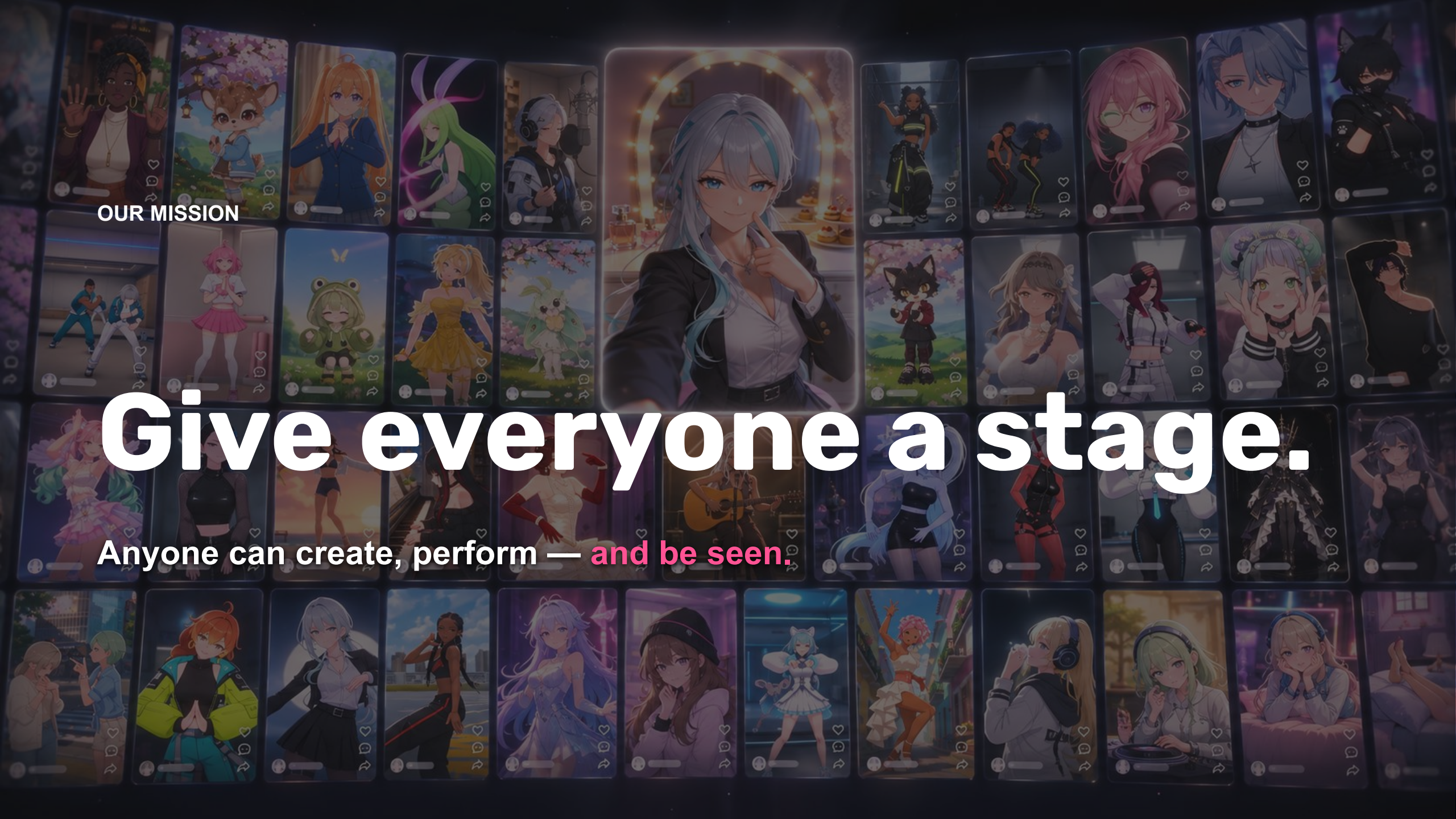
INVESTOR DECK · 2026

A(i)dol

A new generation of entertainment
for the AI era.




OUR MISSION
Give everyone a stage.
Anyone can create, perform — and be seen.

