

TEAM A(I)DOL · CMU ENTERTAINMENT TECHNOLOGY CENTER · AUG 28, 2026

Team Update & Roadmap

Design × Technology × Business

You are not managing an idol. You ARE one.

Design · Technology · Business

01

Design

Summer web prototype ·
user-testing insights · three
milestones

02

Technology

Research results

03

Business

Monetization framework · the
dual-engine model · what comes
next

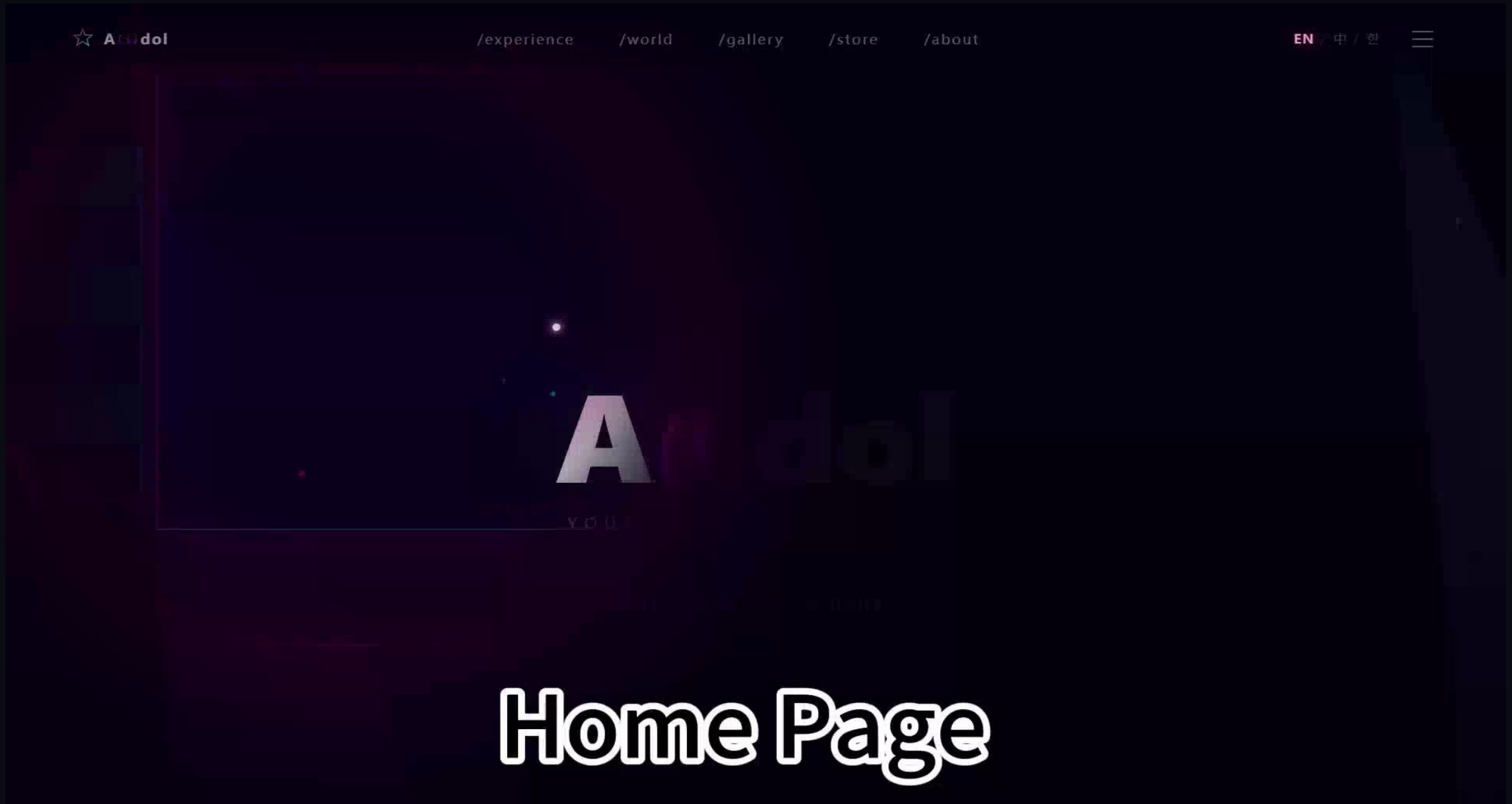
Budget request already submitted to IT — in review, Derek cc'd.

Design

Over the summer we built a playable web prototype — the idol-training loop in its simplest form.

 www.aidolworld.ai ↗

Live now — walk the full loop on any phone or laptop.



Our simplest MVP — and what users told us

50%+

of our 20–30 playtesters (classmates & friends) asked to download their idol images and music.

- Even without strong narrative, players already feel ownership of their virtual assets — they want to keep them.

Three milestones this semester

V1

The core loop, proven

10 minutes of choices + user's own voice → idol content that is uniquely and publishable.

V2

Music & showcase video

On top of V1 — AI music generation and showcase video generation enter the loop.

V3

The full experience

A ~30-minute complete experience — deepened story and interaction design, richer monetization design and tracking.

Each milestone ships a playable, testable build.

Business

Two proven logics

LOGIC A

AI Subscription

Users pay for **a character that knows them**

LOGIC B

Anime Game

Users pay for **story, assets, collection**

Players pay for "a character that knows me"



Character.ai

AI companion platform

20M MAU · **75min–2hr** daily usage

2.4× ChatGPT session depth

c.ai+ \$9.99/mo · 2025 revenue \$50M (~100% subscription)

⚠ but ~2% conversion · **\$2.50 revenue / MAU / year**



EVE

Nature Select · "AI otome" for female players

Launched Apr 2026:

150K+ day-one users · #4 iOS free chart (peaked #2)

\$30M Series A (Alibaba, Ant, Qiming, Wuyuan)

Subscriptions ¥68/128/328/mo ≈ **\$9.6 / 18 / 46**

Demand AND price ladder validated by real paying users

Players pay for **story & assets**



Uma Musume

\$177 PRD (JP)

Character training is a spending-depth machine.



Shining Nikki

~\$56M (¥400M)
first month (CN)

Dress-up collection is a long-run business



Life Makeover

¥2B+ cumulative global

Customization is a global selling point



Ensemble Stars

\$8.6M/mo (JP)
5+ years running

Idol-themed spending is a stable base

Payment structure: monthly passes + premium-currency gacha

20M

c.ai DAU
depth proven, monetization
broken

and

\$177

Uma Musume per download
game monetization structure

**A(i)dol is an AI COMPANION –
IDOL TRAINING GAME.**

A loop proven for a decade



Diamonds 星钻

Hard currency

Top-up / monthly pass

→ creation, reshoot,
rollback



Dols 豆子

Soft currency

Daily activity / exchange

→ performances, LOOK
shop



Stamina 体力

Progress gate

Time regeneration

→ events earn EXP, stats,
Dols

Zero invention risk. Same motivation, a fraction of the content cost.

CLOSING

**AI makes every player's idol worth loving.
Game economics make that love
monetizable.**

A(i)dol · CMU Entertainment Technology Center · You're not managing an idol. You ARE one.

Some slides are held back

This is the public edition of an internal advisor deck.

Model comparisons, prompts, cost tables, architecture and unreleased design are withheld.

They are published in full in the A(i)dol AI game development playbook, December 2026.