



# Invest with Us

Sean Yu, Founder & CEO - PhD Computer Science

Heart Yang, Chief Research Officer - Robotics Expert

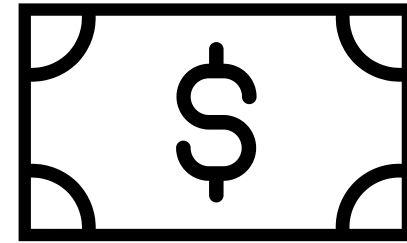
Rob Crumpler, Chief Revenue Officer, 3x Startup CEO

# ALPHA GAMES

## Market Analysis

Chess is the fastest-growing global board game. Key contributors to this growth include the sales of physical chess sets, digital subscriptions and online platforms, educational programs, and competitive events.

The market's expansion is further supported by the cultural and educational value of chess, making it a popular choice for schools and communities worldwide.



**\$9.2 Billion by 2027**



**GAGR 7.0% Annual**



**Growth Momentum  
800M+ Global Players**



**Chess.com | 10M  
Active Monthly Users**

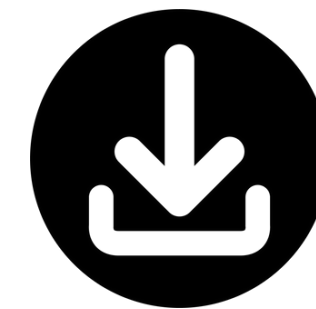


# Introduction

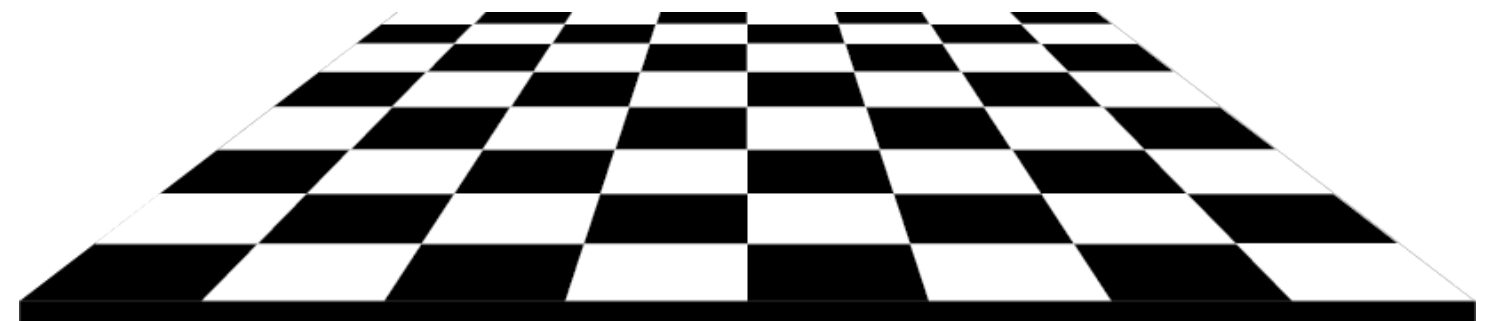
**ALPHA GAMES** is an AI board game startup combining the best AI software with robotics to create new gaming experiences never experienced.

**AI CHESS MATE** is our premier game launch using AI to bring Grandmasters back to life, deliver new educational programs, and extend gameplay anywhere in the world!

We are raising **\$8 Million** to produce, package, and market AI Chess Mate.