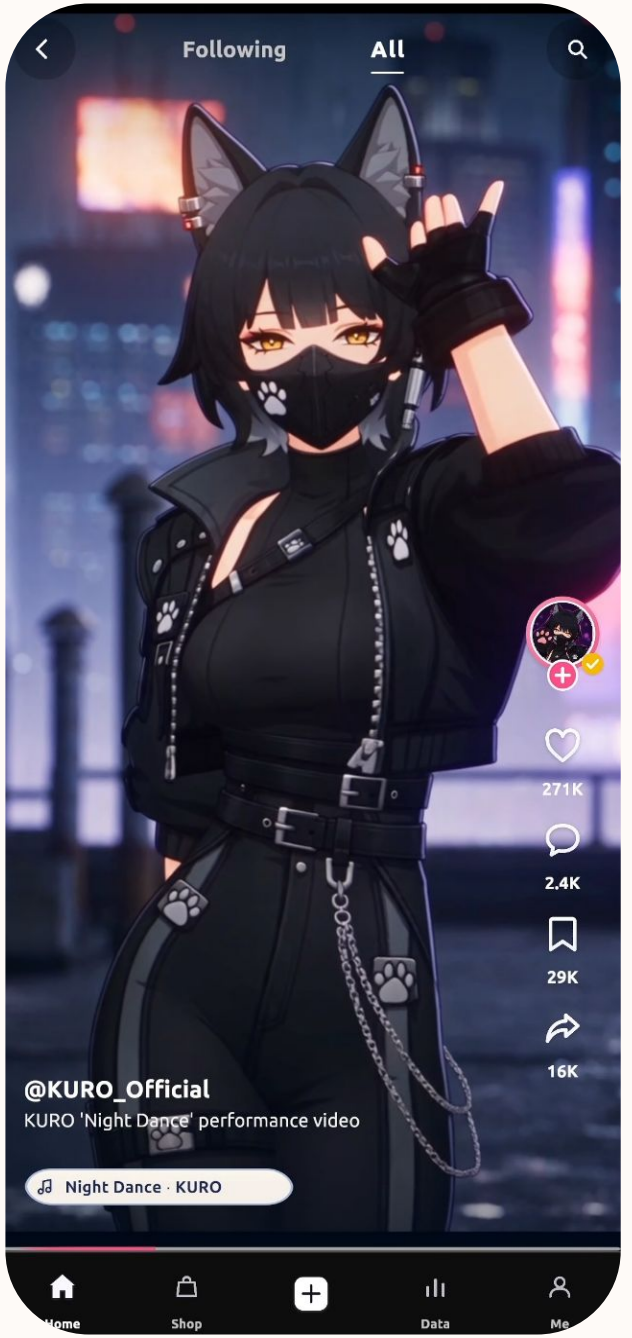
WHAT IS A(I)DOL

A mobile IDOL game

AI unleashes your creativity

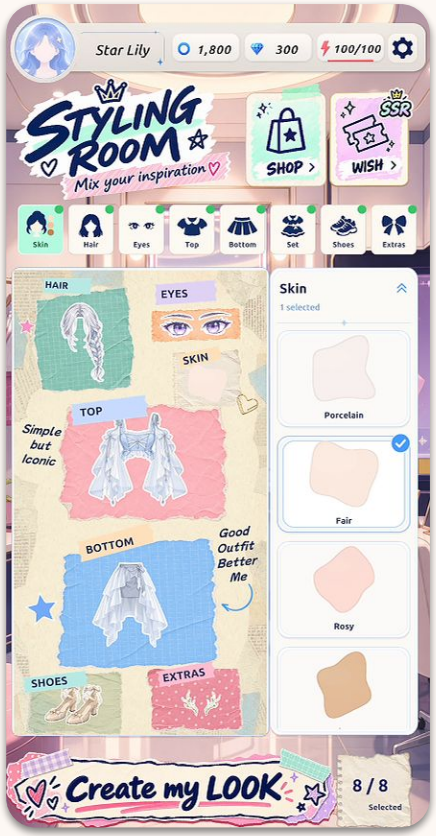
K-pop | Anime game | AI social media

Idol growth | Simulation | Fandom



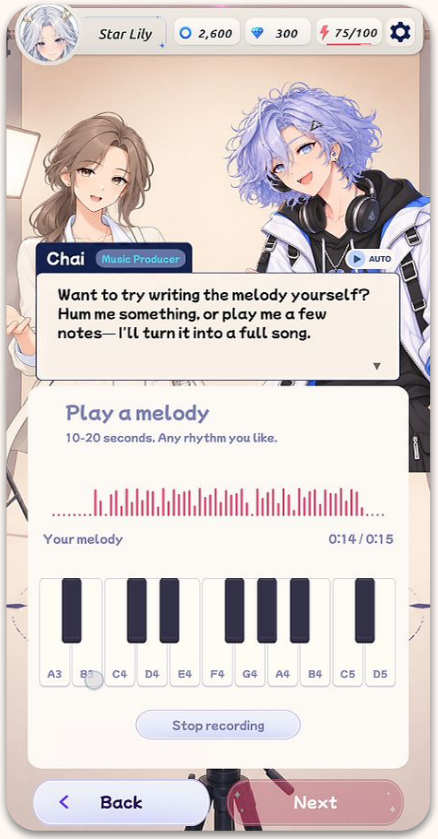
WHAT PLAYERS DO

Creating anything you want



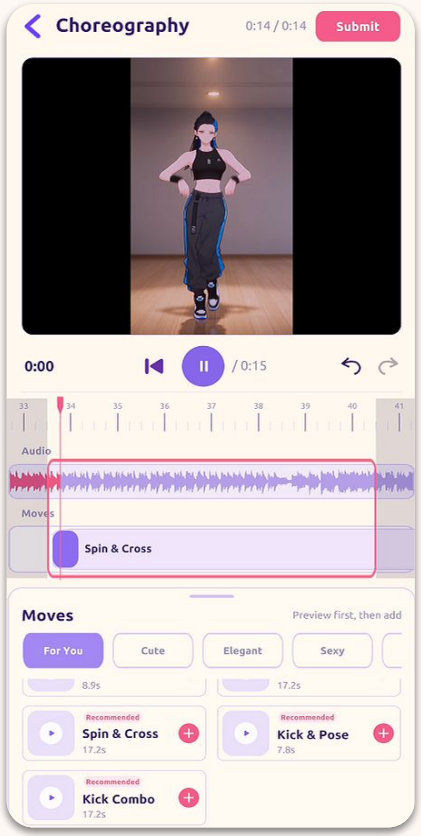
Design your look

Image Generation



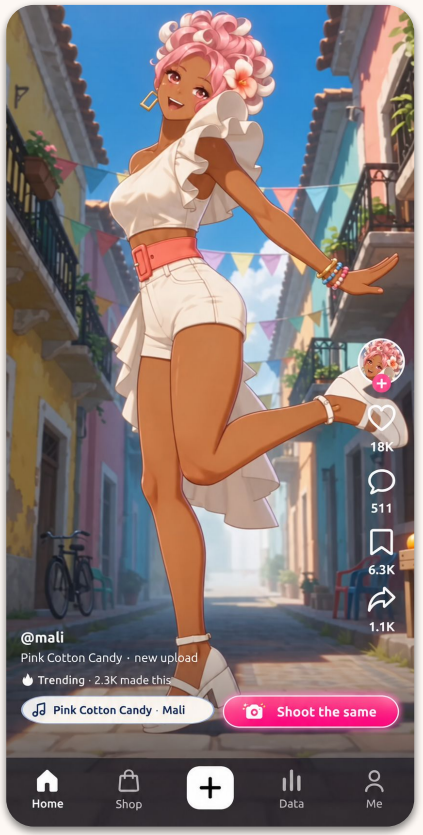
Make your single

Music Generation



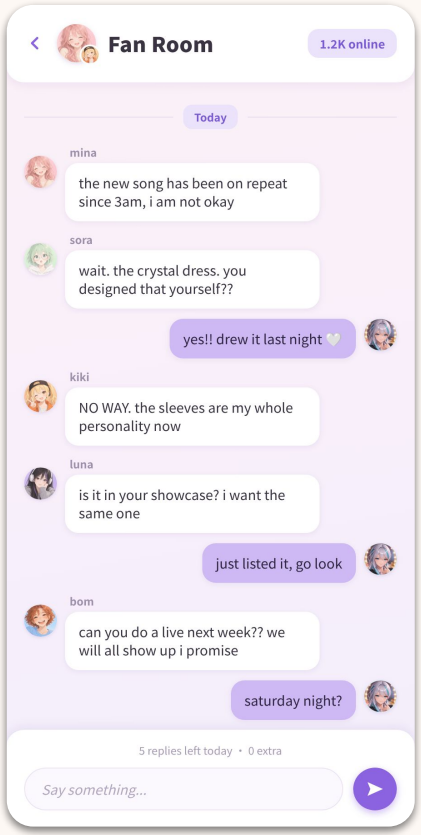
Create your dance

Video Generation



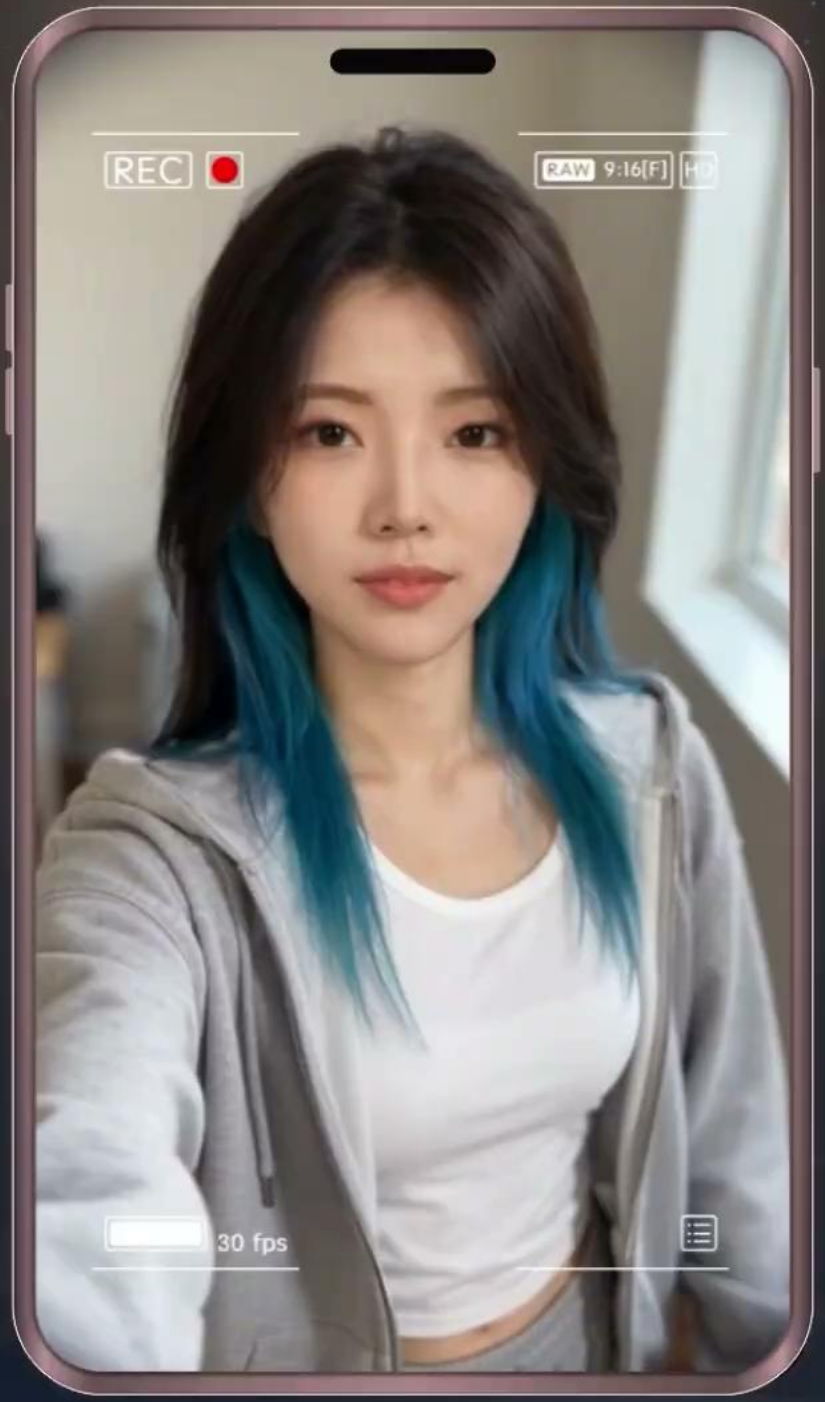
Run your account

In-game Social Media



Reply to your fans

AI Companion Fandom


REC
RAW 9:16(F)
HD
30 fps

OUR THREE MARKETS

~$72B a year already goes to products like these



ANIME GAME

$22.5B

TAM, worldwide, 2024

WHAT THEY USE TODAY



Idol-raising & dress-up games



K-POP

$12.4B

TAM · K-pop market, worldwide, 2024

WHAT THEY USE TODAY

Fan platforms & fan-made content



AI COMPANION APP

$36.8B

TAM · AI companions, worldwide, 2025

WHAT THEY USE TODAY

AI social apps

Sources: DataHorizzon Research (gacha games, 2024); DianDian Data 2024; app-store price tiers · SkyQuest via GII (2026); Korea Foundation; IFPI (2025) · Grand View Research (2025); Appfigures via TechCrunch (2025)

OUR THREE MARKETS

Players who spend, spread and stay



ANIME GAME

$22.5B

TAM, worldwide, 2024

Deep spending habits

They pay for it.



K-POP

$12.4B

