

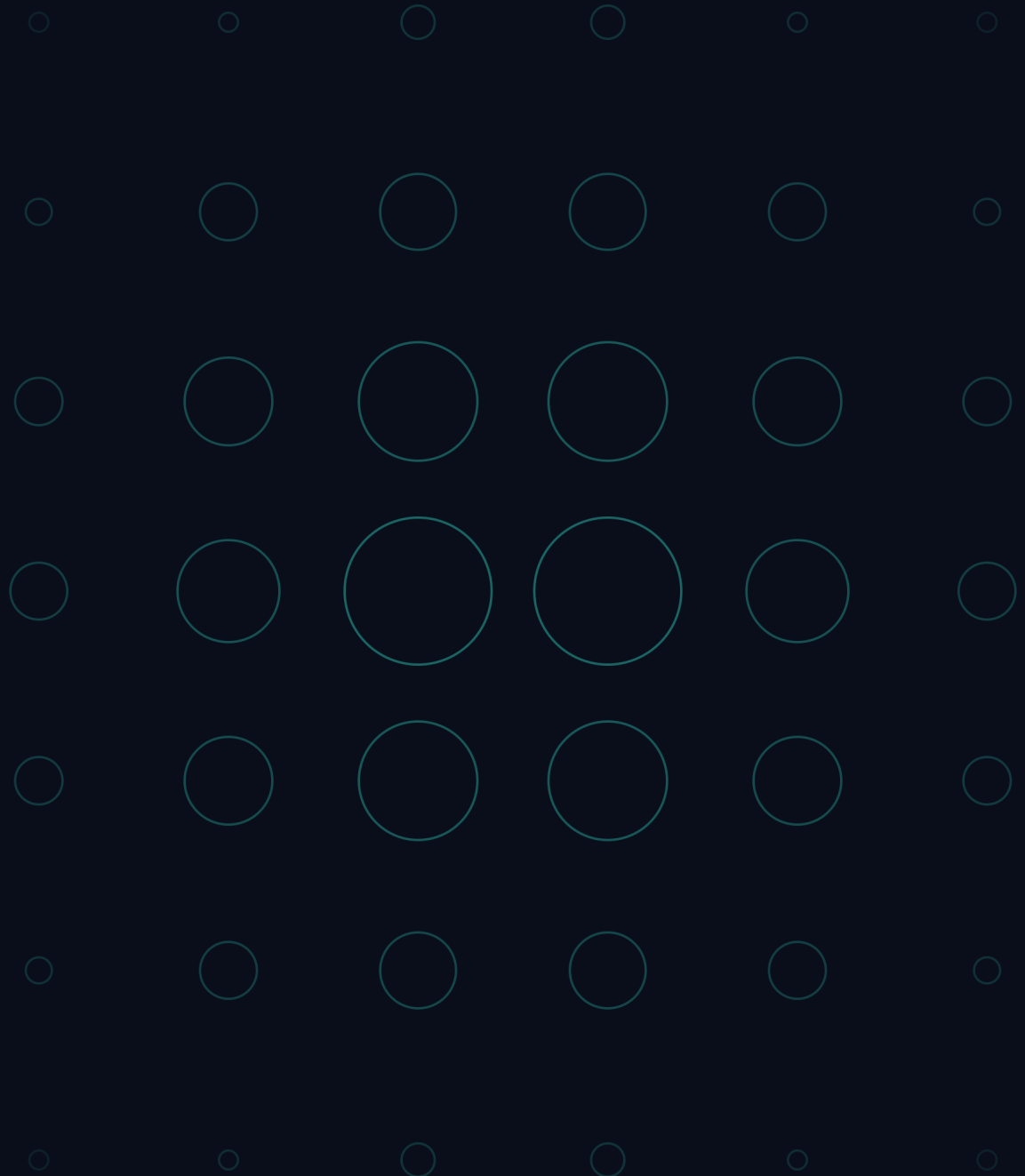
LUDOS ⊕ CULTURA

ARCHITECTURE OF PLAY

PLAY IS CULTURE

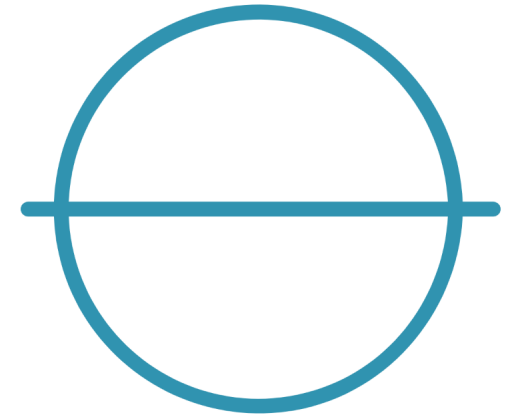
The community platform where global gamers,
creators and studios connect.

PITCH DECK · DRAFT 01 · OCTOBER 2026



WE ARE BUILDING THE SUPERAPP WHERE GLOBAL GAMERS CONNECT, PLAY AND CELEBRATE GAME CULTURE

Ludos Cultura is Latin for "game culture". One identity, one community, and a direct line between players and the studios making the games they love.



COMMUNITY

DISCOVERY

CULTURE

THREE GAPS IN THE GAMES WORLD

01

NO HOME FOR GAMERS

Billions play, yet almost no social platform is built around who gamers are and what they play.

02

STUDIOS GO UNSEEN

Discovery and pre-launch engagement are the hardest problems for independents, and demand signals arrive too late.

03

INDIES LOSE CONTROL

Financing terms trade away IP, creative freedom and a studio's destiny. New models are needed.

■ THE MARKET

3.58B

players worldwide in 2025 (up 4.4% year on year), over 40% of the world's population, in a \$188.8B market

~936M

PC players

~645M

Console players

36

average age of US players; half are aged 35 and up

OUR STARTING POINT

Core PC and console gamers aged 18 to 45, across the US, Europe and the Middle East and North Africa (MENA).

SOURCES: NEWZOO GLOBAL GAMES MARKET REPORT 2025; ESA ESSENTIAL FACTS 2025 (US)

ONE PLATFORM FOR GAMERS, STUDIOS AND CREATORS



COMMUNITY

PlayCard profiles, feeds, follows, comments and likes, built for non-toxic connection.



DISCOVERY

A game catalogue, wishlists, a release calendar and studio-led user-generated content.



NEWS

Original and syndicated editorial, creator voices and studio-published stories.

