



THE FUTURE OF CONSUMER APPS

HOW AI + GAME DESIGN
PRINCIPLES ARE RESHAPING
EVERY CATEGORY

BITKRAFT REPORT

MARCH 2026



THE WORLD OF CONSUMER TECH IS CHANGING



1990

INTERNET
ERA

The web goes public. Everything gets connected.



2007

MOBILE
ERA

Computing moves into the pocket. Attention shifts.



2023

AI APPS
1.0

Chat wrappers. A new wave of mobile apps.

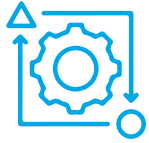
FOCUS OF THIS REPORT

2026

AI APPS
2.0

Agents, interfaces, and entirely new user behaviors.

WHAT THIS REPORT INCLUDES



THE SHIFT

Consumers apps to feel adaptive, rewarding, and relevant: behaviors shaped by gaming. They now have >3 hours more free time a week vs 2019.



THE UNLOCK

AI has collapsed the cost of building customized, dynamic content, and adaptive user experiences.

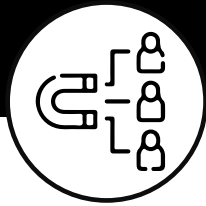


THE OPPORTUNITY

Emergent apps are primarily in just 3 verticals: EdTech, Fitness & Wellness, and Entertainment & Social. There is whitespace in every sector.

THE NEXT WAVE OF CONSUMER BREAKOUTS WILL BE BUILT ON GAME-DESIGN PRINCIPLES, POWERED BY AI

The Consumer Lifecycle



User Acquisition

Users discover (ads, referral, word-of-mouth) and download the app

Not Covered in Report



User Experience with Product

Covered in Report



Monetization

After value is identified, consumers opt-in to pay for additional use of the app

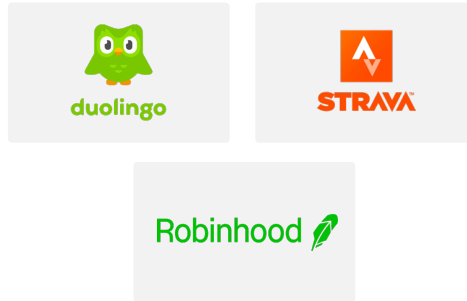
Not Covered in Report

THE ANATOMY OF AN AI-NATIVE CONSUMER BREAKOUT



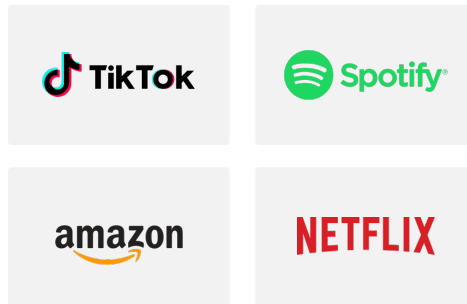
Game-Design Principles

Progression systems, variable rewards, social loops, streaks, dynamic difficulty, narrative arcs, status & identity



AI Infrastructure

Personalization engines, dynamic content generation, adaptive UX, voice/conversational interfaces, real-time behavioral response



When Combined



AI Apps 2.0

Products that learn, adapt, reward, and retain without users consciously thinking "this is gamified"

BREAKOUT PRODUCTS WILL SHARE THE SAME PHILOSOPHY

With game design and mechanics

Without game design and mechanics

Without AI

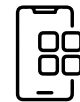
Game design alone

without value or personalization at scale will be abandoned for utility



Traditional apps

are utility-first but low retention, commoditized user-experiences



With AI

The Opportunity

Adaptive, retention-driving, defensible consumer products



AI alone

produces chatbots and wrappers which can become commoditized



COMPONENTS OF BUILDING DURABLE MOATS AND BRAND

Observation

With AI, content is no longer a differentiator



Product: Apps don't go viral for containing AI, they go viral on a "magical moment"



Infrastructure and Data: Context and longitudinal data are the new edge. Personalization must use proprietary data (historical and ongoing)



Market: Fundamental human needs (health, food, love, money, status, learning, play, spirituality, movement, travel) haven't changed