TAM · K-pop market, worldwide, 2024

An active fan community

They spread it.



AI COMPANION APP

$36.8B

TAM · AI companions, worldwide, 2025

Long hours, every day

They stay for it.

Sources: DataHorizzon Research (gacha games, 2024); DianDian Data 2024; app-store price tiers · SkyQuest via GII (2026); Korea Foundation; IFPI (2025) · Grand View Research (2025); Appfigures via TechCrunch (2025)

USER ADOPTION

How do we win the audience over?

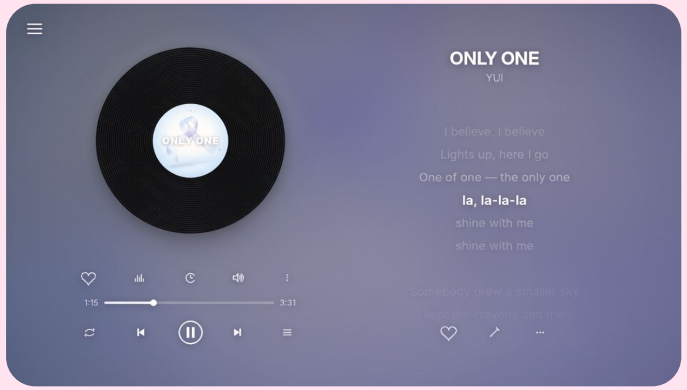




Be the idol, not the manager

Live the idol life in first person.





Create like a real idol

Share the song, look, and dance in social media.





A whole crowd of AI fans

A virtual world entirely built around you.

Sources: DataHorizzon Research (gacha games, 2024); DianDian Data 2024; app-store price tiers · SkyQuest via GII (2026); Korea Foundation; IFPI (2025) · Grand View Research (2025); Appfigures via TechCrunch (2025)

EARLY PROOF

Early demand from real players

[__]%

would pay for A(i)dol

Acceptable price: $[__] a month · playtest 3, Nov 19

[__]

fans on our Discord waitlist

Opened Oct 30 · target 300 by February

[__]%

K-pop fans approve the music quality

Blind test: [__] listeners, our songs mixed with real K-pop releases

3 playtests • [__] players • Sep 29, Oct 31, Nov 19

Sources: A(i)dol playtest 3, Nov 19; A(i)dol World Discord; A(i)dol blind listening test. Pink dashed cards are filled in once the data is in.

