



Bring imagination to life

Pre-Seed | April 2023

nilu@stori.gg

Our team has been telling video game stories for decades



Nilu Kulasingham

CEO and Founder



- 15+ years building games, 10+ years as software engineer
- Founded esports site that amassed 800,000 viewers per month and sold to Gamespot
- Won the 2022 global Immutable X hackathon



David Yin
Advisor



Former Head of
Business Development
at Google Play



Nick Wong
Advisor

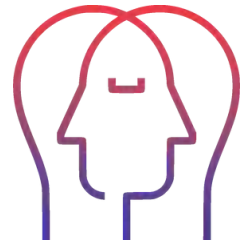


Former Vice President of
Product and Strategy,
Activision Blizzard

Partners & Investors



Stories shape souls



They help build empathy



They increase positive emotions



They enhance information recall



But creating new stories is tough



Quests



Dialogues



Encounters



Decisions



Lore

**All currently hand crafted
and time consuming to make**



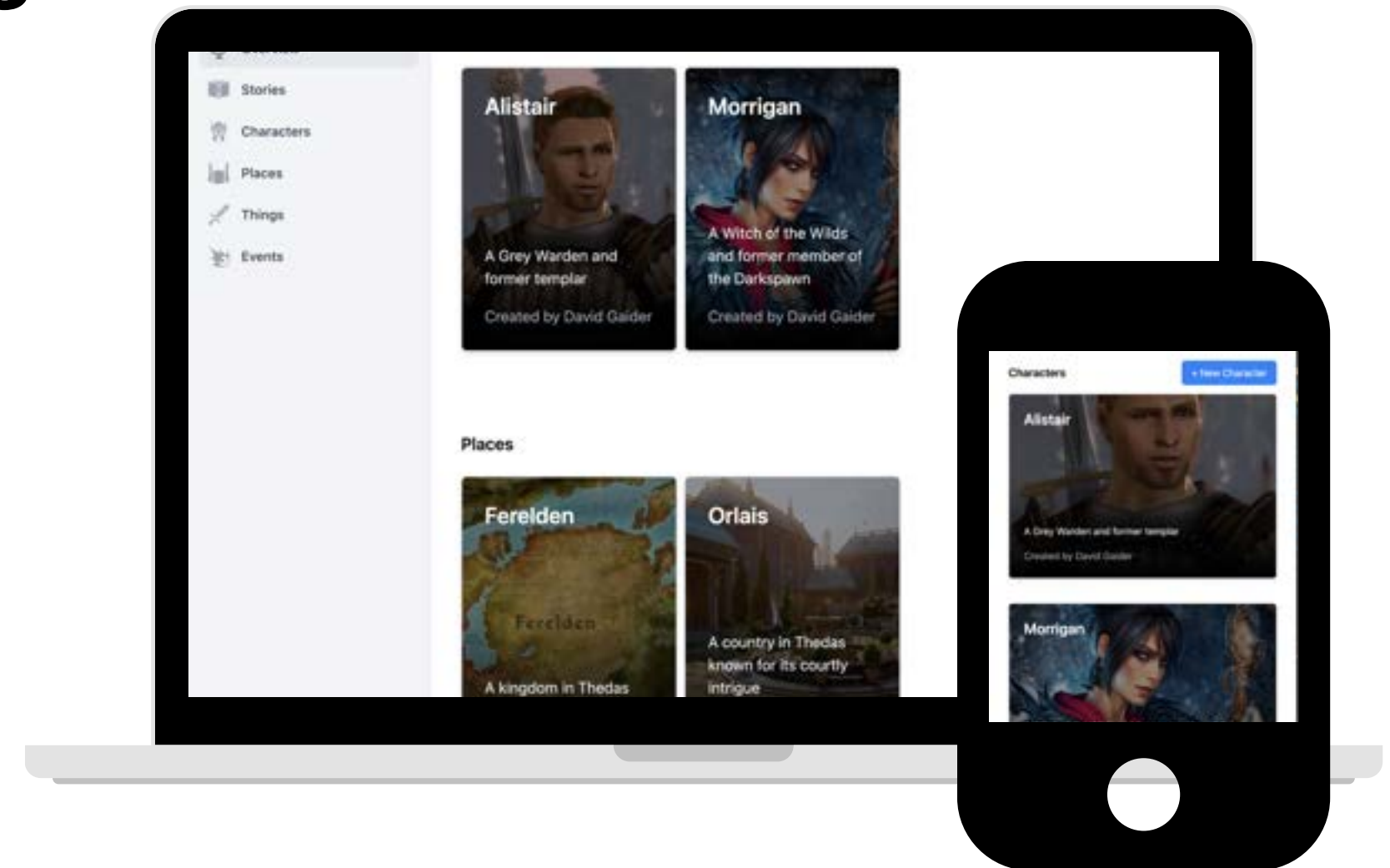
Games are getting bigger every year

Lines of Dialogue
in Bethesda games

2011	<small>The Elder Scrolls V</small> SKYRIM	60,000
2015	<i>Fallout 4</i>	110,000
2023	STARFIELD	250,000+