Localization and Culture: Generic approaches to tailoring a product (e.g., language) won't win today

The New Playbook for Founders

- For AI-native apps, **predicted and hyper-relevant** events (over generic) and creative output can be magical
 - Design from day 0: what **proprietary data** do we collect, at what frequency, with what user value?
 - Every feature should **deepen context** or increase frequency of meaningful interactions and be prioritized by **meaningful events tracked** and anything that improves labelling (what worked, what failed, for whom, in what context)
-
- Start with a sharp, **culturally resonant** wedge to acquire a focused initial audience, collect high-quality labeled data, then **expand horizontally** into the full journey
-
- Localize the consumer experience for narratives, and **community / cultural norms** for specific geographies

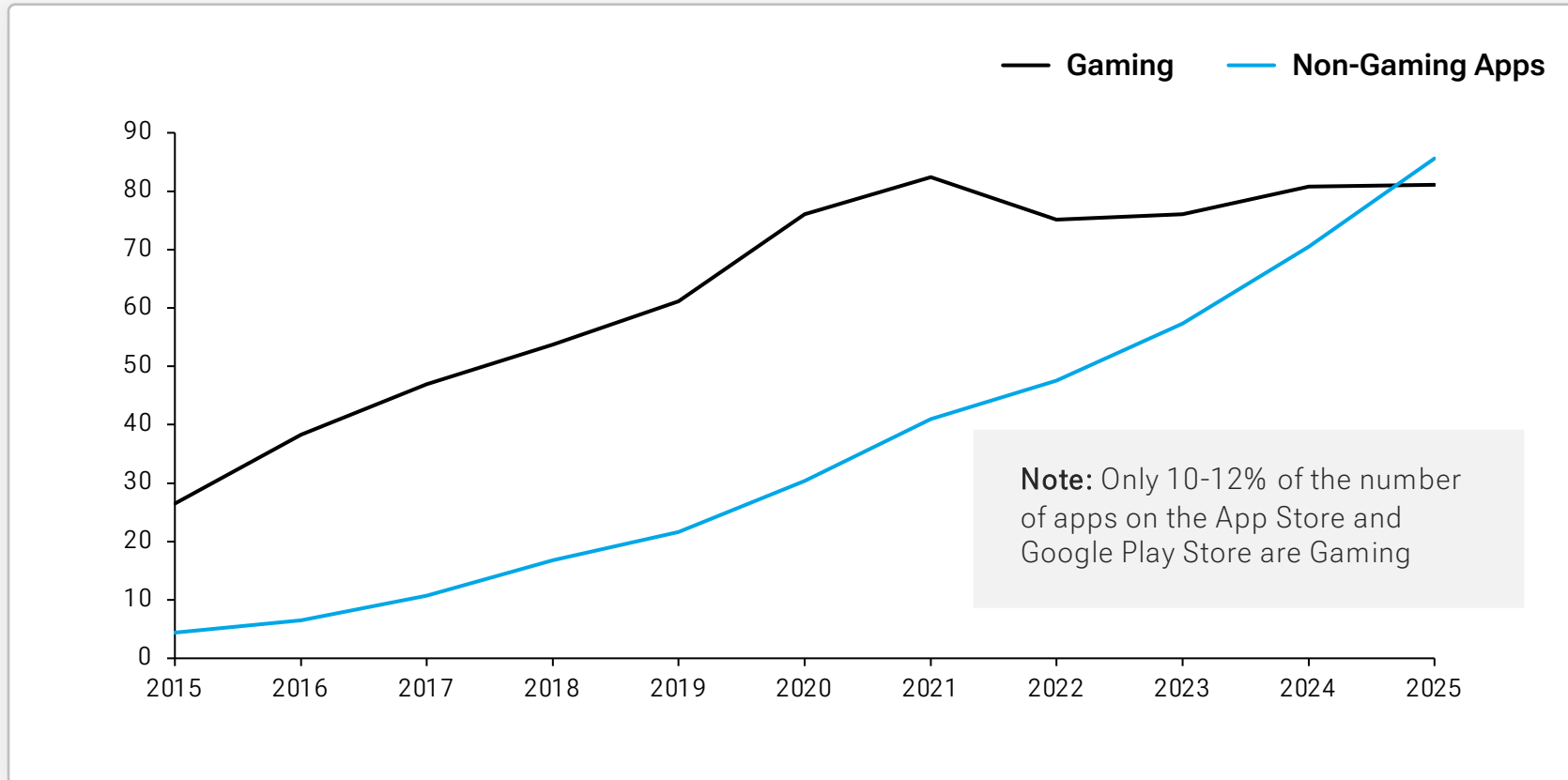
THE SHIFT

Consumer behavior has changed.
The apps haven't caught up.



