# Start-Up Summer Camp 2025 Presentation – Aleksandr Zinovev

# Title Slide

**Name:** Aleksandr Zinovev

**Presentation:** Exploring Two Early-Stage Startup Ideas

**Program:** Start-Up Summer Camp 2025

# Do You Currently Have a Business Idea?

☑️ **Yes**

I am exploring two potential startup concepts, both at the concept validation stage.

**Idea 1**

AI-Powered Game Dev Tool

**Idea 2**

Educational Puzzle Games for Neurodiverse Kids

Made with GAMMA

# Brief Descriptions

## Idea 1

A plugin for Unity/Unreal Engine using generative AI to automate repetitive game development tasks (NPC dialogue, terrain prototyping).

## Idea 2

Mobile puzzle games designed to improve focus and pattern recognition for children with ADHD and autism using calming mechanics.

# What Stage Is Your Idea At?

1

2

AI Game Dev Tool: 🧪 Concept

EdTech Puzzle Games: 🧐 Concept

Validating interest through surveys and indie dev outreach.

Conducting technical research and accessibility planning.

# Why Are You Interested in the Start-Up Option?

## AI Game Dev Tool

- Mentorship for product-market fit

- Help scaling and accessing the B2B market

- Tech/startup ecosystem exposure
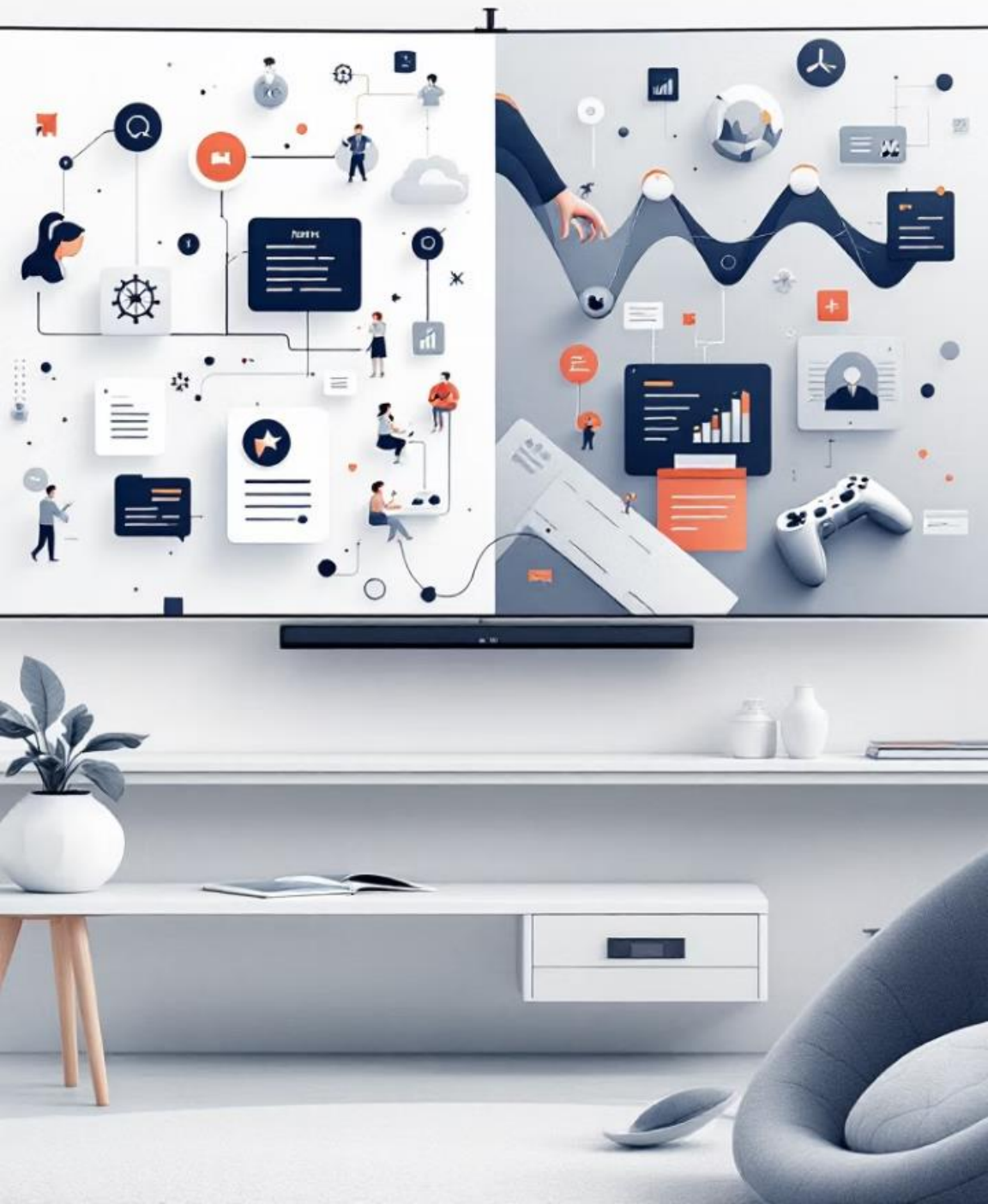
## EdTech Puzzle Games

