



**Collaborative Game Design  
for Teams**

# Team



**Nilu Kulasingham**  
CEO and Founder

- 15+ years in games, 10+ years as software engineer
- Founded Paravine.com (800k MAU) acq by onGamers
- Analyst @ Alliance (2014 EULCS Champions)



**David San**  
Senior Software Engineer  
@ Cashrewards

- Built AI-based storytelling CMS for Pearson
- 5+ years as a software developer

We are here to *democratize*  
game design

# Game design is hard

Building consistent lore is time consuming



**Quests**



**Dialogues**



**Encounters**



**Decisions**



**Backstories**

*"One of the most time consuming aspects of game creation is building out the world of a game"*

**- James Gwertzman and Jack Soslow, a16z games<sup>1</sup>**

# And it's becoming very costly

Companies are beamoning the cost of content for video games

Former PlayStation boss says  
triple-A game dev is unsustainable



Major Publishers Report AAA Franchises  
Can Cost Over a Billion to Make



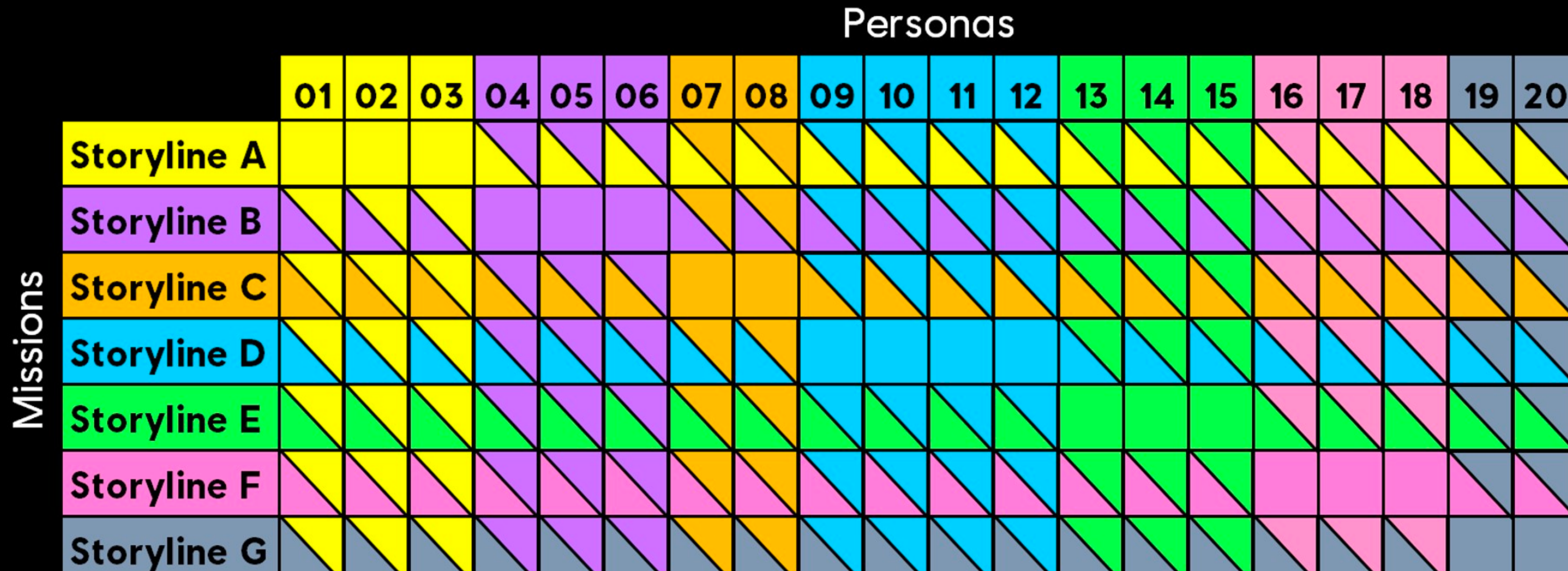
"We have to make so much content  
for Call of Duty that we can't even  
lean on one lead studio anymore"

"Now we need almost 2 lead studios  
for each annual CoD. That kind of  
bandwidth pressure is forcing us to  
use outsourcers more and more. I  
don't see that changing anytime  
soon."

Activision Blizzard

# Because levels today are made with 20+ people

**Mission writers** first outline a **linear version of the script**. This is sent out to **persona writers** who would fill in the script with **20-character variations**. The edited variations would be sent back to the mission writers who would review and revisit them to ensure they met the original intention.



