


Community First

Schools, first-time creators, and beginner developers. No paid ads. Community before product.

GTM plan · June 2026


 Feedback

Powered by Thrive

The structural advantage

Parallax produces something anyone can share.

A game. Not a code file. Not a dashboard. A playable game in minutes.

 Feedback

Two entry communities

AGES 10 TO 17


Kids and schools

Touched Scratch, Code.org, or Roblox.
Want to go further.

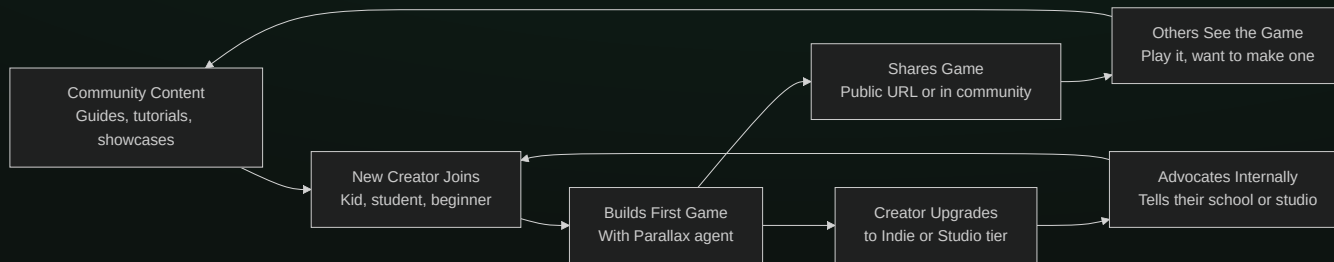
AGES 16 TO 35

First-time creators

Have ideas. Stuck on engine complexity.
Willing to pay for a path.

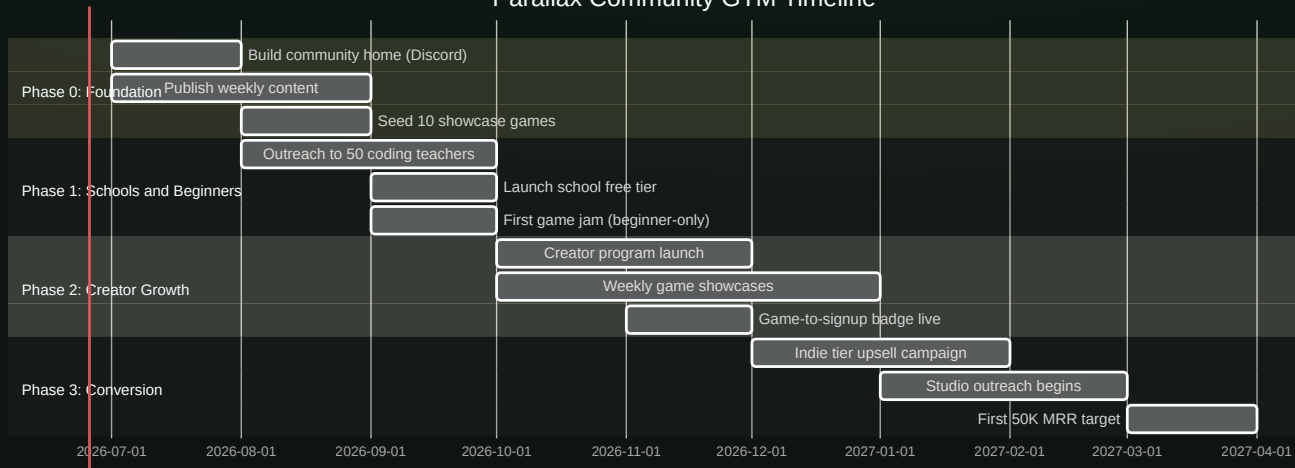
 Feedback

The flywheel



The 4-phase plan

Parallax Community GTM Timeline



Phase 0 · Build the home

Build the community before anyone signs up.

- **Discord** structured around creating, sharing, learning
- **10 showcase games** with prompt and build writeup
- **3 to 5 short videos** showing prompt to playable


Phase 1 · Schools and beginners

Goal: 200 members. 20 games. 10 paying.

- **Teacher outreach** to 50 coding and game design educators
- **Free School Access tier** with teacher dashboard
- **First game jam** for first-time game developers only

Phase 2 · Creator growth

Goal: 2,000 members. 200 games. 100 paying. \$5K MRR.

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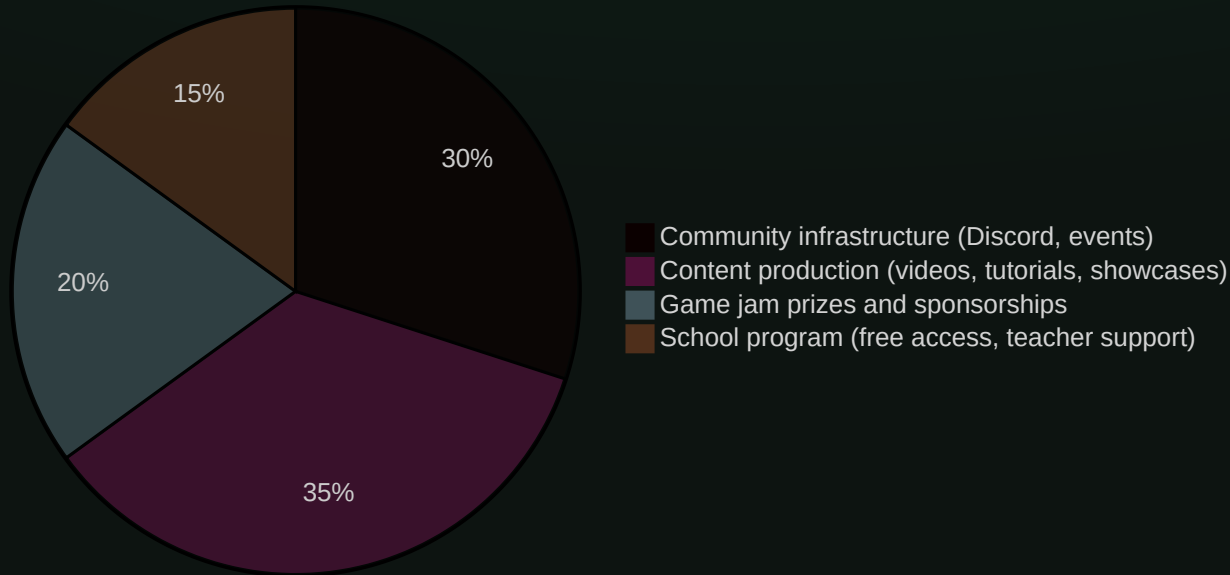
Phase 3 · Conversion

Goal: 10,000 members. 1,000 paying. \$50K MRR.

- **Upgrade at the right moment** · when the creator is mid-project
- **School-to-individual pipeline** · 3 months at 50% off
- **Studio outreach** using jam and itch.io wins


Budget · First 12 months

Budget Allocation (First 12 Months)




Key metrics

METRIC	MONTH 3	MONTH 9	MONTH 18
Community members (Discord)	500	5,000	20,000
Games published	50	500	3,000
Active free users (MAU)	300	3,000	12,000
Paying users	10	100	1,000
MRR	\$1K	\$5K	\$50K+
School programs	5	40	150
Badge-to-signup	2%	5%	8%

 Feedback

The one-sentence pitch

Parallax is the tool you wished existed when you first wanted to make a game: describe it, and it builds it. Real game, real graphics, real code. No engine knowledge required.

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