




Parallax

The first full-stack AI game studio.


Investor update · June 2026

 Feedback

Make games by talking to AI.

Parallax is an AI-native studio where creators describe a game in plain language.

A sentence, a mood, a half-formed idea. An agent plans, builds, debugs, and ships a real, playable product.

 Feedback

The market is exploding


- **AI game generator:** \$1.64B (2024) → **\$21.26B (2034)**, 29% CAGR
- **AI-powered game dev:** \$6.8B (2025) → \$28.4B (2035), 15% CAGR
- **Indie game market:** \$4.85B (2025) → \$10.83B (2031), 15% CAGR
- 3D asset creation via AI **up 48%** among indie developers

The gap is end-to-end

Every current tool covers a slice.

TOOL	WHAT IT DOES	WHAT IT MISSES
Cursor / Copilot	AI code	No game knowledge
Ludo / Scenario	AI assets	No code, no shipping
Rosebud	Text to game	Shallow, no distribution
Unity / Godot	Full engine	Steep, not AI-native

No one ships a complete game from a sentence.

 Feedback

What we built

- **Agent loop** that plans, builds, debugs, and iterates a real game
- **Four modes in one studio** · Brainstorm, Vibe, Inspect, Code
- **Love2D as the runtime** · open source, ships to web, desktop, and mobile
- **Internal knowledge base** for Love2D, RAG-backed, baked in from day one
- **Live entity system** · 12+ active game entities at 60 FPS while iterating
- **Real file tree on disk** · projects are normal files, not a sandbox
- **One-click web export** with a shareable playable link
- **One-click** `.love` **export** for any Love2D-compatible runtime
- **Import from** `.love` **or** `.zip` · bring existing projects into Parallax
- **Project and user memory** · the agent remembers your conventions
- **Keystroke + screenshot tools** · the agent plays and sees the game
- **Debug with AI** · diagnose runtime errors from logs and game context

Product status

JUNE 2026

Live

Brainstorm, Vibe, Inspect, and Code modes. Web and .love export. Import from .love or .zip. Project memory. Debug with AI. Built-in model access. Live entity system at 60 FPS. GitHub Actions pipeline.

Now


Asset browser. Native app packaging. Auto-download for desktop builds. Automatic test generation. Connect Git projects. Basic graphics tools. Font fetcher. UI copy pass.

Q3 2026

AI image generation. AI sprite generation. AI audio generation. Multiplayer scaffolding. Version history. Headless browser search. Template library across

Q4 2026 and beyond

Platform bundles for Steam, Switch, Xbox, PS5. Android and iOS export. itch.io integration. Agent memory across projects. Collaborative editing. Studio

 Feedback

The moat


- **Debugger that plays the game.** The agent runs the build, reads runtime errors, and proposes a fix.
- **Vibe to production, in one studio.** Brainstorm, Vibe, Inspect, Code. Same project, same agent, same files.
- **MCP plus agents.** Planner, coder, debugger, and asset agent working in parallel pipelines.
- **Get your LLM from us.** Bundled models and bring-your-own-key for Pro. No setup, no key juggling.
- **Open-source engine, improved.** Love2D at the core. We add the IDE and the agent layer; the runtime is yours.

Pricing as studio replacement

Priced as what a studio already spends, not as a \$20 add-on.

TIER	PRICE	REPLACES	SAVES (VS STATUS QUO)
Indie	\$99/mo	\$116/mo solo stack	Tools plus studio intelligence layer
Studio	\$349/mo	\$1,211/mo for 3 to 5 person studio	\$862/mo · \$10,344/yr
Publisher	\$799/mo	\$3,740/mo for 10-person studio	~\$2,941/mo · \$35K/yr

71 to 79% cheaper than the standard tool stack at every tier above solo. Gross margin: 58 to 65% across the lineup.

 Feedback

Revenue model

1. Subscription (recurring, the engine)
2. LLM overage at cost plus 20% margin
3. Distribution and publishing fees above plan limits

Annual billing leverage

TIER	MONTHLY LTV	ANNUAL LTV (40% ADOPTION)
Indie	\$990	\$2,475
Studio	\$5,817	\$14,542
Publisher	\$26,633	\$66,583


Annual billing 3 to 11x LTV per tier.

Path to \$50K MRR

BLENDED MIX · 40 / 35 / 25

TIER	CUSTOMERS	REVENUE	MONTHLY CHURN
Indie (\$99)	202	\$20,000	20
Studio (\$349)	50	\$17,500	3
Publisher (\$799)	16	\$12,500	1
Total	268	\$50,000	24


- Gross profit: \$30,495/mo · **61% gross margin**
- CAC burn to stay flat: \$1,200/mo at \$50 CAC
- vs previous model: 79% fewer customers to hit the same revenue

 Feedback



Contact

hello@thriv.es · [Set a call](#)

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