Designed to become the world's leading community, marketing and engagement platform for studios, publishers and indies to promote their games, pre and post release.

PLAYCARD: YOUR UNIFIED GAMING IDENTITY

- One profile that unites PlayStation, Xbox, Steam, Nintendo, Twitch and Discord IDs
- Gamified: levels, class tiers, achievements, affinities, Top 10s and level-up rewards
- Tracks your backlog, play stats and community participation to calculate a globally competitive LC Score, with seeded rankings
- Affinities capture unique, proprietary datasets for consumer profiling, supercharging publisher targeting for marketing
- Rewards contribution and craft, not only hours played

N NOVA_01 ENTHUSIAST GAMER LVL 34		
CLASS SHADOW PALADIN		
247 PLAYED	189 CLEARED	412 BACKLOG
LC SCORE		4,820
Storytelling	Deep gameplay	Lonestar
Community		

STUDIOS BRING THE CONTENT. GAMERS BRING THE COMMUNITY.

1

WE SEED

LC creates studio and game pages, and creates and syndicates News

2

STUDIOS CLAIM

Studios publish content. LC provides paid promotion boosts and marketing campaigns, across the platform and third-party social channels

3

GAMERS ENGAGE

They follow games, franchises, studios, creators and other gamers, and discuss and wishlist games

4

SIGNALS RETURN

Demand signals grow, and platform partnerships turn them into affiliate conversion revenue

5

AUDIENCE GROWS

Studios promote LC to their own communities

Studio-generated content solves the content problem and the audience problem at the same time.

STUDIOS & CREATORS BUY DISCOVERY. GAMERS NEVER SELL OUT.

AT LAUNCH

STUDIO TOOLS AND CAMPAIGNS

Page tools, community seeding, and marketing campaigns across the platform and our socials.

