

GameDesign.AI

The world's first AI-RAG engine for game design

The Global Inflection Point – Why Now

Game development is exploding — but design intelligence hasn't evolved.

- Game production complexity has grown 10×, but design knowledge remains scattered and unstructured.
- AI tools are rising, but generic LLMs hallucinate badly on game design without domain-specific data.
- Indie, AA, and AAA studios worldwide face massive design bottlenecks — tuning, balancing, pacing, systems.
- There is no global, factual design intelligence layer that developers can query with confidence.
- RAG architectures now enable factual, grounded AI outputs — essential for design decisions.
- Game knowledge is now digitized at scale, creating the perfect moment for a domain intelligence engine.

The Global Problem

Game design knowledge is fragmented, unstructured, and unusable in production.

- Critical design knowledge lives across wikis, fan sites, GDC talks, patch notes, blogs, YouTube breakdowns, and Reddit threads.
- There is no unified, factual repository developers can rely on.
- Teams waste weeks researching systems already solved by existing games
- General-purpose AI tools hallucinate, because they lack domain-specific datasets.
- Result: slower development, inconsistent design quality, and expensive trial-and-error cycles.

Every studio in the world is reinventing the same wheels.

The Solution: GameDesign.AI

A factual, AI-powered RAG engine trained on the world's best games.

- Ask any game-design question — get answers grounded in real game data, not guesses.
- Built on a custom RAG pipeline: scrape → clean → chunk → metadata → embeddings → Chroma (Deeptech)
- Delivers non-hallucinated, production-grade insights in seconds.
- Helps developers design better, iterate faster, and avoid costly mistakes.
- Works for indie, AA, and AAA pipelines globally.

Your design team's intelligence layer — powered by AI, validated by actual games.

The AI-RAG Architecture (Technical Edge)

A purpose-built Retrieval-Augmented Generation pipeline engineered for game design.

- **Domain-Specific Data Pipeline**
 - Custom scrapers extract wikis, patch notes, design breakdowns, dev logs, and structured game info.
- **Cleaning, Chunking & Metadata Enrichment**
 - Game systems, mechanics, difficulty curves, and progression are segmented into high-quality design chunks.
- **Embeddings + Vector Store (Chroma)**
 - Each chunk is embedded with model-generated vectors and stored with rich metadata (game, system, category, level).
- **FastAPI Retrieval Layer.**
 - Queries trigger semantic search → top relevant chunks are retrieved instantly.
- **LLM Grounding & Synthesis**
 - The LLM produces actionable insights backed by real-game data, avoiding hallucination.

Designed for factual accuracy, scalability, and production-level reliability.

Our Proprietary Dataset (The Moat)

A growing corpus of structured game-design intelligence — impossible to replicate overnight.

- 20+ globally acclaimed games processed across multiple genres (Metroidvania, Roguelite, Soulslike, Platformer, Strategy).
- 10,000+ high-quality design chunks, each enriched with metadata for systems, mechanics, difficulty, pacing, level design, and progression.
- Multi-source extraction: wikis, patch notes, community breakdowns, developer notes, design analyses.
- Domain-specific segmentation creates clean, structured, queryable knowledge that general-purpose AI cannot access.
- Dataset grows continuously → compounding defensibility.
- More users → more queries → more gaps identified → more titles added → stronger dataset → larger moat.

Our data advantage expands with every new game added, becoming a long-term moat.

Who We Serve

- **Primary User: Game designers (level, combat, systems).**
- **Secondary Users: Producers, directors, indie founders.**
- **Potential Early Adopters:**
 - Indie studios with <10 members
 - Students & early-career designers

Product / Demo

See GameDesign.AI in action — factual answers, sourced from real games.

The screenshot shows the GameDesign.AI interface. At the top, it says "GameDesign.AI" and "Your personal game design assistant". Below that, a message says "Great — we'll talk about **Slay The Spire**. Ask me about game design, progression, mechanics, systems, balance and more." A purple button labeled "Tell me how Slay The Spire balances game progression" is visible. The main text area contains a detailed response about Slay The Spire's game progression, mentioning starting decks, persistent progression, step-by-step introduction, rewards, sense of accomplishment, and strategic map design. At the bottom, there's a text input field with "Ask your game design question..." and a "Send" button.

