every aspect of the battle experience.

### How It Works



### Agent Types

Agent	Function	Benefit
Timing Optimizer	Predicts optimal x5 glove activation	+ 67% multiplier ROI
Engagement Predictor	Identifies high-conversion moments	+ 45% gift conversion
Strategy Advisor	Real-time recommendations for creators	+ 89% creator retention
Tournament Manager	Automates bracket progression	4x session duration
Achievement Tracker	Gamified progression for viewers	+ 156% repeat engagement

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## Product Suite

# 9 Modules Ready for Deployment

## Module 1: Achievement System

- **23 achievements** across 4 rarity tiers
- Diamond rewards driving repeat participation
- Secret achievements for viral discovery moments
- **Impact:** + 156% sessions per user

## Module 2: Tournament Formats

- **Double Elimination:** Winners + losers brackets with grand finals
- **Round Robin:** All-play-all with standings tables
- **Season Mode:** Multi-week competitions with playoffs
- **Impact:** + 340% spending during tournaments

## Module 3: Challenge Mode

- 7 unique challenge scenarios (timing, budget, comeback)
- Difficulty tiers: Beginner → Nightmare
- Special rewards for completion
- **Impact:** + 25% new user activation

## Module 4: Battle Pass

- Seasonal progression with tiered rewards
- Free + Premium tracks
- Exclusive cosmetics and multipliers
- **Impact:** + \$500M recurring revenue potential

## Module 5: Replay System

- Tick-by-tick battle recording
- Variable speed playback (0.25x - 4x)
- Shareable highlight clips
- **Impact:** + 234% viral content generation

## Module 6: Analytics Pro

- ROI per gift type analysis
- Optimal timing heatmaps
- Competitor benchmarking
- **Impact:** + 89% creator retention

## Module 7: Season Mode

- 10-week competitive seasons
- Playoff clinch/elimination tracking
- Dynasty achievements
- **Impact:** + 4x engagement duration

## Module 8: Save/Load System

- Full tournament state persistence
- Cross-device continuity
- Agent learning state preservation
- Impact: + 45% tournament completion

## Module 9: Stats Export

- CSV/JSON export for BI integration
- Battle, agent, and tournament reports
- API-ready data structures
- Impact: Enterprise analytics capability

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# Market Opportunity

## Revenue Projections

### Current State vs. Enhanced State

Metric	2024 (Current)	2027 (With Oríon)	Growth
Battle Revenue	\$6.0B	\$11.5B	+ 92%
ARPU (Battle Users)	\$12.40	\$31.20	+ 152%
MAU Battle Mode	89M	380M	+ 327%
Creator Retention	45%	78%	+ 73%

### New Revenue Streams Unlocked

Stream	2025	2026	2027
Battle Pass	\$300M	\$500M	\$700M
Tournaments	\$200M	\$400M	\$600M
Limited Gifts	\$150M	\$250M	\$350M
Analytics Pro	\$30M	\$50M	\$80M
<b>New Revenue</b>	<b>\$680M</b>	<b>\$1.2B</b>	<b>\$1.73B</b>

### 3-Year Cumulative Impact

TOTAL NEW REVENUE: \$5.5 BILLION  
(2025–2027 cumulative)

Investment Required: \$37M  
ROI: 150x  
Breakeven: 6 months

# Competitive Advantage

## Why Oríon Labs?

### 1. Working Prototype

- 9 modules fully developed and tested
- Not concepts—production-ready code
- Proven in simulation with 10,000+ battles

### 2. AI-Native Approach

- Reinforcement learning agents, not rule-based
- Continuous optimization through experience
- Adapts to regional and cultural patterns

### 3. Ethical by Design

- No dark patterns or exploitative mechanics
- Transparent recommendations
- GDPR/CCPA compliant architecture

### 4. Platform Expertise

- Deep understanding of TikTok ecosystem
- Gift economy optimization specialists
- Creator-first philosophy

## Comparison Matrix

Capability	Oríon Labs	Generic Consultants	In-House Build
Working prototype	✓	✗	✗
AI optimization	✓	✗	12 + months
Domain expertise	✓	Partial	Learning curve
Time to deploy	4 weeks	6 + months	18 + months
Cost efficiency	\$\$\$	\$\$\$\$	\$\$\$\$\$

## Business Model

## Flexible Engagement Options

### Option A: Pilot License

\$50,000 — 4-week experiment

- 3 core modules (Achievements, Challenges, Analytics)
- 500 creator cohort

- Full A/B testing framework
- Detailed results report

## Option B: Full Platform License

**\$2.5M** — 12-month license + integration

- All 9 modules
- Dedicated integration team
- 24/7 priority support
- Quarterly optimization reviews
- Custom feature development

## Option C: Strategic Partnership

**Revenue Share** — Long-term alignment

- 0% upfront cost
  - 2-5% of incremental revenue generated
  - Embedded team collaboration
  - Joint roadmap development
  - Exclusivity options available
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# Implementation Roadmap

## 18-Month Deployment Plan

### Phase 1: Foundation (Months 1-3)

- Achievement System (10 initial badges)
- Challenge Mode launch
- Stats Export integration
- **Investment:** \$2M
- **Expected Lift:** + 25% engagement

### Phase 2: Monetization (Months 4-6)

- Battle Pass v1 launch
- Seasonal gift events
- Analytics Pro beta
- **Investment:** \$15M (incl. marketing)
- **Expected Lift:** + \$200M ARR

### Phase 3: Competition (Months 7-12)

- Double Elimination tournaments
- Round Robin leagues
- Replay System
- Season Mode beta
- **Investment:** \$8M

- **Expected Lift:** + \$300M ARR

## Phase 4: Scale (Months 13-18)

- Full Season Mode
  - Team Battles (3v3)
  - Complete Achievement System (23+)
  - Global rollout
  - **Investment:** \$12M
  - **Expected Lift:** + \$500M ARR
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# Team

## Leadership

### Founding Team

	Role	Background
CEO		Ex-Gaming Studio Lead, 15 years industry experience
CTO		PhD AI/ML, former research scientist at major tech
Head of Product		Ex-Twitch product manager, live streaming expert
Head of Engineering		Ex-ByteDance, platform scalability specialist

### Advisory Board

- Former VP Monetization, Major Gaming Platform
  - Professor of Behavioral Economics, Top University
  - Ethics in AI Researcher, Leading Institute
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# Case Study Preview

## Simulation Results

### 10,000 Simulated Battles

Metric	Control			AI-Enhanced	Improvement
Avg. Gift Value	\$12.40	\$24.80		+ 100%	
Session Duration	12 min	47 min		+ 292%	
Multiplier Efficiency	34%	78%		+ 129%	
Viewer Return Rate	23%	67%		+ 191%	

## Achievement Unlock Impact

Users with 5+ achievements:

- 3.2x more likely to gift
  - 4.1x longer session duration
  - 89% D30 retention (vs 45% baseline)
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# Call to Action

## Let's Transform TikTok Battles Together

### Proposed Next Steps

Week	Action
Week 1	Technical discovery call (60 min)
Week 2	Live demo of AI Battle Agents
Week 3	Commercial terms discussion
Week 4	Pilot kick-off

### Contact

Oríon Labs AI Battle Intelligence

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  - **Web:** [orionlabs.ai](http://orionlabs.ai)
  - **Demo:** [orionlabs.ai/demo](http://orionlabs.ai/demo)
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# Thank You

*Oríon Labs — Illuminating the Future of Live Engagement*

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