FROM Q2 2027

ADVERTISING AND BOOSTS

Paid awareness boosting and native placements, with indie-friendly rates.

FROM Q3 2027

AFFILIATE CONVERSIONS

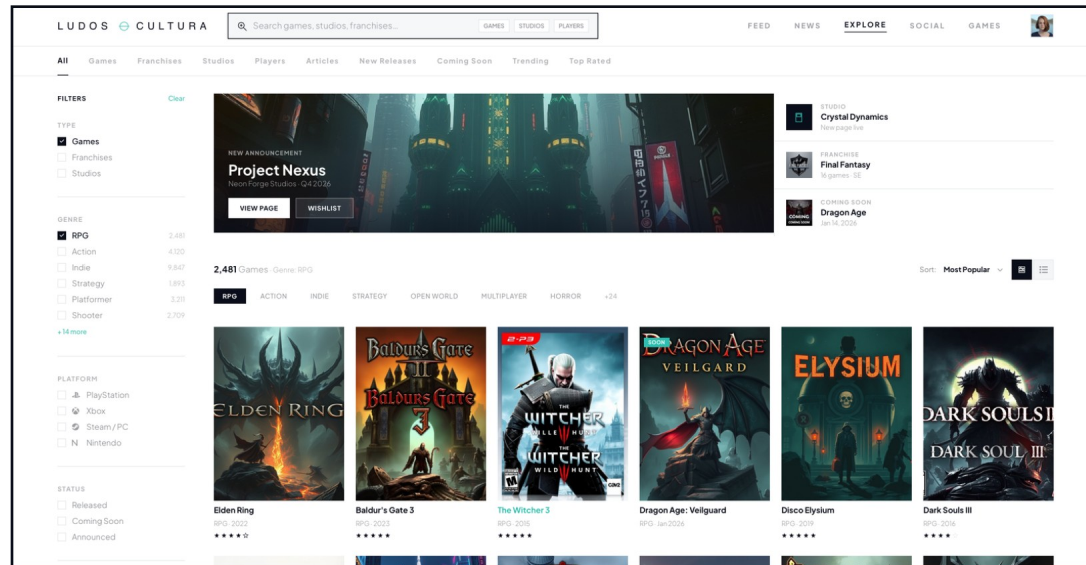
Targeting partnership revenue where feasible, with platforms such as Steam, GOG and Epic Games Store, for the sales we drive.

OUR PRINCIPLE

We never sell user data. Our games data layer powers insight, not resale.

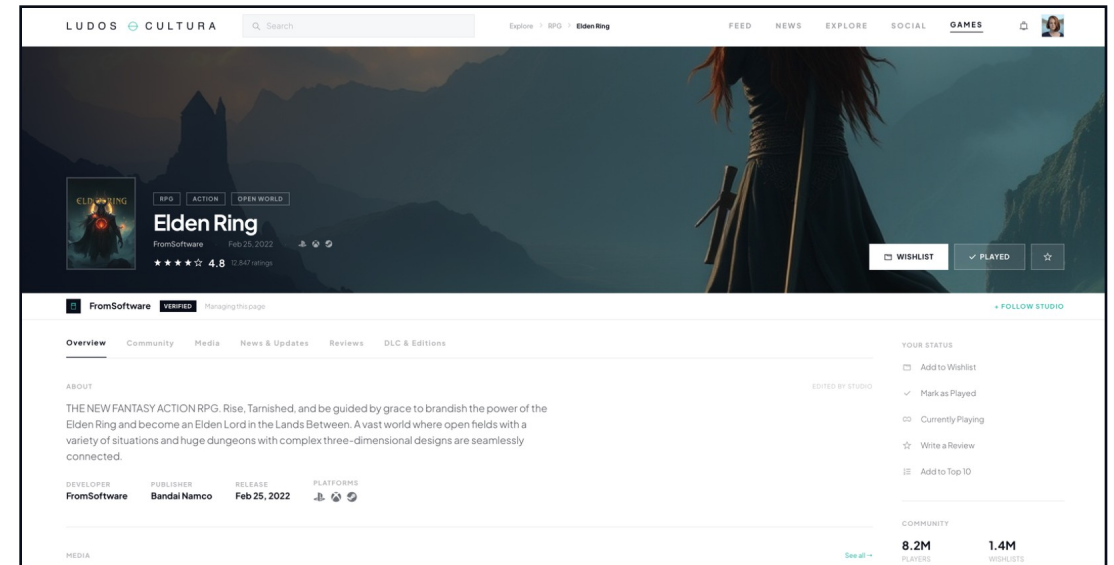
Longer term: Ventures, new ways to fund independent studios while they keep control.