NON-GAMING IS LEARNING FROM GAMING'S PLAYBOOK

App and game app store revenue (2015-2025), \$B



? Why Now?

In 2025, consumers spent more on non-gaming apps than on games for the first time, driven by AI app adoption. This crossover marks the inflection point.

Game mechanics are no longer contained in gaming. They're spreading to every category.

FOUR BEHAVIORAL SHIFTS DRIVING DEMAND

Instant Feedback

Consumers expect real-time feedback after every action. Micro-rewards, progress bars, streak notifications. **>40% of the global population plays games.**

Personalized Experiences

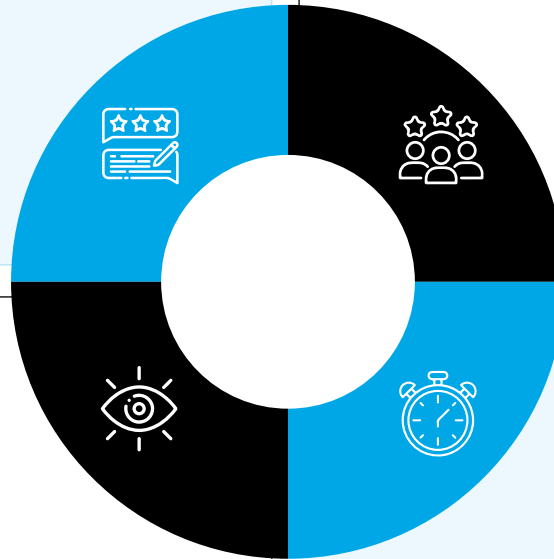
80% of consumers¹ prefer brands that offer personalized experiences and reported spending **50% more** with such brands

Progress Visibility

Demand for apps that reward sustained engagement is accelerating. **10M+ Duolingo users have maintained streaks for over a year.**

More Free Time

U.S. consumers in 2025 reported that they have **>3 hours more of free time a week** vs. 2019



Source: 1) Newzoo as of January 26, 2026 2) Surveyed by Deloitte (Unlocking customer growth: Driving high value actions through personalization and retail media, 2025), 3) Duolingo, 4) McKinsey State of the Consumer 2025 as of January 26, 2026