- **Sample Queries and Answers.**
- How does Hollow Knight structure boss progression?
 - **RAG-Generated Answer (Clean, Structured, Factual)**
 - **Progression Pattern Identified:**
 1. **Early-game bosses** focus on *telegraphed attacks* and *low punishment*, allowing players to learn dodge timing.
 2. **Mid-game bosses** introduce *multi-phase encounters*, mobility tests, and pattern variation.
 3. **Late-game bosses** combine previously learned mechanics with *high-intensity movement* and tighter reaction windows.
 4. Bosses are *not stat-inflated versions of enemies* — their difficulty curve is skill-based, not damage-based.
 - **Design Insight for Developers**
 - Boss pacing follows a *teaching* → *testing* → *mastery* loop, allowing consistent difficulty ramp without overwhelming players.
 - **Sources Retrieved**
 - 14 chunks from **Hollow Knight Wiki** (Boss Patterns, Difficulty Tiers)
 - Patch Note insights (v1.4 changes to boss phases)
 - Community meta breakdown (Attack telegraph behaviours)

Product is Live At:-

<https://gamedesignai-frontend.azurewebsites.net/>

Global Market Opportunity

A massive global industry with rising demand for AI-assisted design tools.

- \$221B global gaming industry and growing.
- 15,000+ game studios worldwide across indie, AA, and AAA tiers.
- Studios spend millions of hours every year on design research, iteration, balancing, and tuning.
- Rapid shift toward AI-driven content creation and production workflows.
- No existing design intelligence layer that provides factual, game-grounded insights.

GameDesign.AI becomes the AI copilot for game designers — a new category in a massive market.

Business Model

Simple, scalable SaaS for designers and studios worldwide.

- **Individual Subscription**
 - Monthly / annual plans for solo designers and indie teams.
 - Access to unlimited queries, advanced insights, and expanded corpus.
- **Studio Plans (Indie → AAA)**
 - Seats-based licensing for multi-designer teams.
 - Centralized usage, collaboration, priority support.
- **API Access & Integrations**
 - Pay-as-you-go / enterprise plans for studios integrating GameDesign.AI deeper into pipelines.

High-margin SaaS with expanding usage as teams rely on GameDesign.AI throughout development.

MVP Launched

MVP built. Architecture proven. Ready for developer testing.

- Fully functional MVP launched with complete RAG pipeline and hosted on Azure.
- 10,000+ structured design chunks embedded and queryable.
- Top-tier games processed across multiple genres.
- End-to-end technical stack validated: data pipeline → vector store → FastAPI → LLM grounding.
- UI/UX ready for onboarding first developers.

The foundation is built — now ready to scale dataset, users, and product capabilities.

Vision / Roadmap

Building the intelligence layer for how games will be designed in the next decade.

0 - 6 Months

- Expand corpus to 50+ high-quality games.
- Increase metadata depth (systems, pacing, encounters, economy).
- Release designer-friendly UI enhancements.
- Onboard first 50–100 developers for closed testing.
- Partnerships with 5–10 Indian indie studios

6 – 18 Months

- Studio-level collaboration tools.
- Unity, Unreal, and Godot plugin integrations.
- Procedural design assist: level beats, difficulty curves, encounter pacing.
- Launch paid tiers for individuals + studios.

18- 36 Months

- Full procedural design engine powered by grounded AI.
- Ecosystem of design templates, generators, and workflows.
- Become the **default design copilot** for indie, AA, and AAA studios globally.

From a knowledge engine → to a design assistant → to a full procedural design platform.

Why Us / Founder Strength

We are uniquely positioned at the intersection of game development and AI.

- Hands-on experience building multiple games across genres (hyper casual, jump platformer, kids learning).
- Deep understanding of real design pain points, iteration cycles, and production bottlenecks.
- Strong technical execution — built the full RAG pipeline end-to-end: data ingestion → embeddings → vector DB → FastAPI → LLM grounding.
- Fast iteration velocity — MVP designed, built, and shipped rapidly.
- Product intuition + storytelling to shape GameDesign.AI into a global developer tool.
- Long-term conviction to build game development infrastructure, not just another AI wrapper.

We understand both the craft of games and the power of AI — and can connect the two.

Fundraise Ask / Use of Funds

Raising ₹1 cr for an 18-month runway to scale GameDesign.AI globally.

- **Use of Funds.**
 - Team & Talent (Tech + Digital Marketing)
- **Cloud Infrastructure**
 - Hosting, vector DB, API services, embedding pipelines
- **Compliance & Operations.**
- **Product Experiments + Buffer + AI Cost for subscriptions**

18 months of focused execution: expand dataset, strengthen platform, and onboard early studios.

Closing

We're building the intelligence layer for the next generation of game development.

If you believe game creation will be AI-assisted, GameDesign.AI becomes the foundation.