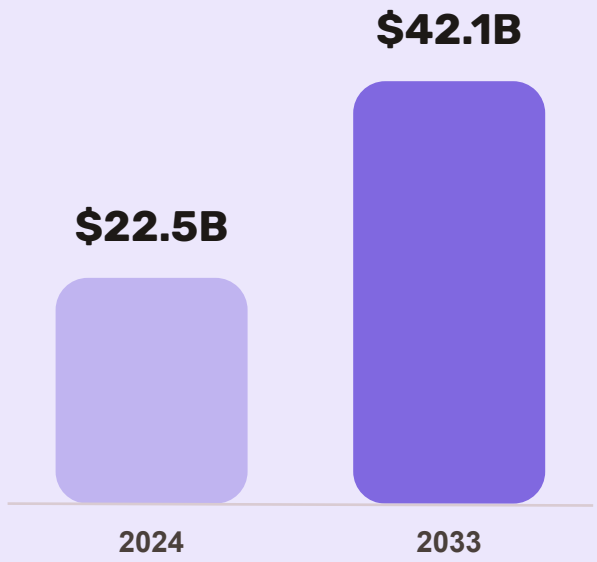
MARKET GROWTH

All three are growing fast

ANIME GAMERS

1.9×

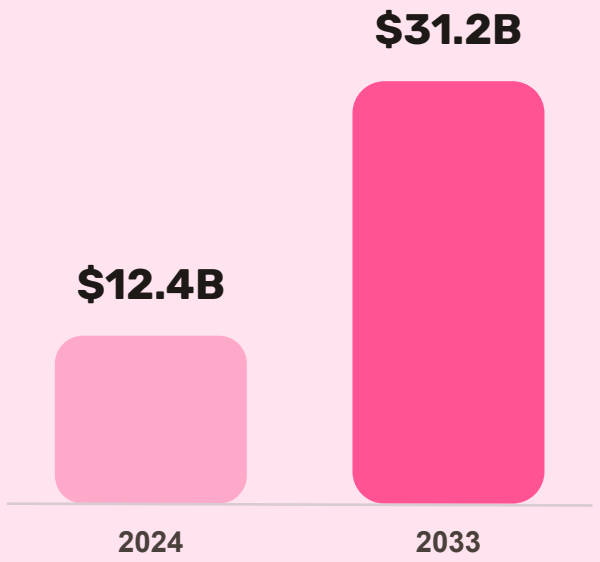
by 2033 · 6.7% a year



K-POP FANS

2.5×

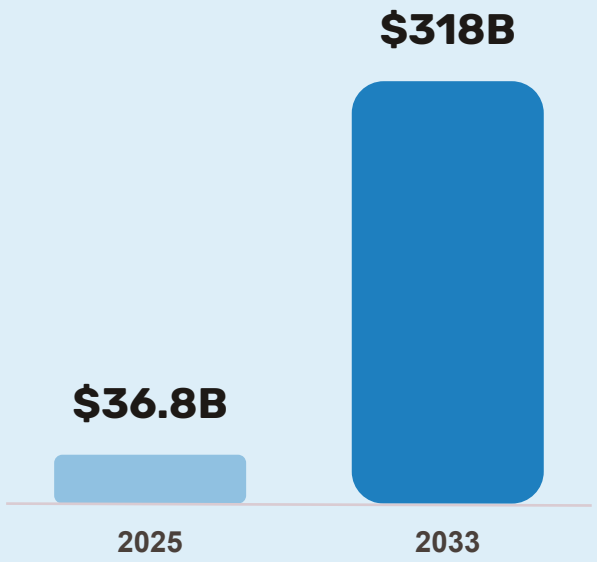
by 2033 · 10.8% a year



AI COMPANION APP USERS

~9×

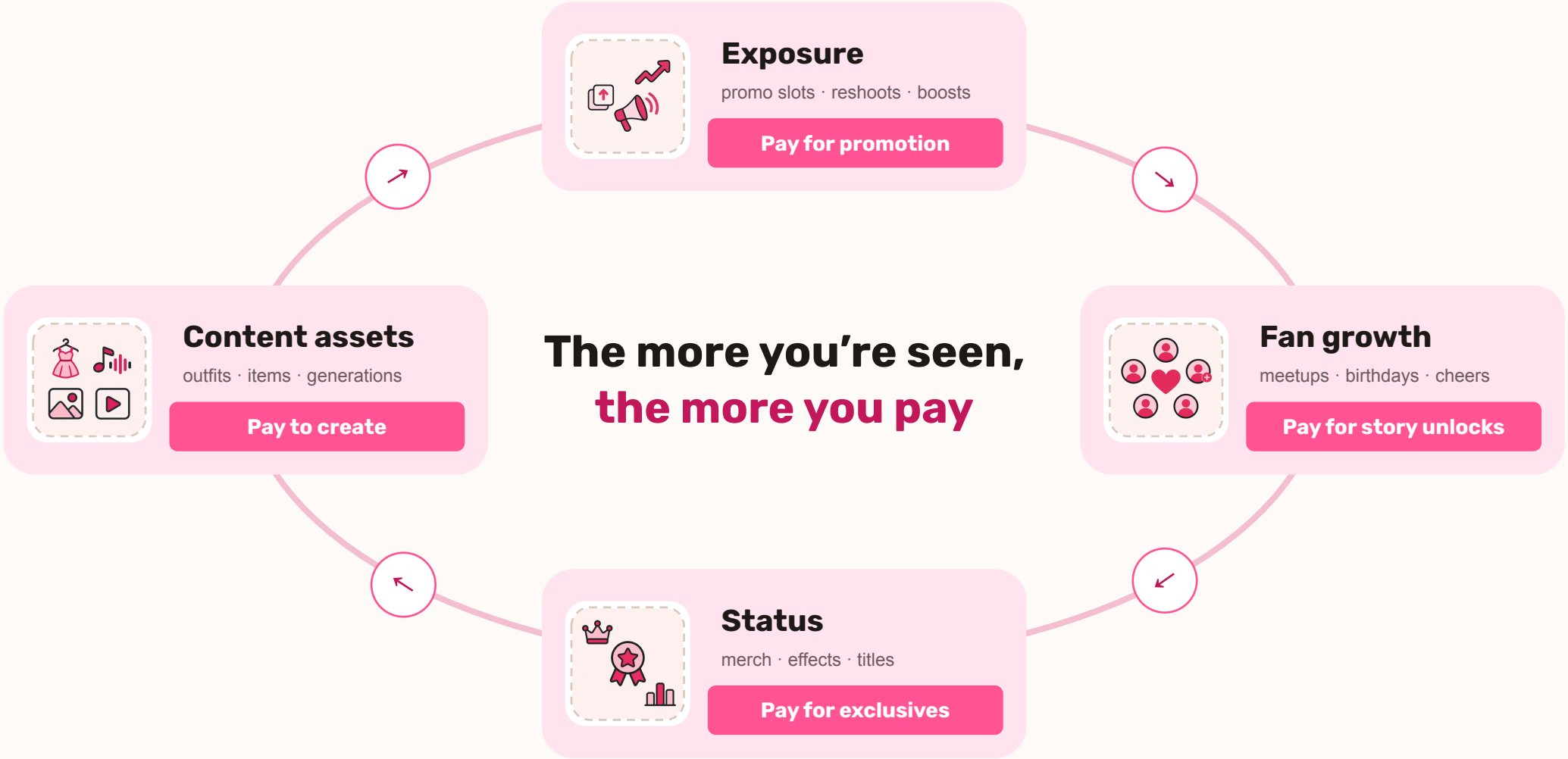
by 2033 · 31% a year



Sources: DataHorizzon Research (gacha games, base year 2024); China Game Industry Committee (2025); SkyQuest via GII (2026); Korea Foundation; Grand View Research (AI companions); Appfigures via TechCrunch