DISCOVER: EXPLORE AND GAME PAGES



EXPLORE

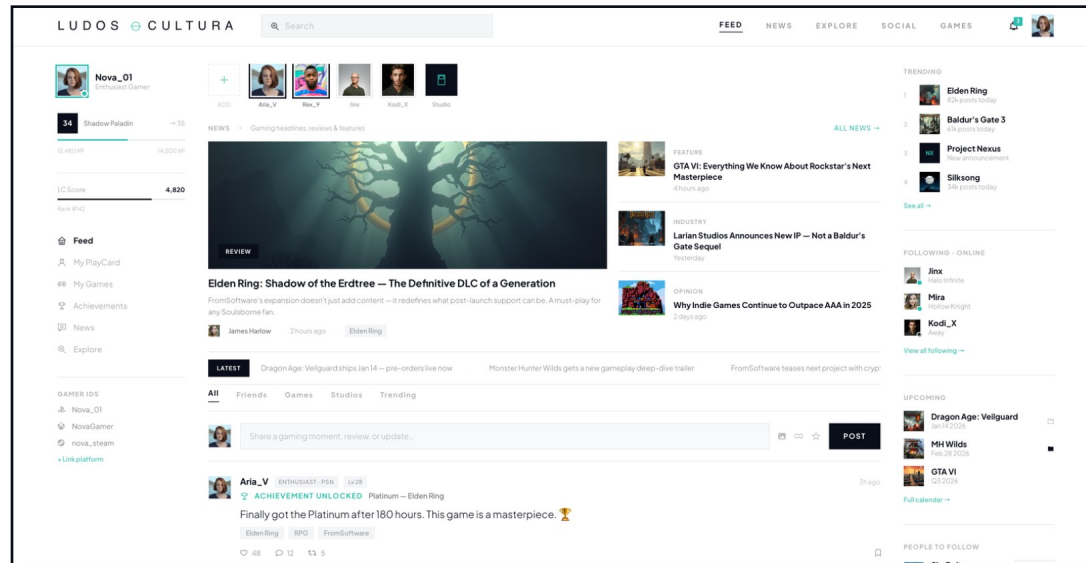
Search and filter the game catalogue, franchises and studios.



GAME PAGE

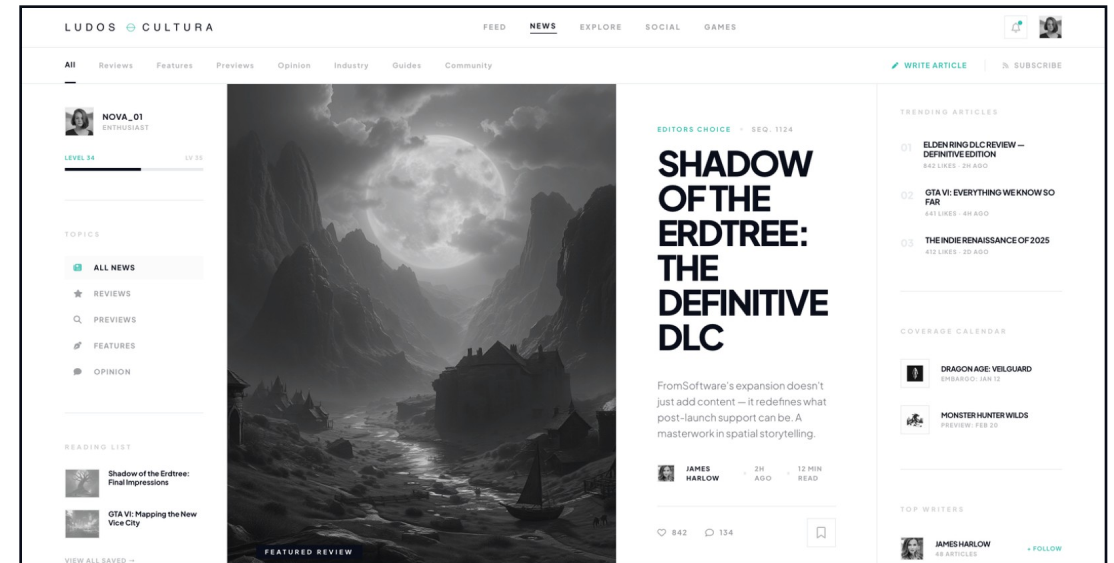
Studio-managed pages with wishlists, ratings and community.

