

Cortex

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

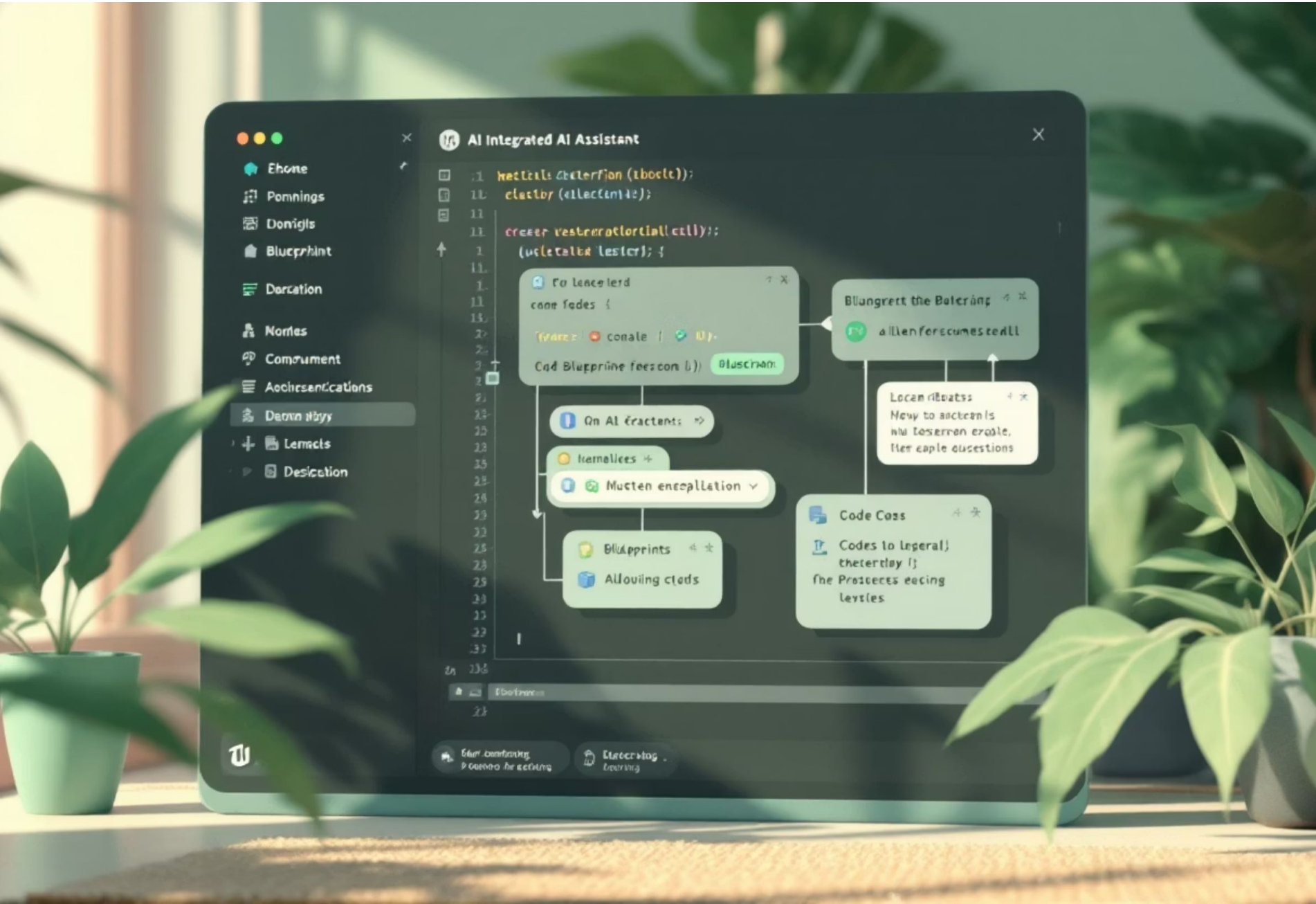
Generated code lacks project
context and Unreal best practices

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
Generate/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+2Grand 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](#)
- **GitHub 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+ \$60/mo

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



Pro

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



Ultra

~~\$200/mo~~ Everything in Pro + ~20× **usage** and priority access to new features

Business plans

Teams

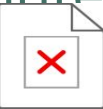
\$40/user/mo
everything in Pro + centralized team billing, usage analytics/reporting, org-wide privacy mode, **RBAC**, **SAML/OIDC SSO**.

Enterprise Custom

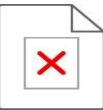
everything in Teams + **pooled usage**, invoice/PO billing, **SCIM** seat management, **AI code-tracking API & audit logs**, granular admin/model controls, priority support & account management.

Differentiation

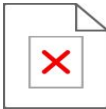
Engine-native + domain intelligence



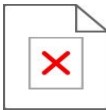
Native Unreal integration (blueprints, modules, build system)



Agentic workflows tuned to game tasks, not generic prompts



Local context ingestion for accurate changes and fewer regressions



Knowledge graph of Unreal patterns/best practices improves over time

Competitio

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



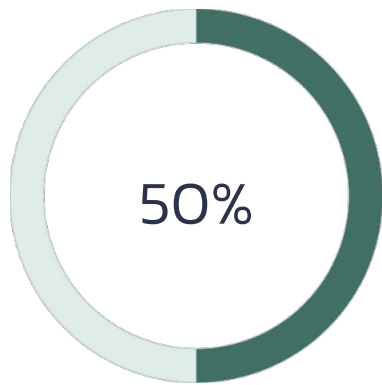
Hugo (Unreal)
4+ yrs UE dev; C++, Blueprints, systems; led Web3 game teams

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

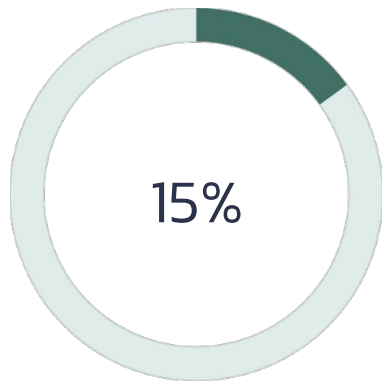
Cristina Manrique (Eng/Lead)
12+ yrs; computer vision, AR/VR pioneer; technical lead; agentic system builds

The Ask

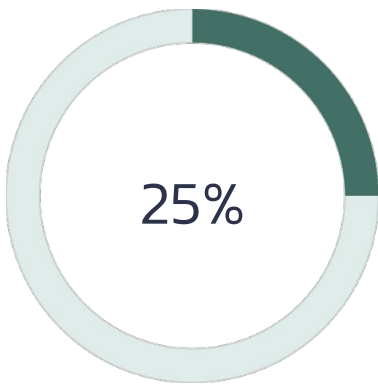
Use of funds (18 months):



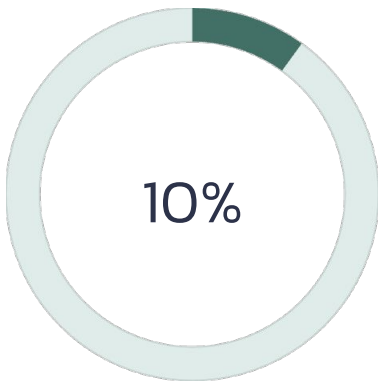
Product & Engine
product & engine
integrations



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



Agent Reliability
agent reliability & infra (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