REVENUE MODEL 1

In-game purchases: pay to grow your fandom

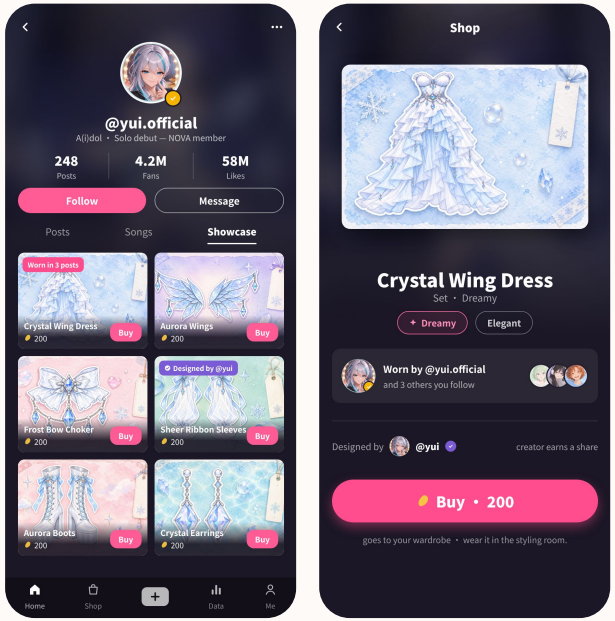


↻ Each lap restarts the loop at a bigger scale

REVENUE MODEL 2

User generated content (UGC) marketplace







1 Players create a look

They pay to customize design

2 Free to list in the shop

Their designs get seen

3 Others buy the look

We take a cut of every sale

REVENUE MODEL 3

Pay to own what you create

FREE TO PLAY

A(i)dol owns it

Create, perform and post inside the game

Private by default, safe in the game

Copyright stays with A(i)dol

Pay to own
→

SUBSCRIPTION

The player owns it

Download your song and debut video

Post it on TikTok, Instagram, YouTube

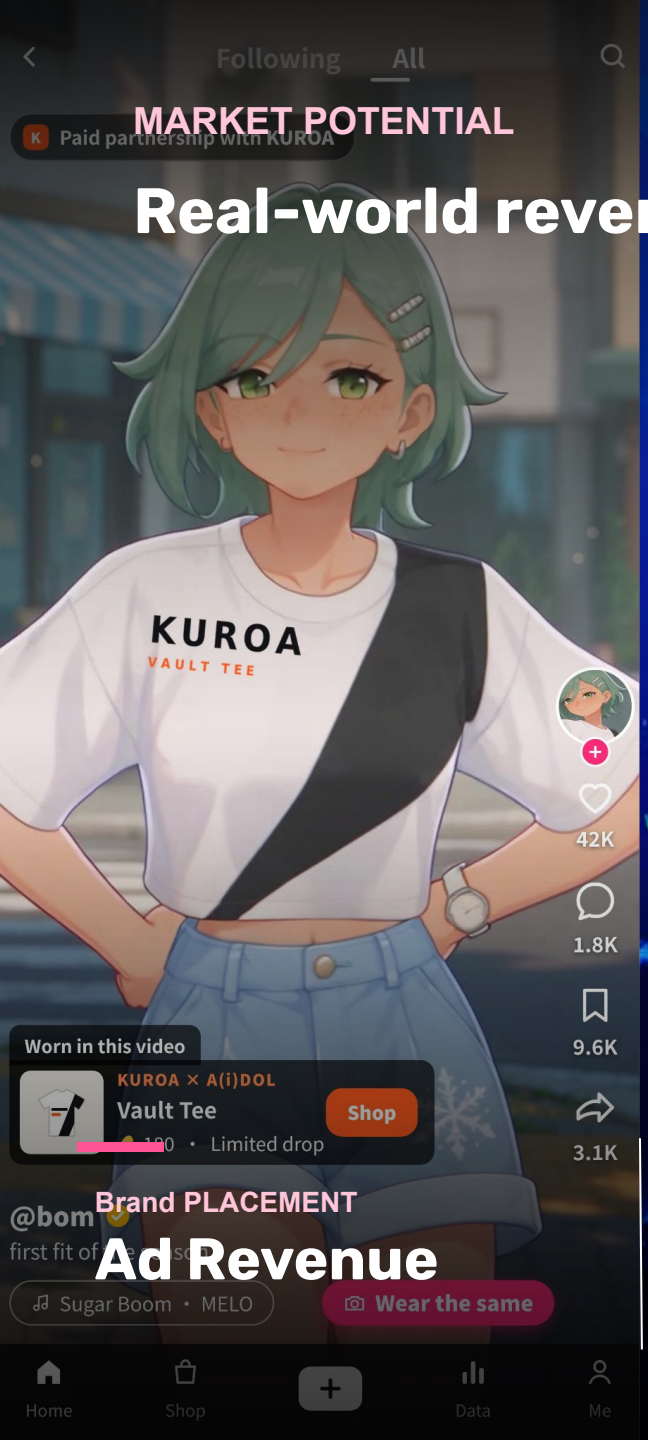
Every post links back to A(i)dol

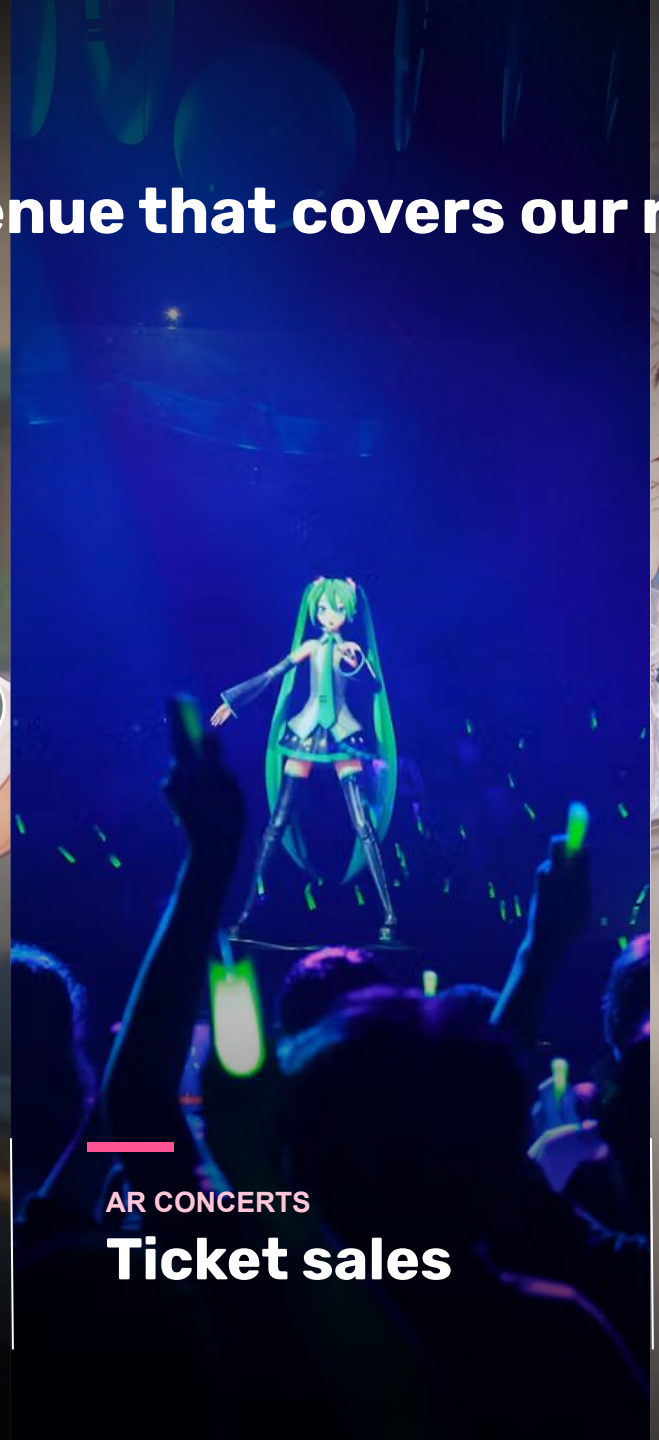
Like Suno: free songs belong to Suno, subscribers own what they make

Every shared post brings new creators in: the game grows into a platform where anyone creates with AI.

MARKET POTENTIAL

Real-world revenue that covers our running costs





AR CONCERTS

Ticket sales



MERCHANDISE

Merch sales



AGENCY PARTNERS

Co-promotions

MONETIZATION

Cost and revenue analysis

WHO PAYS % of players

96%	**Free players**	They create designs and are the audience brands pay for
3.5%	**Small spenders**	Light, regular spenders
0.5%	**Big spenders**	Our most devoted fans
UGC	**Design buyers**	Players buy creators' looks; we keep a cut
B2B	**Brands**	Pay to reach players inside the content

MONEY IN % of revenue (target mix at scale)

0%
indirect: content + audience

~35%
half of in-game purchases

