Taru Tech

Predict player behavior

AI-Powered Tools for Smarter Game Design

Making games is HARD

Making **good** games is **HARDER**

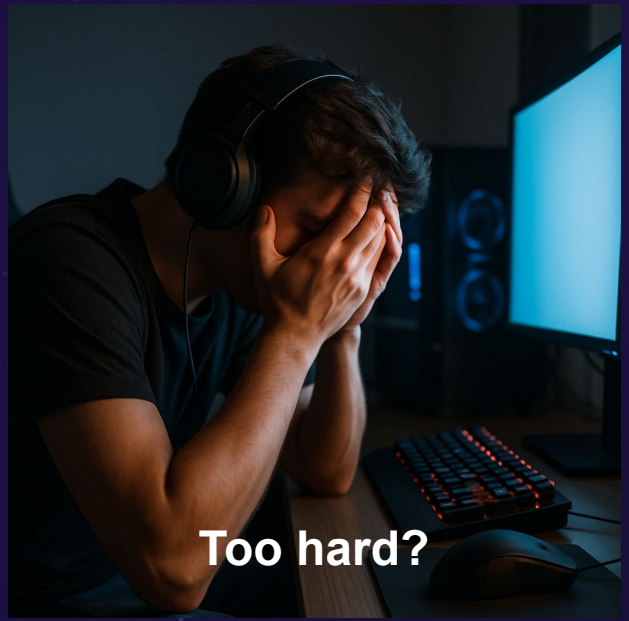
New technologies may facilitate the process.

Good implementation of new tech may give you an advantage.

Not using new tech most probably will put you at disadvantage.

The Design Dilemma

Will players quit from difficulty?
Will boredom kill retention?
Will new content drive revenue?



Current Solutions Fall Short

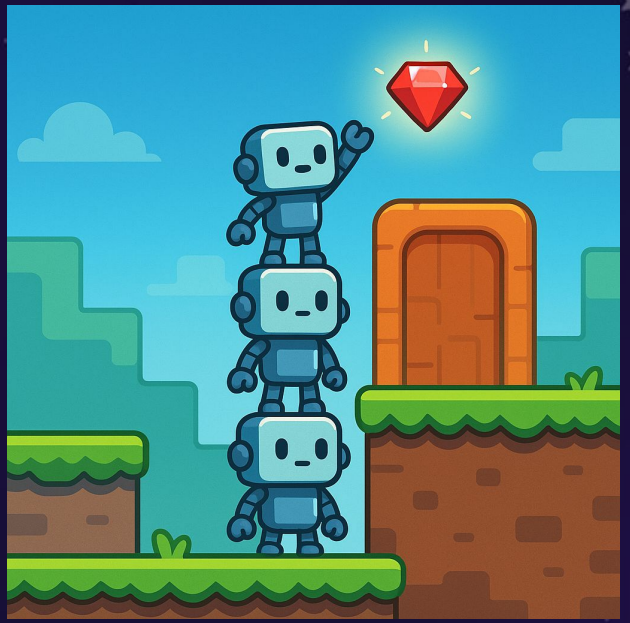
✘ Slow & expensive playtests
✘ Limited player diversity
✘ Automated tests ≠ human behavior

Human playtest

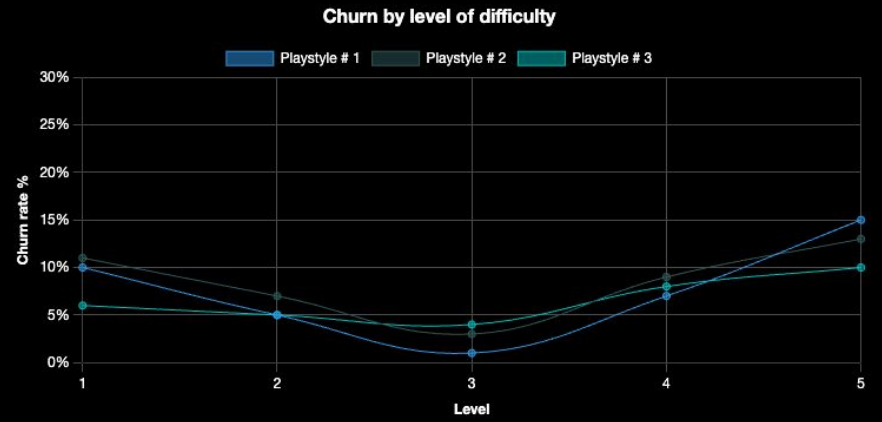
Simplistic / non-human simulations

Taru Tech: AI that simulates diverse player behavior

Human-like behavior simulations, for different playstyles
Predict engagement at scale
Test before releasing your game content to players



How it works?



1. Provide aggregated anonymous player data

2. We train custom AI agents & models

3. Simulate & optimize content

Table 1: Game metrics compared across three different playstyles in level 4

Metrics	Playstyle 1	Playstyle 2	Playstyle 3
Collision	12	5	20
Boost	40	55	30
Drifting	60	45	70
Power-Up	18	22	10
% Win	55	65	40
% Lost	45	35	60

Results You'll See

Ship updates much faster, with better game design
Cut testing costs
Boost retention & monetization

Speed

Savings

Retention = $$$

Lower Churn

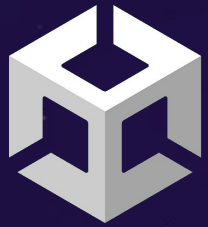
Proven Technology

Some large industry players, with large dedicated Data Science and AI teams are already using or trying to use similar approaches.

Will you stay behind or leverage our new tech to your advantage?

Platform Support

Available now!



Unity®

Coming soon

UNREAL ENGINE

GODOT
Game engine

Others? Tell us what you need to
platform-support@tarutech.ai

Ready to Get Started?

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Questions?
contact@tarutech.ai