- Mentorship for game design

- Access to social impact funding pathways

- Feedback from EdTech and accessibility communities

# Side-by-Side Comparison

| Criteria | AI Game Dev Tool | EdTech Games |
|---|---|---|
| Market | B2B (indie/AAA studios) | B2C/B2G (parents/schools) |
| Revenue Model | Subscription/SaaS | Freemium + Grants |
| Competition | Moderate (need differentiation) | Low (niche focus) |
| Your Skills | Strong alignment (Python/AI) | Learning (design) |
| Program Fit | Tech/scale focus | Social impact focus |

**Key Question:** Which aligns better with this program's resources and goals?

# Which Industries Are You Focusing On?
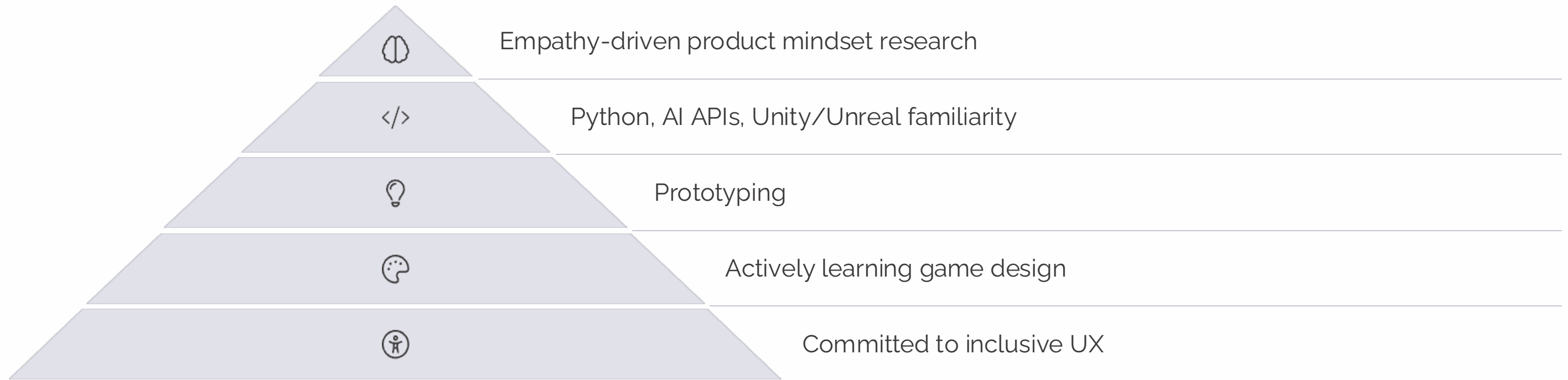
## AI Game Dev Tool

🎮 Gaming Tools / B2B SaaS

## EdTech Games

🧩 EdTech / Inclusive Game Design

# What Skills or Strengths Do You Bring?

Empathy-driven product mindset research

Python, AI APIs, Unity/Unreal familiarity

Prototyping

Actively learning game design

Committed to inclusive UX

**AI Game Dev Tool:**

- Actively developing  - Python, AI APIs, Game design

- Developing Unity/Unreal familiarity

- Prototyping

**EdTech Games:**

- Actively learning Game design

- Committed to inclusive UX

- Strong empathy-driven product mindset research

# Do You Have Any Networks or Contacts?

## AI Game Dev Tool

**Starting to connect** with dev communities and forums

## EdTech Games

**Exploring neurodiversity advocacy** and educational communities

## For Both

**Eager to build** relationships with mentors, peers, and collaborators