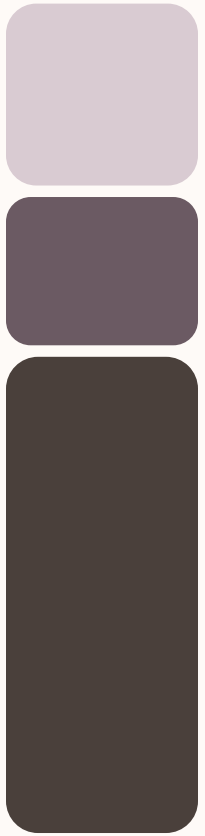
~35%
the other half, from 0.5% of players

IN-GAME PURCHASES
~70%

~15%
creator marketplace cut

~15%
brand deals

MONEY OUT where it goes



AI & servers
AI running cost. Big generations cost in-game currency, so it stays near 30% of revenue

Marketing

Team & overhead
Includes our sunk cost: the library and tools we build once on existing AI models, shared by every player

Illustrative target mix at scale, to be validated in soft launch. Bar length = share of total revenue; tiers follow the usual free-to-play pattern where a small group of fans drives most spend.

WHY NOW

~1,000× cheaper: we turn a studio pipeline into play

TRADITIONAL 3D MUSIC-VIDEO PIPELINE

$2,500+

~1 month · a pro team · hard to swap characters

1. 2D character design
2. 3D modeling
3. Rigging
4. Music & arrangement
5. Choreography
6. Storyboard
7. Motion capture & shoot
8. Render & edit

V.S

A(i)DOL AI VIDEO PIPELINE

$2.58

Minutes · done by the player · swap characters anytime

Pick a look
From the library, or upload / draw your own

Pick a melody
AI writes the song; edit the lyrics and tune

Set the moves
Suggested moves, or film your own

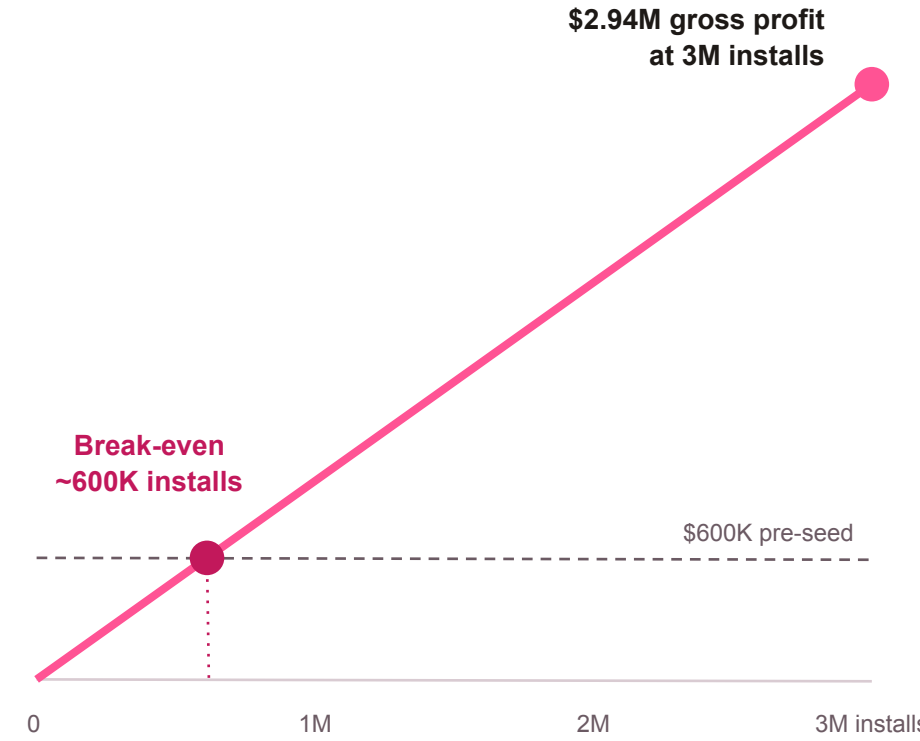
Publish
Goes straight to the World feed

Traditional: 菁映社 (Seieisha), animation production price guide, Oct 2026 (Sept 2026 public rates): hand-drawn animation, 30 sec ¥400K–1M, at ¥158.5/USD (Nov 2026). Cost does not fall in line with length, so using the 30-sec quote as the 15-sec price is conservative. A(i)dol: measured average of model calls, including failed retries.