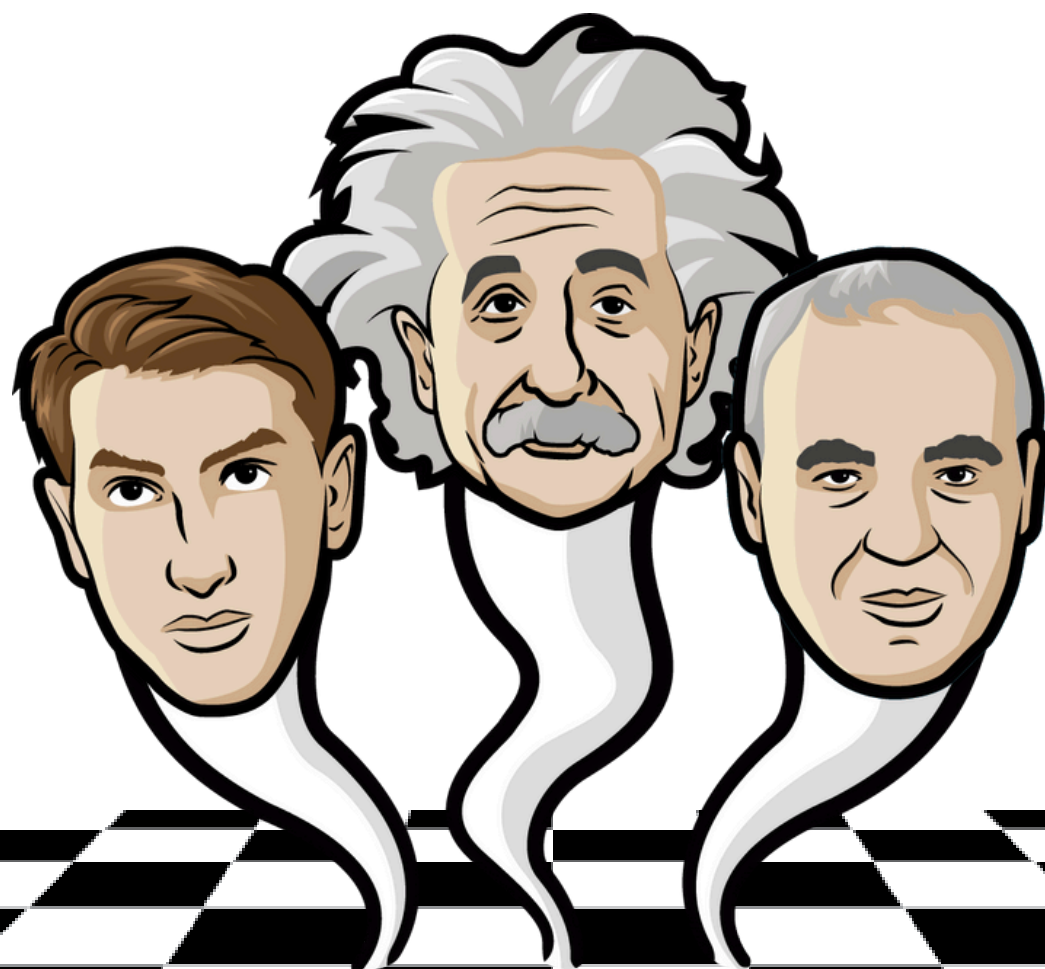
**PLAY DEMO**



## The Grandmasters

### AI PERSONALITIES

- Chess Techniques
- Personalities
- Life Stories
- Scientific Discoveries
- Olympic Stories
- New Stories Every Month!
- Much More...



### PEOPLE LLMs

Custom large language models built on the public content, stories, newspaper articles, books, movies - and chess techniques of famous chess players.

## Voice Synthesis Units & People LLMs

**Click on Reid Hoffman to experience a Custom LLM of a "Person" - Imagine asking our Grandmasters these types of questions over a chess game.**



**People LLMs capture all written content, speeches and video of each Grandmaster - Plus their chess techniques!**



# Problems



## Lack of Tech

Millions of people love to play chess but the game hasn't kept up with the exciting advances artificial intelligence can bring. Chess.com has over 100 Million players but only offers social, puzzle, and educational features.



## Differentiation

The rules are established for how the pieces move and how the game is played. There are limited physical versions of the game pieces and boards. Only technological advances can create new and exciting features that drive market growth and adoption.



## Business Model

Lack of excitement about features means lower subscription rates or the ability to charge subscription rates for new exciting content like Grandmasters.



# ALPHA GAMES

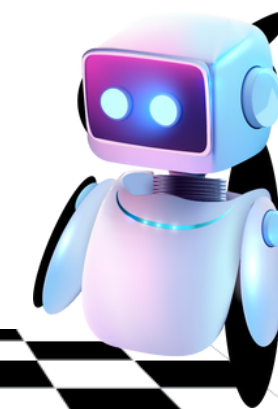
## Key Features

Enriching chess with AI positions the game at the forefront of the next evolution of technology.



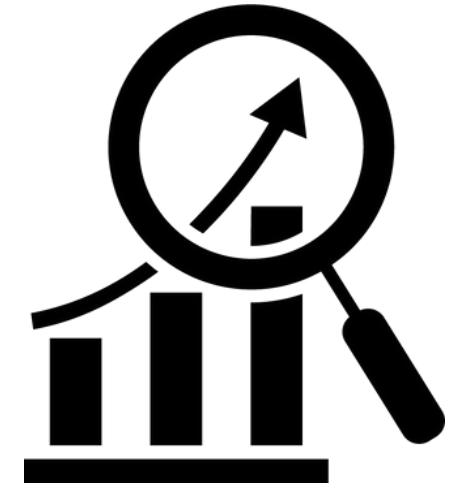
## AI CHESS MATE is our Premier Game Launch!

- **Voice Control** - Tell your chess pieces where to move and watch them respond to your voice commands.
- **Grandmasters** - Choose a Grandmaster to play against and enjoy a conversation while you play.
- **Education** - Learn to play or sharpen your chess skills by connecting with teachers in our program.
- **Global** - Play chess with anyone in the world by connecting over the Internet.





