

Cortx

# Cursor for game development

Integrated AI for game development, inside the  
editor. Build faster. Learn faster. Ship  
better.

# Problem

Game dev AI is fragmented and  
out-of-flow

## Breaking Focus

Switching to external AI tools  
breaks focus and slows iteration

## Missing Context

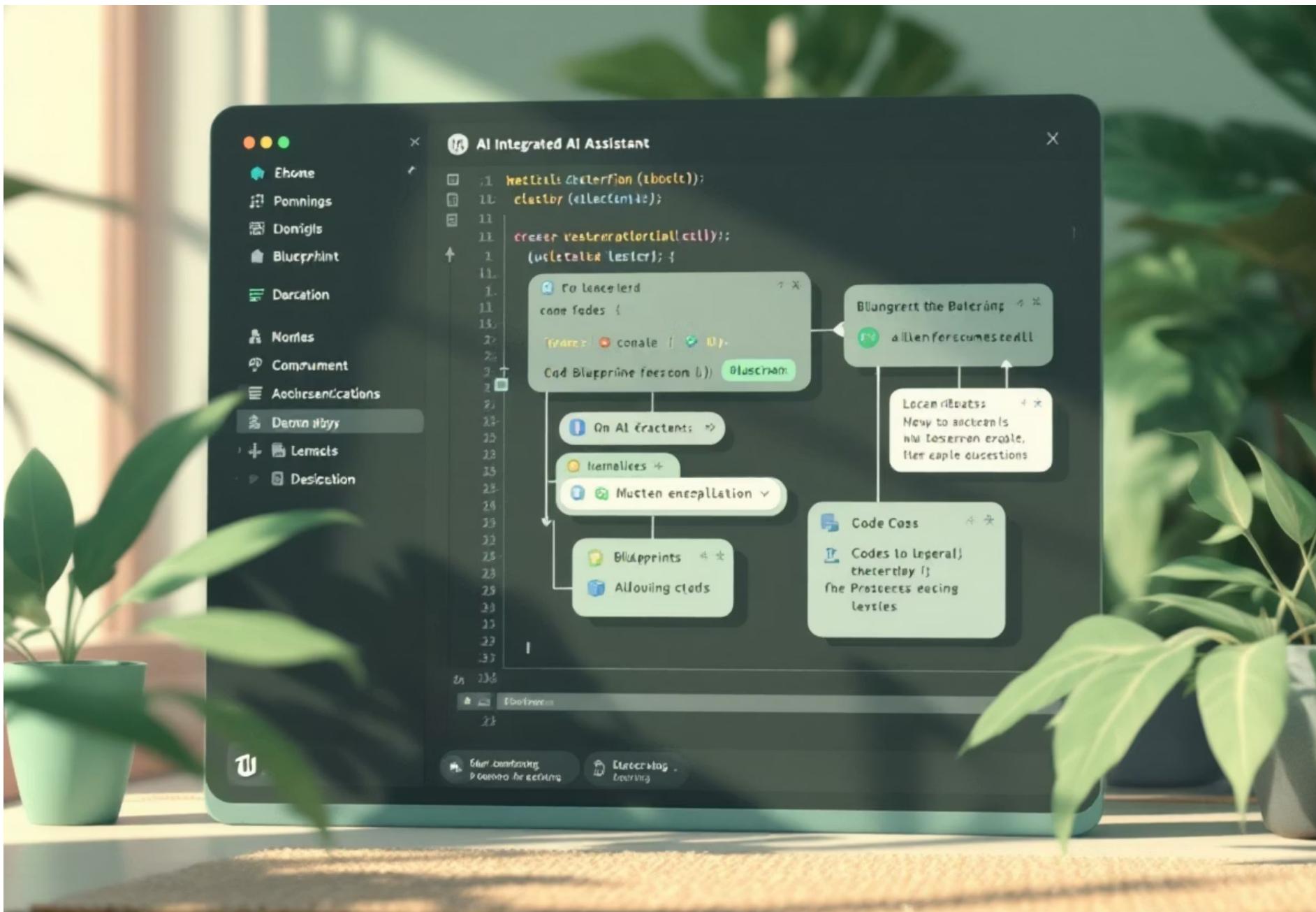
Generated code lacks project  
context and Unreal best practices

## Slow Onboarding

Onboarding new devs to Unreal is  
slow; knowledge transfer is ad-hoc

# Vision

AI-native development, inside Unreal



Self-contained, agentic assistance in the editor

Context-aware of local codebase, assets, and Blueprints

Generation + explanation to accelerate learning and quality

# Solution

AI maturity meets Unreal  
adoption

Reliable AI

LLMs now reliable for structured,  
domain-specific tasks

Quality +  
**Velocity**  
Studios seek velocity without  
sacrificing quality

Shared Knowledge  
Remote teams need shared  
"engineering intuition" embedded in  
tools

# Product Deep Dive

## Key Capabilities



### Blueprint

Integration: modify graphs, nodes, and connections



### C++ Scaffolding

Modules, components, UPROPERTY/  
UFUNCTION patterns



### Context Hooks

Build graph, dependencies,  
gameplay framework awareness



### Explainers

"Why this change" + links to Unreal docs & patterns



### Agentic Tasks

"Implement sprint ability," "Refactor input," "Add save/load"

# Market Opportunity

## Top-down market size

- Global games market: **\$187.7B in 2024** (revised) and **\$188.9B forecast for 2025**.

