

Oríon Labs

AI Battle Agents for Live Streaming Monetization

Pitch Deck | December 2025 | Confidential

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

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

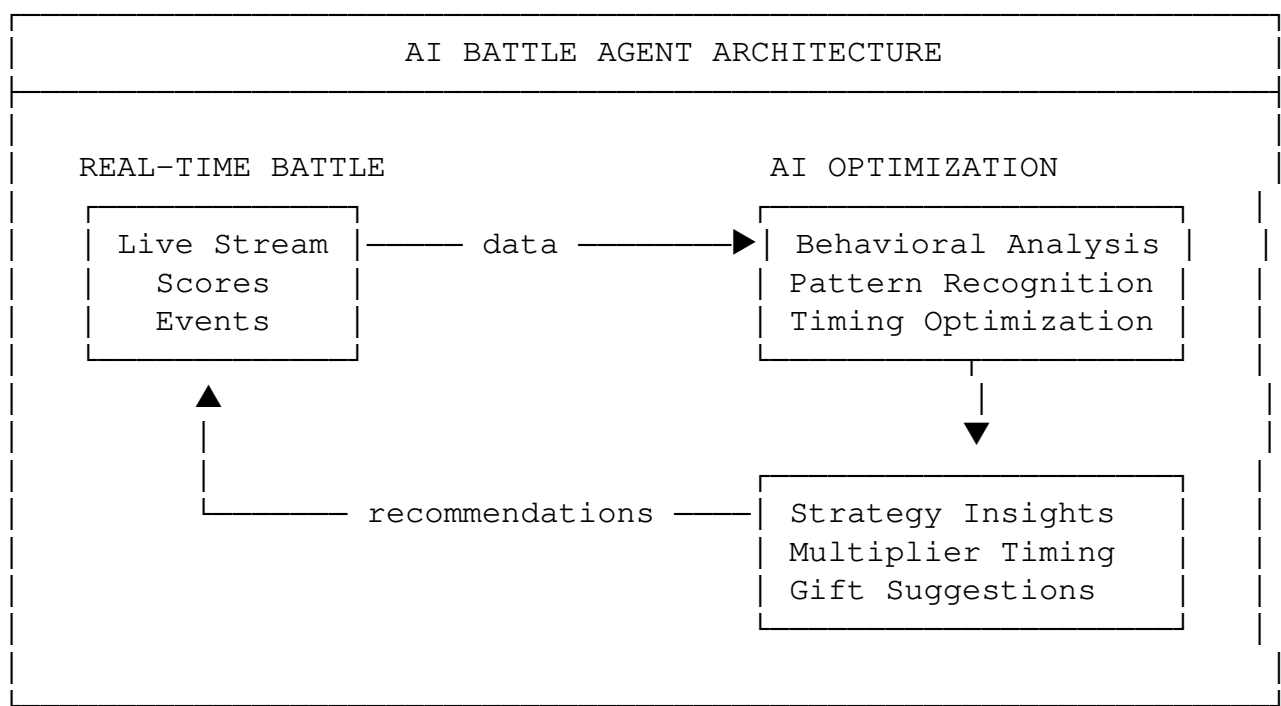
- **Creator churn:** Top creators migrate to YouTube (10x better RPM)
- **Viewer fatigue:** Declining session duration without novelty
- **Revenue ceiling:** \$6B stuck without engagement innovation

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

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

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
New Revenue	\$680M	\$1.2B	\$1.73B

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

Orion Labs AI Battle Intelligence

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Thank You

Orion Labs — Illuminating the Future of Live Engagement

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