



You are not managing an idol. **You ARE one.**

Two things ship in December

DELIVERABLE 1

A playable prototype

The experience + The pipeline underneath.

A first person K-pop idol growth experience driven by player creativity with AI music and video.

Length: 25-30 minutes

Platform: Mobile, Portrait orientation

DELIVERABLE 2

An AI game development playbook

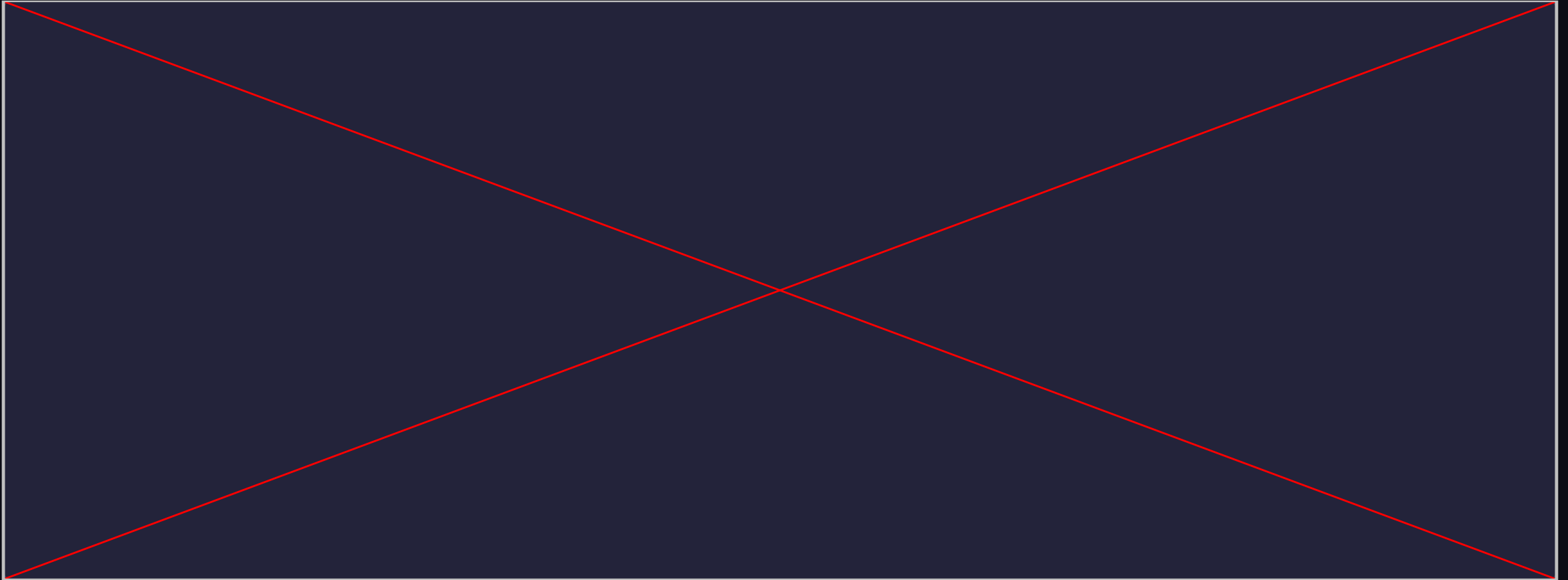
Why it exists.

Teams are deciding whether to build with generative AI on instinct, because nobody has published what it actually costs.

And **this data cannot be reconstructed in December** — it only exists if it is logged while it happens.

TRAILER

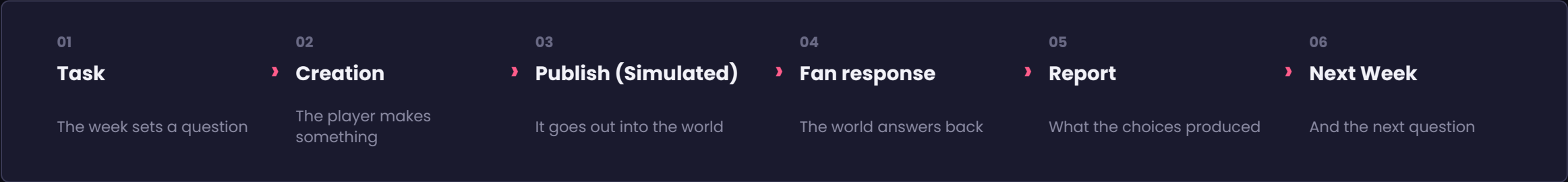
What it looks like, and what it does



WATCH FOR the visual world — cel-shaded, portrait · the mirror: you always see your idol, never your own face · the debut video as the payoff of the whole loop