[Reuters+1](#)

## AI in gaming (size & trajectory)

- 2024 market estimates vary widely: **\$1.47B–\$5.85B** (definitions differ: "AI in gaming" vs. "generative AI in gaming"). Long-term forecasts project ~**\$37.9B–\$51.3B by 2033–2034**. [The Business Research Company+2](#)[Grand View Research+2](#)

## Adoption

### signals

- **1 in 5** games released on Steam in **2025** disclose gen-AI use (~**7,818** titles; ~**7%** of the entire Steam library). [Tom's Hardware copilot](#): Microsoft reports **20M users** and adoption by **90% of the Fortune 100** (Q4 FY25). Strong willingness to pay for in-editor AI assistance.
- **Engine seat scale proxy**: Unity reports **1.2M monthly active Unity Editor users**—a useful upper-bound signal for engine-native tool TAM. [Unity](#)

## Engine-specific dynamics (Unreal)

- Epic lowered UE royalties to **3.5%** for games that also launch on Epic Games Store starting 2025—evidence of continued investment in the UE ecosystem and dev incentives. [The Verge](#)
- For non-game industries, UE moved to **seat-based pricing (\$1,850/seat/yr)**, highlighting enterprise willingness to pay for engine-native capability. [Unreal Engine](#)

## Illustrative bottom-up

### SAM

- If we targets **50k–100k Unreal pro seats** globally and prices at **\$25–\$40/seat/mo**, SAM is **\$15–\$48M ARR**. (Assumptions shown for planning; actuals will depend on conversion in indie/studio segments.)

# Business Model

Individual plans (seat-based,  
usage-tiered)



## Hobby (Free)

limited Agent requests & tab completions; short Pro trial.



## Pro

~~\$20/mo~~ Agent limits, **unlimited** tab completions, **Background Agents**, max context windows.



## Pro+ \$60/mo

everything in Pro + ~3x usage on OpenAI/Claude/Gemini.



## Ultra

~~\$200/mo~~ Pro + ~20x usage and priority access to new features

## Business plans

### Teams

~~\$40/user/mo~~  
everything in Pro + centralized team billing, usage analytics/reporting, org-wide privacy mode, **RBAC**, **SAML/OIDC SSO**.

### Enterprise Custom

everything in Teams + **pooled usage**, invoice/PO billing, **SCIM** seat management, **AI code-tracking API & audit logs**, granular admin/model controls, priority support & account management.

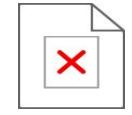
# Differentiation

Engine-native + domain

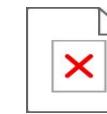
intelligence



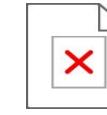
Native Unreal  
integration modules, build  
system)



Agentic  
workflows game tasks, not generic  
prompts



Local context  
faster iteration changes and fewer  
regressions



Knowledge graph  
of Unreal patterns/best practices improves over  
time

# Competitor analysis

Positioning

Generic AI code tools

Great for text; weak in engine  
context

Editor

plugins  
Limited scope; lack agentic, multi-step  
reliability

In-house scripts

Costly to maintain; not reusable across teams

# Team

Experienced, complementary founders



**Hugo (Unreal)**

4+ yrs UE dev; C++, Blueprints, systems; led Web3 game teams

**Jorge Ruiz (Eng/Founder)**

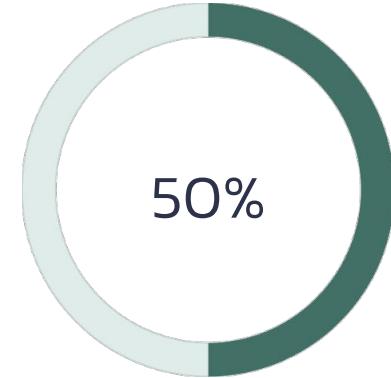
15+ yrs; ex-CTO/CEO; co-founded Airtm (4M+ users); built Heurist.ai agent framework

**Cristina Manrique (Eng/Lead)**

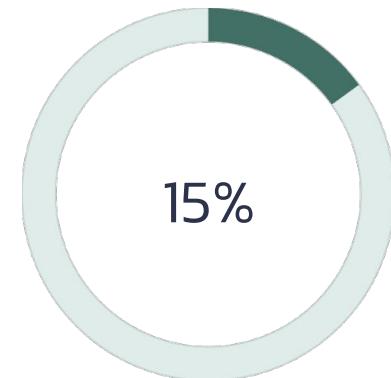
12+ yrs; computer vision, AR/VR pioneer; technical lead; agentic system builds

# The Ask

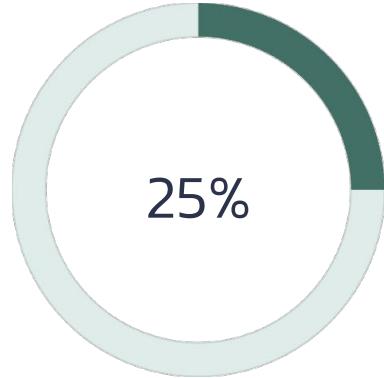
Use of funds (18 months):



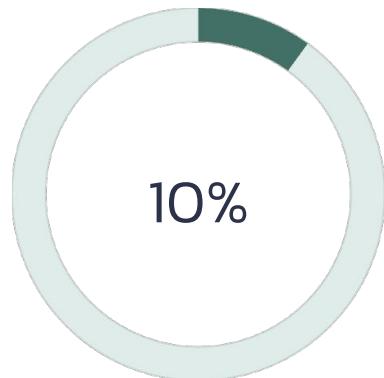
Product & Engine  
product & engine  
integrations



Go-to-Market  
GTM (community + studio  
pilots)



Agent  
agent reliability (security,  
VPC)



Operations  
ops &  
compliance

## Final

Build better, faster, smarter—inside Unreal  
thoughts

- Integrated, agentic, context-aware development

- Up-level teams and accelerate time-to-fun

- Let's bring AI-native workflows to game development