ROI · BASE CASE

Each install earns ~$1, so we break even at ~600K installs

	BASE CASE our estimate
Players who pay	**4%**
× Spend per paying player ~6 months of play	**$50**
= Spend per install	**$2.00**
− After app store fee (30%)	**$1.40**
= Gross profit per install after AI & running costs (30%)	**$0.98**
Break-even $600K pre-seed ÷ gross profit per install	**~600K installs**
Return gross profit at 3M installs ÷ $600K	**4.9×**



Same in every case: 3M installs over 3 years · 30% app store fee · AI & running costs held at 30% of revenue · in-game purchases only (UGC and brand deals are upside). Benchmarks: 2–5% of players pay in mid-core games, 3–8% in RPGs (devtodev); the median paying player spends $10.93 a month (GameAnalytics, Sep 2026). Our base: 4%, ~$8 a month. Replaced with soft-launch data.

ROI · THREE CASES

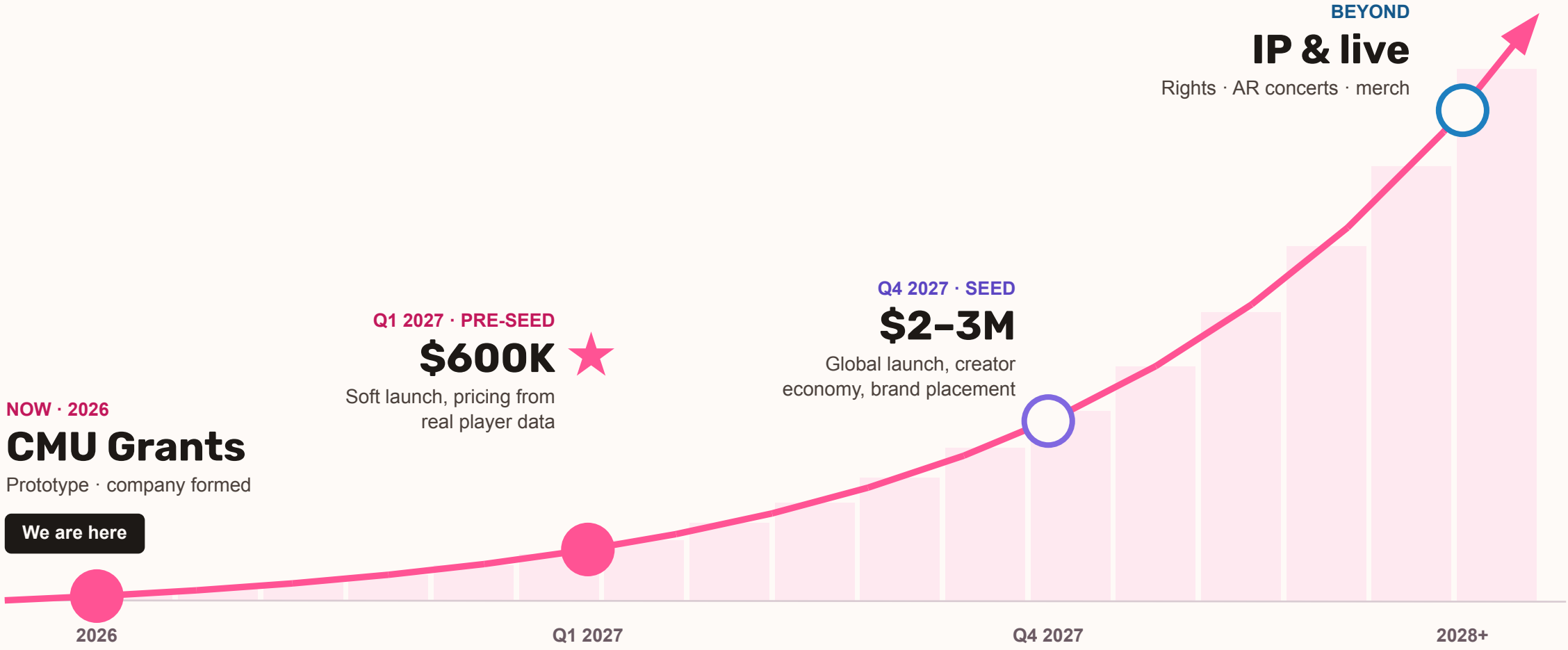
Different spending scenarios

	BASE CASE our estimate	CONSERVATIVE average mobile game	UPSIDE closer to anime games
Players who pay	4%	2.5%	5%
× Spend per paying player ~6 months of play	$50	$28	$60
= Spend per install	$2.00	$0.70	$3.00
− After app store fee (30%)	$1.40	$0.49	$2.10
= Gross profit per install after AI & running costs (30%)	$0.98	$0.34	$1.47
Break-even $600K pre-seed ÷ gross profit per install	~600K installs	1.75M installs	~410K installs
Return gross profit at 3M installs ÷ $600K	4.9×	1.7×	7.4×

Same in every case: 3M installs over 3 years · 30% app store fee · AI & running costs held at 30% of revenue · in-game purchases only (UGC and brand deals are upside). Benchmarks: 2–5% of players pay in mid-core games, 3–8% in RPGs (devtodev); the median paying player spends $10.93 a month (GameAnalytics, Sep 2026). Replaced with soft-launch data.

OUR PATH

What each stage of funding unlocks



THE ASK

$600K pre-seed takes us to break-even in 18 months

PRE-SEED

$600K

Post-money SAFE

Valuation cap: $6M · 18-month runway

WHAT IT BUYS

01 **Soft launch with real pricing**
Q1–Q2 2027 · price the shop from real player spending

02 **~600K installs: break-even**
Month 18 · players' gross profit covers the round

03 **Seed-ready**
Global launch, creator economy and brands · $2–3M seed

WHERE IT GOES · 18 MONTHS



Team & overhead
$630K • 64%

Marketing
$300K • 30%

AI & servers
$55K • 6%

$985K spend − $440K earned from players = ~$550K peak gap + ~$50K buffer = **$600K**

OUR TEAM

Six founders from CMU’s Entertainment Technology Center

CARNEGIE MELLON UNIVERSITY

Entertainment Technology Center

A(i)dol started in Fall 2026 as a student pitched project and is approved to continue in Spring 2027.