Four in-game weeks — one month of an idol's life

IN-GAME WEEK	THE QUESTION	WHAT THE PLAYER CREATES	CHAIN
Week 1	Who am I?	Identity and introduction	Interview → Concept → Look → Self-intro video
Week 2	What visual represents me?	Visual identity and performance	Set design → Outfit → Showcase video
Week 3	What music represents me?	Their music	Voice → Music
Week 4	How do I connect with fans?	Their first career decision	Release → Fan service



V1 delivers Week 1 (in-game)— from being discovered to publishing a first debut. V2 and V3 extend it. The loop's shape is identical every week, which is what makes one week a credible proof of four.

Three sprints, three playtests, V1 closes in nine days

NOW • ENDS SEP 25

V1 • the core loop

- Full loop, playable end to end
- The player's own voice mirrored in the idol
- Evaluation report as the loop's finale

SEP 21 → OCT 25

V2 • music enters

- Music & MV generation
- AI fans and live metrics
- Multi-branch storylines with NPCs
- Economy system

OCT 26 → NOV 22

V3 • the full experience

- Scope tiered against playtest evidence
- Polish window and playbook compile follow

Sep 11

QUARTERS

Sep 29

PLAYTEST 1

Oct 7

HALVES

Oct 31

PLAYTEST 2

Nov 19

PLAYTEST 3

Nov 20

SOFTS

Dec 7

FINALS

Two of three playtests are the actual target demographic

	DATE	AUDIENCE	UNDER TEST
PT1	Sep 29	Dr. Berbiguier's K-pop class, 35 enrolled	V1
PT2	Oct 31	ETC public — mixed-audience control	V2
PT3	Nov 19	Same class — final validation	V3

Dr. Berbiguier has blocked both dates in his syllabus, and students write reflections on the experience as a course requirement — structured feedback we could not have bought.

WHAT EACH ONE IS FOR

- PT1 tests V1 — closed Sep 20, with nine days of fixes on it. Findings land with roughly three weeks of V2 left to act on them.
- PT2 tests V2 — the sprint that brings music and MV generation into the loop. Findings feed V3.
- PT3 tests V3 — the near-final build, one day before Softs. Final validation feeding the polish window: designed to measure, not to explore.

Each playtest carries a stated learning goal, a measurement plan, and a pre-agreed definition of what finding would change the design.

Who we are checking ourselves against

EXTERNAL



Dr. Mathieu Berbiguier

SUBJECT-MATTER EXPERT · K-POP

CMU faculty researching K-pop fandoms, narrated authenticity, and the structured training system behind K-pop. He teaches 82-255, K-pop — 35 students enrolled.

- **Has blocked Sep 29 and Nov 19 in his syllabus** for our two playtests
- Students write reflections on the experience as a course requirement

INTERNAL · ON THE TEAM



Cheryl Wang

GAME DESIGNER

Five years as a virtual idol producer. The domain this game simulates is the one she worked in professionally — the training system, the fan relationship, the economics of a persona, and what the pressure actually feels like from the inside.

She self-funded the summer prototype that produced the finding the economy pillar is built on.

What has to be true in December

The prototype is done when **all four are true** — not three.

01

A first-time player, unassisted

Nobody from the team standing next to them, on a device we supply — not a laptop that already has the project on it.

02

The full loop, inside the session length

From being discovered through to a published debut, without stalling on a generation call.

03

Their own voice, their own look

The debut artefact carries both — and afterwards they can say what they made and what their choices changed.

THE END

Thank you for your time!



You see?
Everyone can become an idol!

Design × Technology × Economy

CONTINUING

Narrative design

The identity experiment: who the player decides to be, and a world that treats every answer as legitimate.

CONTINUING

AI pipeline

Generation as infrastructure, not as the subject — measured, gated, and replaceable one vendor at a time.