ENGAGE: HOME FEED AND NEWS



HOME FEED

News, friends, studios and trending games in one feed.

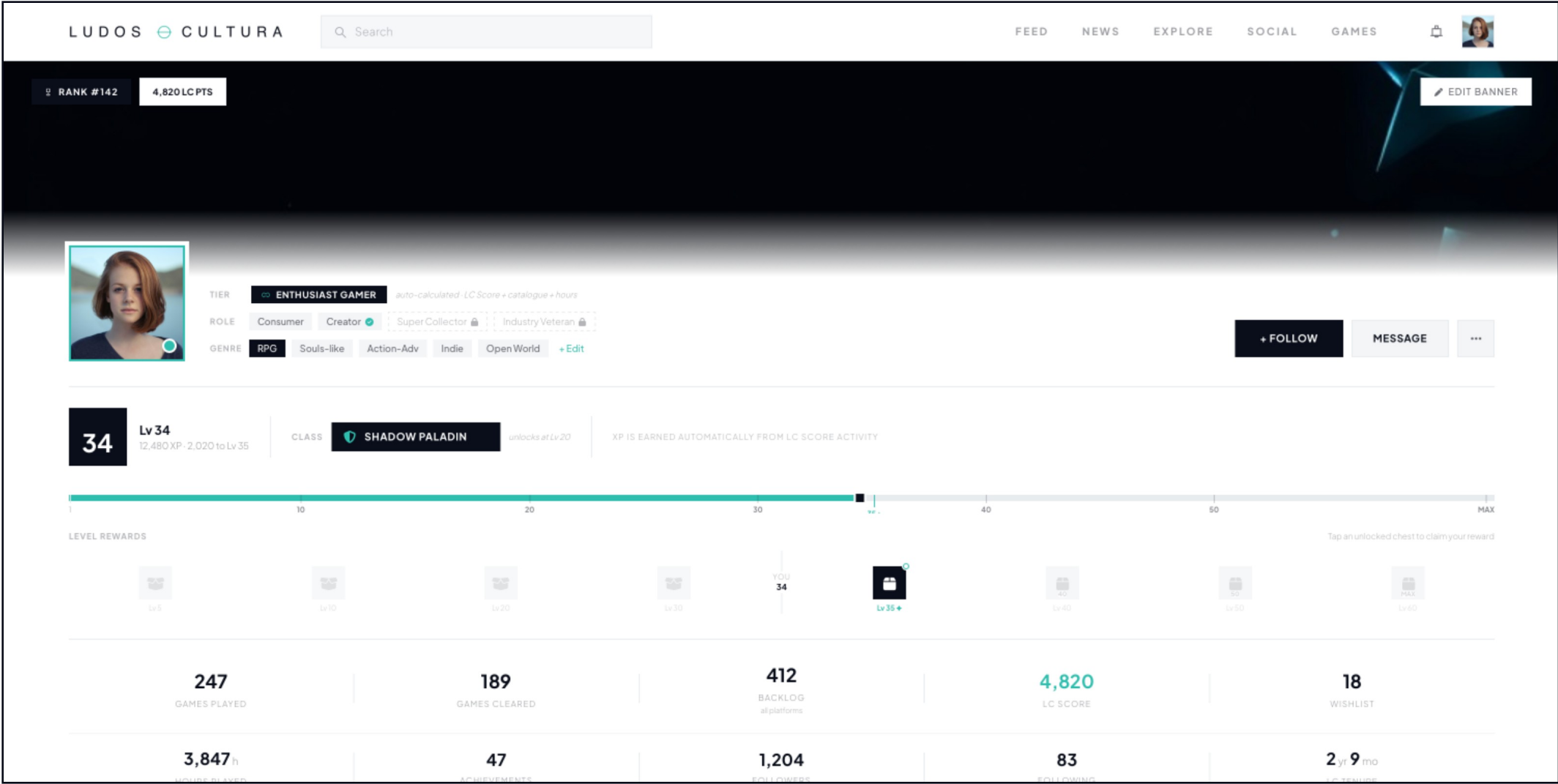


NEWS

Original and syndicated editorial, reviews and creator voices.

■ IDENTITY: THE PLAYCARD

Level, class tier, LC Score, rank, backlog and affinities



BUILT THE FOUNDATIONS. NOW THE AUDIENCE.

BUILD COMPLETION

App structure (web, desktop, iOS, Android)	60%
Back-end microservices	85%
Integration	45%
Company incorporation (targeting UAE and US)	TBC

HOW WE GROW

- Studio-led content seeding
- Editorial and AI-assisted syndication
- Press and influencer partnerships
- MVP target geos: US, Europe and MENA (Middle East and North Africa)
- Target demographic: core console and PC gamers aged 18 to 45
- Waitlist: 1,000 sign-ups before launch, targeting 20,000 within 12 months after

FROM LAUNCH PRODUCT TO PLATFORM

Q1 2027 · MVP LAUNCH

- Mobile and web
- All four sections live: PlayCard, Explore, Home Feed, News
- Studio-led user-generated content and Discovery
- Gamer posts, comments and likes

Q3 2027

- Advertising and paid content boosts
- Global games release calendar
- Desktop apps
- Affiliate conversion partnerships (Steam, GOG, Epic Games Store and more)

LATER IN 2028

- Console platform partnerships: wishlisting, sales conversions and affiliate revenue
- User-generated content syndication onto LC
- Gamertag, PSN ID and Nintendo ID integrations with PlayCard

EXECUTION: AN AI-LED COMPANY

Founder-led, fully vibe-coded build. AI-led operations, research, news and content generation. We hire AI-savvy talent only where agentic solutions fall short.

