



true-bots.com

# True Bots

Smarter Bots.  
Better retention.



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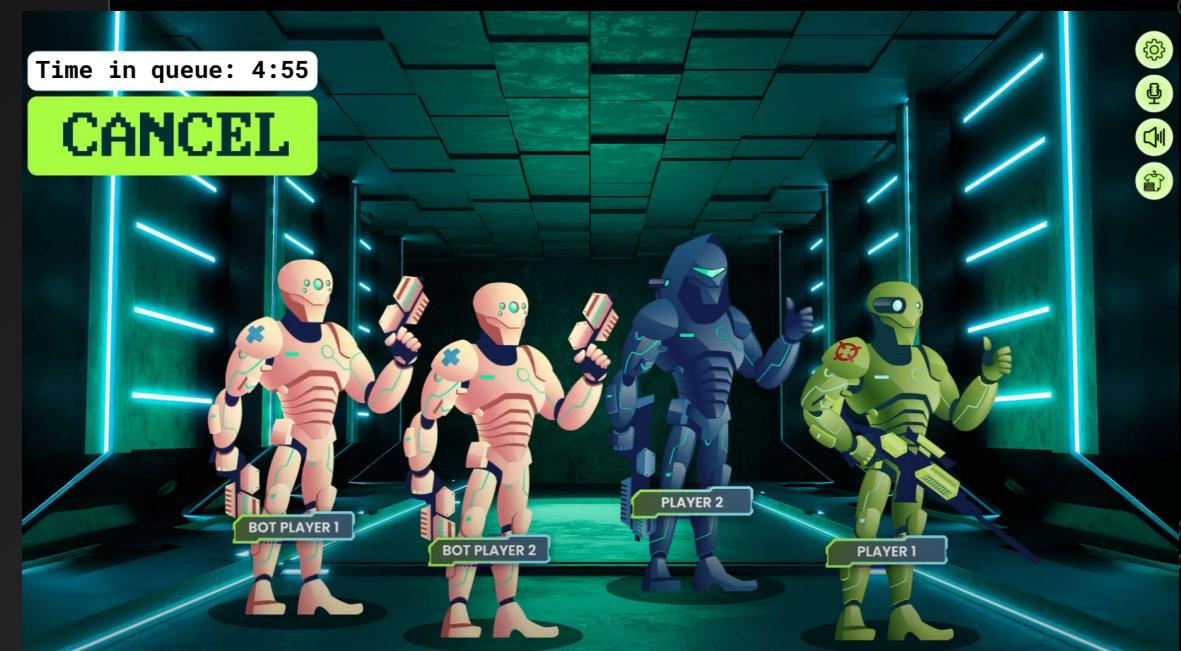


# Problem

To fill empty lobbies **game studios** use pre-programmed bots.

These bots are:

- **Costly** for studios
- Boring or repulsive to players



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[Chat with us!](#)

# Solution

ML powered agents that  
**LEARN** and **PLAY**  
like humans.

- Reduce development time and cost by **50x**
- Minimal effort to integrate and deploy
- Players stay: games make more **\$\$\$**

# Market

## Bottom-Up TAM Estimate

1,500 games × \$200K to \$1M/year =

**\$300M to \$1.5B annually**

### Assumptions:

- 1,500 global live service titles (PC/console) in competitive/action/strategy categories
- Titles must have  $\geq 7,000$  peak CCU (filtering out niche/low-scale games)
- Per-title bot/AI system budget ranges from \$200K (plug-in or tool) to \$1M+ (full-service or custom AI behavior)
- Represents both service and SaaS pricing over lifecycle

## Top-Down TAM Estimate

\$180B (Global Software Revenue)

- 50% Competitive/Action/Strategy Genres = \$90B
- 7–15% allocated to NPC/Bot Systems =

**\$6.3B – \$13.5B annually**

### Assumptions:

- Global Gaming Market (2024): \$298B
- 60% attributed to game software (exclude hardware and advertising) = \$180B
- Focus only on competitive/action/strategy genres (excludes narrative/sim/sandbox/casual)
- Studios allocate ~7–15% of budget to NPC systems, AI tools, behavior scripting, and player engagement improvement

## Business

- › Finalist AI Agents Challenge (12/24)
- › CAE/LaGuilde startup incubator (2/25)
- › Calacanis' Founder University (3/25-6/25)
- › Developing initial partnerships

## Technology

- › Reusable, modular, hierarchical NNs
- › Built plugin - studios keep code private
- › Published 5 demos of different genres
- › Milestone: 3D flight and navigation

# Revenue streams

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**Agents as a Service:** Bots are distributed through the cloud and accessed via a subscription, enabling seamless integration and real-time updates.



**Customized Solutions:** finely-tuned machine learning bots designed to meet unique requirements. These sophisticated bots might be for key characters such as bosses.



**Consulting:** Offering our expertise and tools to help studios set up an in-house procedure for training True Bots for their games. On-site teaching and trouble-shooting is available.



**Future plans:** video games are simulations. We can train agents in simulation and deploy them to robots in the real world. Training wanted behavior into these agents is our specialty.

# Competitors



**Focus:** AI-assisted QA and on-demand bots

**Strengths:** QA automation and on-demand players



**Focus:** AI for combat behavior

**Strengths:** Pivoted to "digital humans"



**Focus:** AI-assisted QA

**Strengths:** Provides QA solutions similar to ours.



**Focus:** Partner with PubG to deliver companions

**Strengths:** Targeting consumers first

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## Our Advantages

**Pre-trained** component neural nets for each genre only need incremental training.

**Speed:** we can deliver a solution 50x faster than scripting AI. Onboarding is quick. Implementation is easy.

**Bespoke training:** we recognize every game is unique, we train reusable components then specialize them.

**Engine agnostic:** Our platform, plugin, and pipeline work with any game engine.

# Team

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## Founders:



**Andre Bounames**

Tech cofounder

**CEO**

**Software Engineer**

>15 years

- › Lead complex, multi-million dollar engineering projects
- › Lead PM on international defense projects
- › Mission-critical software developer @ Airbus, Bombardier
- › Founder @ CrossPlanet multiplayer shooter

[LinkedIn](#) | [My game: CrossPlanet](#)



**Alex Tselikov**

Tech Cofounder

**CTO**

**AI & Game Dev**

>20 years

- › Created the largest Minecraft server complex.
- › Rewrote Minecraft in Unity & Unreal Engine
- › Developed Eve Online's first bot.
- › Founder @ Ways survival multiplayer shooter

[LinkedIn](#) | [GitHub](#) | [My game: Ways](#)



**Thomas Miller**

Business cofounder

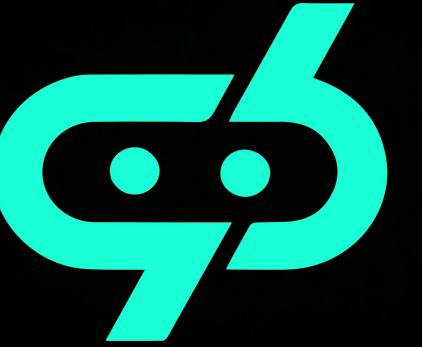
**COO**

**Business Ops**

>20 years

- › 7+ years advising startups and angel investor
- › 20+ years options trader and portfolio manager
- › Gaming world building; server management; clan leadership
- › Self-taught python developer

[LinkedIn](#) | [GitHub](#)



# Thank You

Revolutionizing gaming with AI-driven solutions



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