# About us

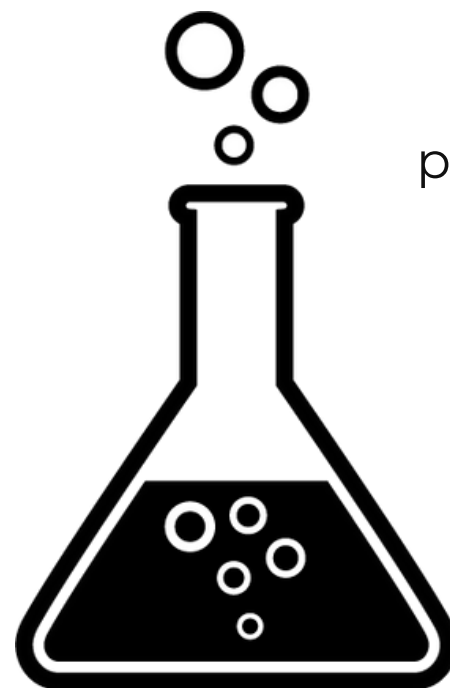


## 2021 - 2024

Development of our AI Chess Mate prototype including hardware and software to prove our concept and feature capabilities.

## 2024 & Beyond

Now we're ready to move into the manufacturing phase and go into production with marketing and strategic partner support.







# Int'l Patents



**File Number: 222217PCWO**

Floating Chess and Method for Controlling the Floating Movement of Chess Pieces

**File Number: 222219PCWO**

Device and Method for Identifying the Identities and Positions of Chess Pieces by Weight

**File Number: 222220PCWO**

Intelligent Chess Piece Positioning and Identification System



# US Patents



**File Number: 63/632,007**

Automated Dual Actuator System for  
Enhanced Interaction Board Games

**File Number: 63/649,543**

Modular Automated Game System with  
Magnetic Cube Mechanisms

**File Number: 63/652,071**

Dynamic Display System Using Configurable  
Modular Cubes for Interactive Visualizations

**File Number: 63/652,080**

Interactive Modular Game Board with Rapid  
Configuration and Reset Capabilities

# Use of Funds

Our research phase is complete. The hardest technologic challenges have been resolved. The hardware components, manufacturers, and facilities have been selected. Now we're ready to go into production, develop our packaging and create multiple marketing and distribution channels.



**R&D  
Manufacturing**



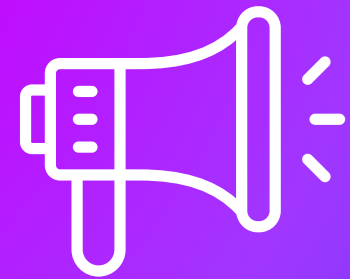
**Packaging**



**Marketing  
Distribution**



**chess mate**



# Marketing Strategy

01

## **Direct to Consumer - Strategic Objectives:**

- Customer Acquisition & Retention
- Brand Building
- Operational Efficiency
- Innovation & Product Development

02

## **Channel Partners - Strategic Objectives:**

- Market Expansion
- Sales Growth
- Brand Consistency
- Customer Engagement

03

## **Educational Programs - Strategic Objectives:**

- Increase Enrollment
- Brand Building
- Engagement & Retention
- Digital Transformation

04

## **Paid & Earned Media - Strategic Objectives:**

- Increase Brand Awareness
- Drive Traffic & Engagement
- Enhance Brand Reputation
- Optimize Conversion Rates



# Financials

YEAR	2024	2025	2026	2027
REVENUE	\$0	\$6.1M	\$18.1M	\$41.9M
ROBOT UNITS	0	28,300	76,000	150,000
SUBSCRIPTION \$	\$0	\$14.99	\$19.99	\$24.99
CUMULATIVE SUBS	0	7,075	32,968	89,671
CAC	\$0	\$1.3M	\$2.9M	\$4.6M
MANUFACTURING	\$3.0M	\$2.3M	\$8.4M	\$16.5M
OTHER OPEX	\$347K	\$1.6M	\$2.6M	\$3.0M
PROFIT / LOSS	(\$3.3M)	\$903K	\$4.1M	\$17.8M





# Our Team



**Dr. Sean Yu**

CEO & Founder  
PhD Computer Science



**Heart Yang**

Chief Research Officer  
Robotics Expert



**Rob Crumpler**


Chief Revenue Officer  
3x Startup CEO

# Thank you

## Contact Us

**Sean Yu**


Founder & CEO

 +1 (650) 318-5232

 sean@alphagames.ai

**Rob Crumpler**

Chief Revenue Officer

 +1 (415) 215-1760

 rob@alphagames.ai

[www.alphagames.ai](http://www.alphagames.ai)