EVERYONE SERVES A SLICE

CATEGORY	EXAMPLES	HOW WE RELATE
CHAT PLATFORMS	Discord	Real-time chat, but no discovery, gaming identity or studio tools.
STOREFRONTS	Steam, GOG, Epic Games Store	Our partners. We drive conversions to them; they syndicate users and user content, such as in-game video, to us.
FORUMS	Reddit and gaming forums	Legacy formats that skew older. LC is mobile-first and media-rich, with deeper, more direct studio and publisher engagement.
GAMES PRESS	Games media outlets	Future content producers on LC, with prominent review ratings and non-polarising coverage of the art, craft, science and culture of games, free of clickbait.
LUDOS CULTURA	All of the above, together	Identity, discovery, news and studio tools in one mobile-first platform.

BUILT BY A GAMER, DEVELOPER AND PRODUCT LEADER



DOTUN ROMINIYI
FOUNDER

- 20+ years in tech
- 6.5 years making games for PS2, PSP, PS3, Xbox, PC, Wii, Vita and 3DS
- Built £100m of emerging technology infrastructure for LSEG (London Stock Exchange Group), one of the world's largest, most secure and resilient financial market infrastructures
- 35 years an avid gamer and follower of the games industry. I live, breathe, eat and sleep games.

ADVISOR · TBD

PROMINENT INDUSTRY FIGURE

To be unlocked through funding, partnerships and networking.

KEY HIRE · TBD

US-BASED BUSINESS AND PARTNERSHIPS LEAD

Deep contacts into console platforms and publishers. To be unlocked through funding, partnerships and networking.

LUDOS ⊕ CULTURA

PLAY IS CULTURE.

[LUDOSCULTURA.COM](https://ludoscultura.com)

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