Derek Ham, Ph.D.
Faculty advisor



Cheryl Wang
Founder · Product designer



Yuelin Liu
Co-founder · Producer



Field Luo
Co-founder · AI Engineer



Peter Cheng
Co-founder · Artist



Tao Jin
Co-founder · Programmer

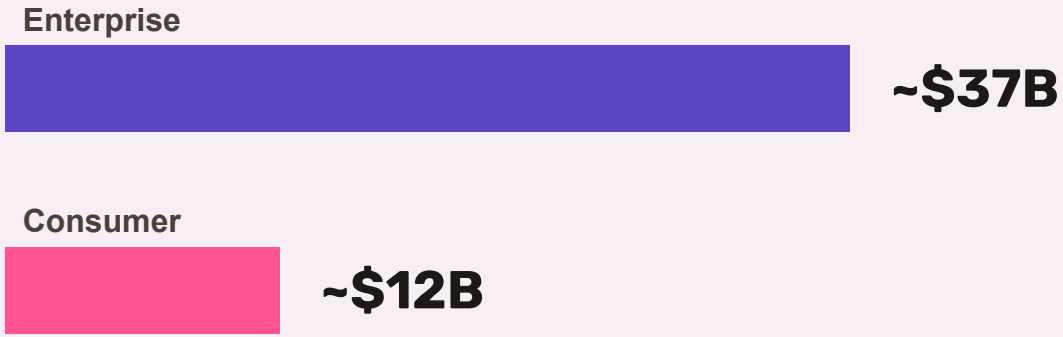


Jiawei Li
Co-founder · Programmer

Q&A

AI money went to enterprise. The consumer is wide open.

WHERE GENERATIVE AI SPENDING WENT, 2025



~1.8B people use AI, but only ~3% pay for it. Almost nobody has built AI people play with every day.

A(i)dol is consumer AI that doesn't feel like AI

1. **No prompt box**
   Players sing, choose and arrange. They direct; they never type a prompt.
2. **Entertainment they keep**
   Every player leaves with a look, a K-pop song and a debut video.
3. **Paid for with habits that exist**
   Gacha, passes and shops anime gamers already pay for.

Sources: Menlo Ventures, 2025 State of Generative AI in the Enterprise; Menlo Ventures, 2025 State of Consumer AI. Figures approximate.

Each of these already works on its own. A(i)dol combines them.



Each does one part well. None lets you be the idol.

	You are the idol	Make your own song & stage	Dress-up	An AI fandom that cheers you on	Sell what you make
A(i)dol	●	●	●	●	●
Idol & raising games Idolmaster · Uma Musume	—	—	◐	—	—
Dress-up games Infinity Nikki · Shining Nikki	—	—	●	—	—
AI companions Talkie · Xingye	—	—	—	◐	—
AI social sims Status, TikTok	◐	—	—	●	—
UGC avatar worlds ZEPETO · Roblox	—	—	●	—	●
AI music/video tools Suno · Capcut	—	●	—	—	—

● yes ◐ partly — no

They already rush to new games like ours

ANIME GAMERS

#1

top-grossing game in Japan for 9 straight days at launch



Gakuen Idolmaster, 2024

K-POP FANS

#1

free game in 33 countries on launch day



BTS World, 2019

AI COMPANION USERS

1M

users in 19 days



Status, 2025

Most players accept AI-made content, and still want to keep it

78%

had no negative feelings about AI-made assets

29 of 37 rated 3 or higher (out of 5) after being told everything was AI-generated · playtest 1, Sep 29

1.5×

download requests per tester, unprompted

Players asked to keep the idol they made · 2026

Players fund the loop; brands pay for the audience

	1 · IN-GAME PURCHASES				2 · UGC MARKET	3 · BRANDS	
	Content assets outfits · generations	**Exposure** promo slots · boosts	**Fan growth** meetups · birthdays	**Status** merch · titles	**Designs** buy & sell	**Sponsorship** paid by brands	SHARE OF PLAYER SPEND
FREE PLAYERS **96%** $0	Free daily credits	One free slot a week	Basic fan replies	Earned badges	List designs free: the supply	See sponsored posts: the audience brands pay for	**0%**
↓ Debut: starter pack + monthly pass							
SMALL SPENDERS **3.5%** ~$1–10 / month	**MAIN SPEND** Pass · starter pack · outfits · generations	Occasional boost	Some story unlocks	—	Buy designs	Wear sponsored looks for rewards	**~50%**
↓ Competing to be seen							
BIG SPENDERS **0.5%** $25+ / month	Limited collections	**MAIN SPEND** Promo slots · reshoots · boosts	**MAIN SPEND** Fan meetings · birthdays · cheers	**MAIN SPEND** Limited merch · effects · titles	Buy & sell designs	Get brand endorsement deals	**~50%**

Main spend · Some spend · Free path · Paid by brands

Players fund models 1–2; brands fund model 3 by paying to reach all players, so every free player adds brand value. Tier sizes and spend are base-case planning assumptions (4% pay, ~$50 per payer over ~6 months).

$300K buys ~600K installs, about $0.50 each

CHANNEL	BUDGET	INSTALLS	PER INSTALL
Paid social ads TikTok, Instagram and YouTube ads, creative tested in soft launch	**$120K** 40%	**80K**	**$1.50**
Creators & fan accounts Creators, K-pop and anime edit accounts, VTubers	**$105K** 35%	**105K**	**$1.00**
Community & events Discord events, weekly songs and videos, merch prizes, fan conventions	**$45K** 15%	**25K**	**$1.80**
Launch & app store Soft-launch tests, store page and search (ASO), trailer	**$30K** 10%	**–**	**–**
Organic: players sharing Shared songs and videos carry a download link (~1.9 per paid install)	**$0**	**390K**	**$0**
Total, 18 months	**$300K**	**600K**	**$0.50**

WHY THIS AMOUNT

Sharing does most of the work

Each paid install should bring ~2 more as players post their songs and videos. That keeps the blended cost near $0.50, well below ads alone.

Spend is gated

Months 1–6: ~$25K to test ads and creators in soft launch. We scale only the channels that hit our cost and retention targets.

The downside is limited

If sharing brings half the organic installs, $300K still buys ~400K installs (~$0.74 each). We slow paid spend and stretch the runway.

Planning assumptions, to be replaced with soft-launch data. Cost per install varies widely by country, platform and genre; these figures assume a mix of U.S. and lower-cost markets. Same $300K as the ask slide.

One pipeline, every call metered

One doorway for every call, priced as it runs, **with a cheaper fallback behind each one.**

01 Interview
who you are

PRIMARY
OpenAI LLM
via OpenRouter

FALLBACK
Other LLMs
same gateway

›

02 Look
your idol, generated

PRIMARY
GPT Image 2 / 2.5
OpenAI

FALLBACK
Nano Banana
Google Gemini

›

03 Voice
yours, or a TTS cast

PRIMARY
ElevenLabs
voice conversion

ALSO USED
Singing-voice model
Xi'an Jiaotong University

›

04 Music
the song

PRIMARY
Suno
song generation

FALLBACK
ACE Studio
vocal synthesis

›

05 Video
the showcase

PRIMARY
Seedance 2.0 / 2.5
ByteDance, via Pollo.ai

FALLBACK
MiniMax
video generation