Stori supercharges story creation

- **Save time and money by creating lore quicker with fine tuned Large Language Models**
- **Store creations and query via a vector database so the lore is consistent**
- **Collaborate seamlessly across teams and worlds**



**We've proven we can
create and scale stories**

100,000 views in 7 days

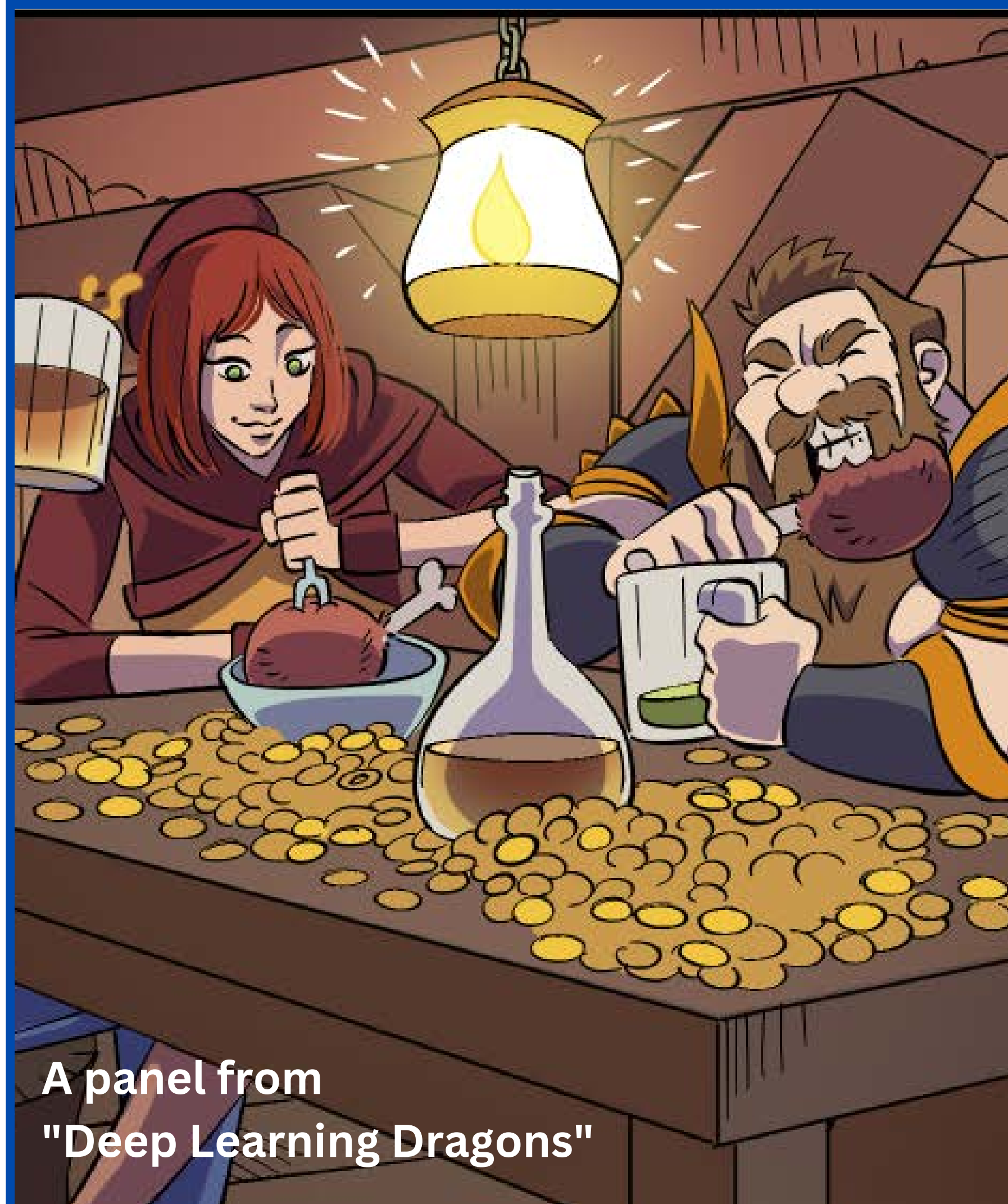
Deep Learning Dragons

<https://youtu.be/Cg0k6hZrAhM>

An animated webcomic about machine learning and dungeons and dragons.