# So imagine how hard it is for small teams



**Andy**

Narrative Designer



**Lisa**

Character Artist



Software Engineer

**Nikita**

Game Producer

**Ellen**



**Level**

- **Need to collaborate, ideate and build levels.**
- **Each video game is a collection of stories.**

## Here is what we used

**Reactflow**

**Stable Diffusion**

**Anthropic AI**

**React**

**Vercel**

**Zustand**

**Supabase**

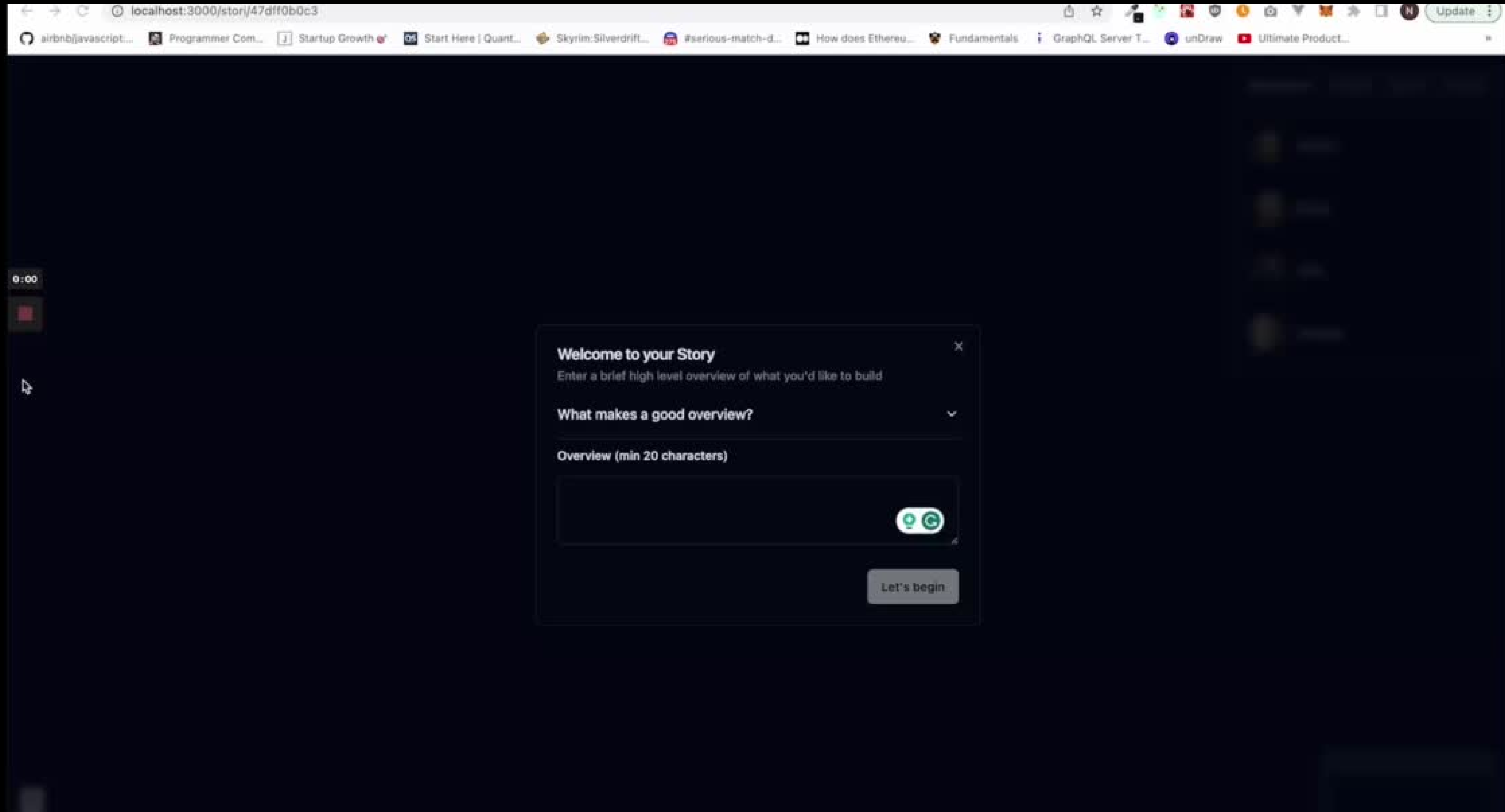
**Liveblocks**

**Leonardo.AI**

**Shadcn UI**



# Our Solution is a collaborative game design tool



# Standard B2B SaaS business model

Free tier + additional paid tiers after that



## Free tier

- 2 users
- 3 projects
- Limited elements
- 200 free AI generations



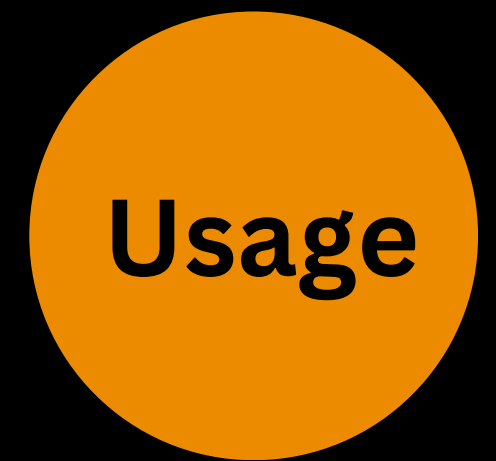
## Pro tier

- 3 users
- Unlimited Projects
- Unlimited elements
- 1500 AI generations



## Team tier

- 5 users
- \$25 per user per month after that
- Unlimited Projects
- Unlimited elements
- Team based tiers
- Integrations into trello / miro etc



## Usage tier

- Additional AI Usage Expansion packs