NEW THIS SEMESTER

Economy

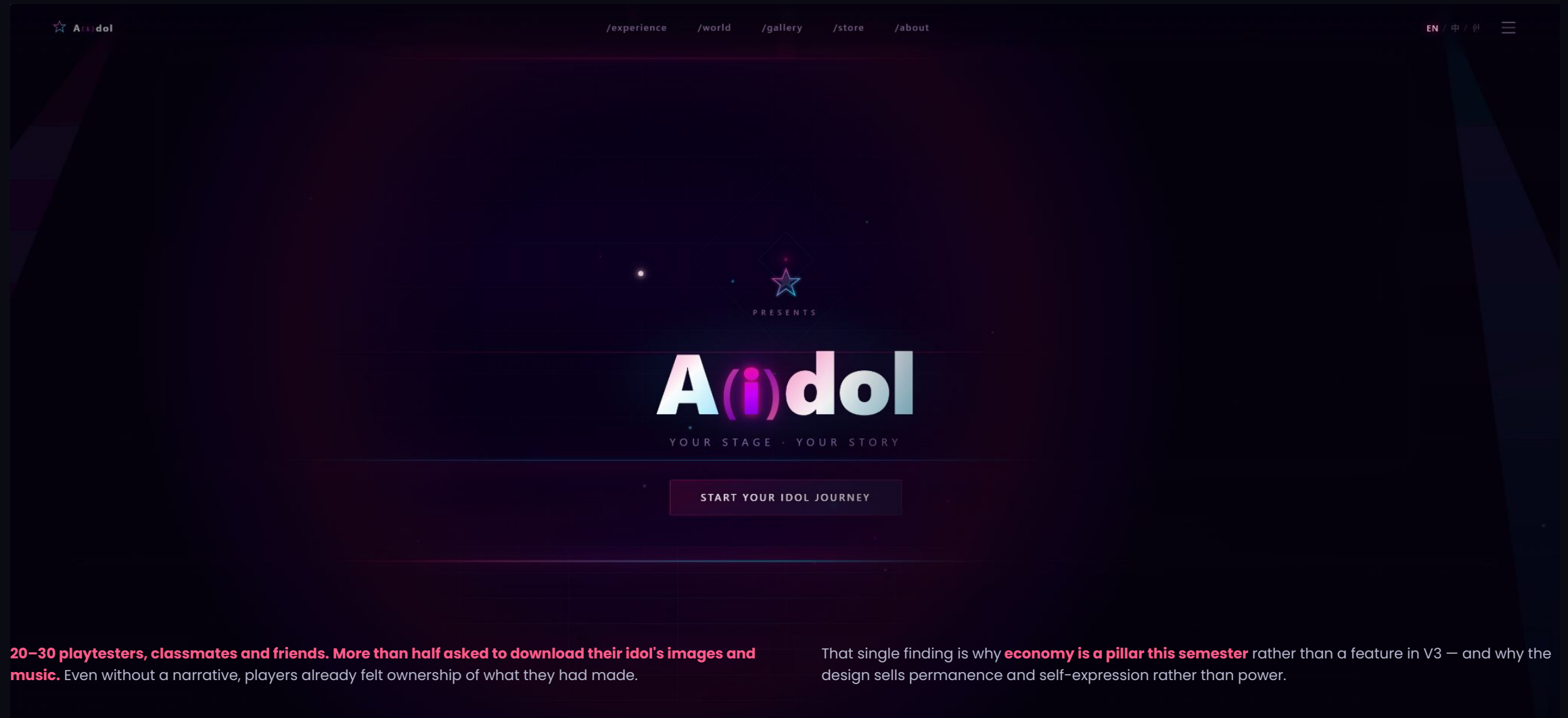
Because of what the summer prototype told us, and because we want to document whether this can pay for itself.

WHY ECONOMY BECAME A PILLAR

We shipped a rough web prototype over the summer — the idol-training loop in its simplest form, self-funded. More than half of the playtesters asked if they could download their idol's images and music. Nobody asked for more features. They asked to keep what they had made.

If attachment is the thing that reliably happens, then the design job is to build for ownership — and the open question this semester is whether that ownership is something players will pay for.

The summer web prototype



20–30 playtesters, classmates and friends. More than half asked to download their idol's images and music. Even without a narrative, players already felt ownership of what they had made.

That single finding is why **economy is a pillar this semester** rather than a feature in V3 — and why the design sells permanence and self-expression rather than power.

BUDGET

The semester ask: \$7,040, not to exceed

	AMOUNT
Total, not to exceed	\$7,040

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.