First episode explains "Attention is all you need" via a D and D storyline.

~40% female audience



A panel from
"Deep Learning Dragons"



Engage your fans in your lore

- **Share and spread your lore with customizable landing pages**
- **Co-create your lore and story with your fans and build an audience before launch**
- **Set up membership tiers and reward fans by giving them perks**

GAMURS



Plus we've got a game changing partnership

Our partnership with Gamurs gives us access to **66 million users** when we launch

66 million users

130 million pageviews

15+ brands

Freemium B2B SaaS + Advertising

Free

Viewing lore will always be free and supported by advertisements through the GAMURS ad network

Creator - \$20 / month

Base tier for individuals who want to create lore and worlds

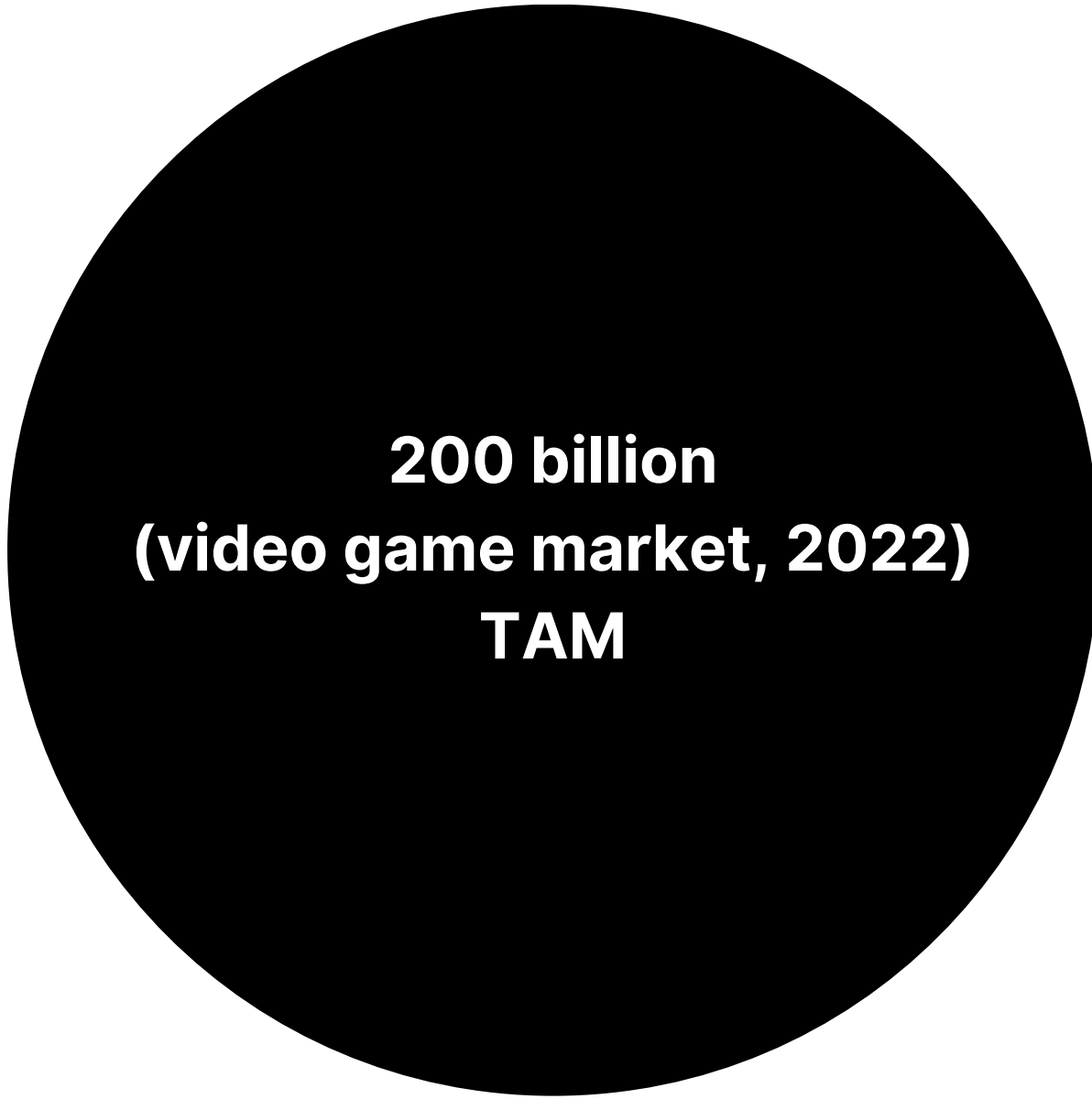
Professional - \$70 / month

For professional creators who write a lot and need more advanced features

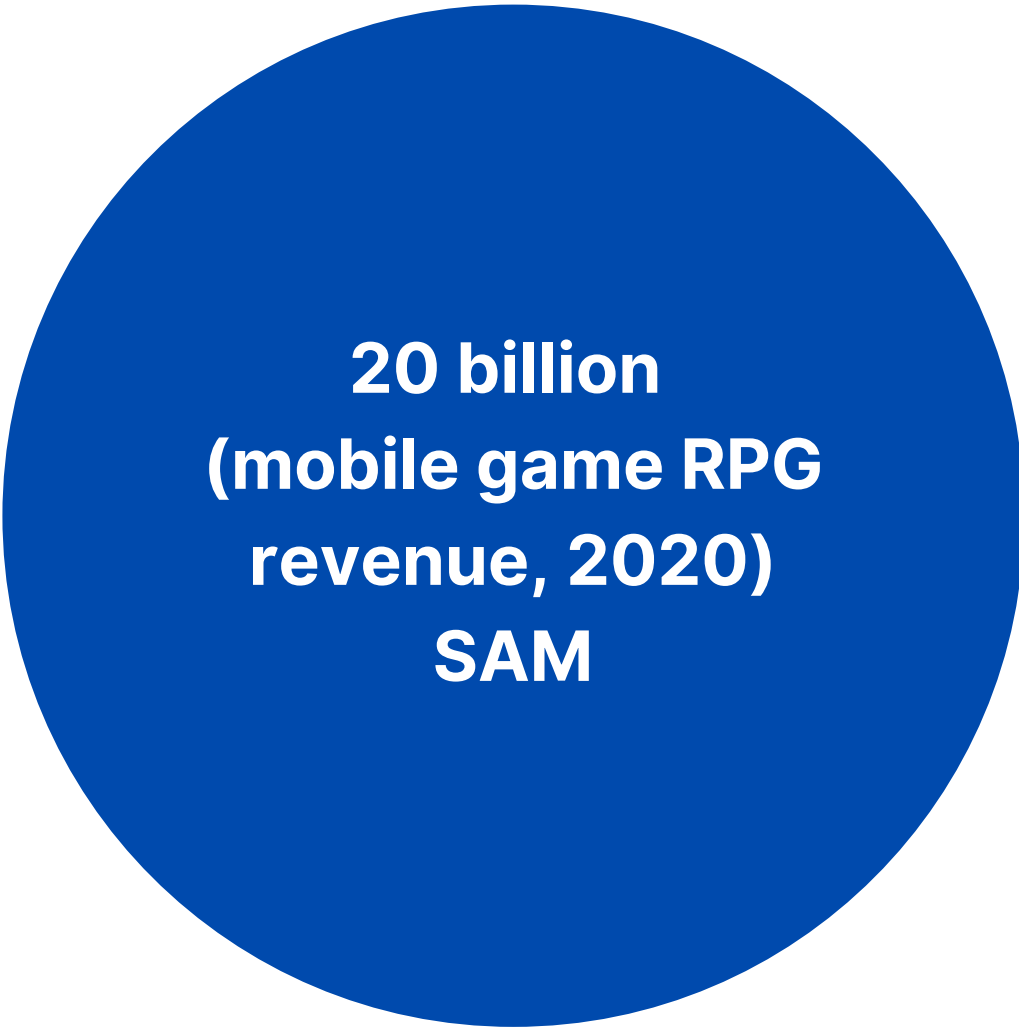
Enterprise - custom / month

For video game studios, publishing houses, tv screenwriting teams and other large publishers

We'll target mobile RPG gamers and creators first



200 billion
(video game market, 2022)
TAM



20 billion
(mobile game RPG
revenue, 2020)
SAM



200 million ARR
(1% SAM)
SOM

lore / game specific



AI DUNGEON



We're at the intersection of lore creation and consumption

non ai enabled

ai enabled



tapas

copy.ai



type

general

We're raising \$500,000

60% verbally committed already

**This will give us 18 months runway to
build product and help scale up our
distribution with partners such as
GAMURS**

A vibrant, stylized landscape with a river, red foliage, and a boat. The scene is dominated by a rich palette of reds and oranges, contrasting with a cool, blueish sky and water. In the foreground, dark, jagged rock formations are covered in dense, glowing red bushes and trees. A large, gnarled tree with thick branches and a full canopy of red leaves stands prominently on the right. The middle ground features a calm river that reflects the sky and the surrounding foliage. In the distance, a small boat with a single mast is visible on the water. The background consists of misty, blue-tinted mountains and a sky filled with soft, white clouds. The overall atmosphere is dreamlike and ethereal.

Thank you!

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