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THERE IS AN OPPORTUNITY FOR REGIONAL BREAKOUTS

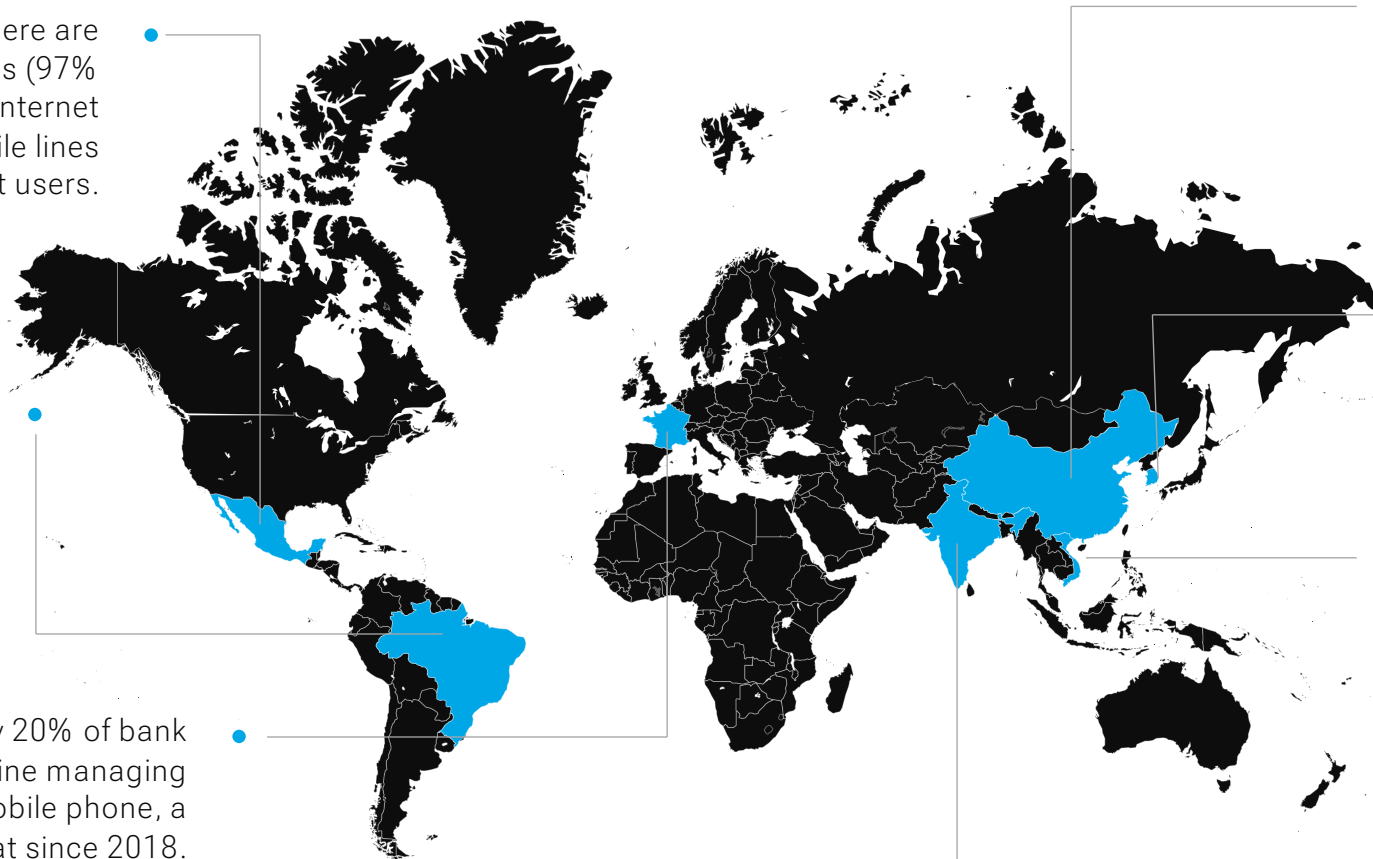
There is potential for a massive opportunity to build local winners

Different regions have shifting behaviors specific to their geography, for example:

Mexico | Device Penetration: There are about 125.4M mobile connections (97% of the population), vs ~107M internet users, showing that mobile lines outnumber actual internet users.

Brazil | Device usage: The number of mobile subscriptions exceeds the total population, indicating that many Brazilians have multiple SIMs/devices and reinforcing how mobile-first the market is

France | Consumption Habits: Only 20% of bank account holders say they can imagine managing their finances exclusively via mobile phone, a share that has been basically flat since 2018.



China | Consumption Habits: Mobile users in China spend 47% more per day on their mobile devices than the average user globally

South Korea | Consumption Habits: 97% of adults are online (vs 82-84% in France and Germany)

Vietnam | Consumption Habits: >60% of consumers regularly use QR codes for payment (more than credit cards); comparatively, this is only 28% in France

India | Regulatory Dynamics: Has banned all Chinese apps

Source: 1) DataReportal as of February 24, 2026

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DISTRIBUTION: CUTTING THROUGH THE NOISE

Impacts of social media and short-form content:

Consumer Observations

01

Short-form video compressed the attention economy: Gen Z now spends **54% more time** than the average consumer on social platforms and UGC.

02

Users no longer browse, they receive: >60% of content delivered via TikTok's "For You Page" comes from accounts users don't follow. The feed "learns" within **30 minutes**.

03

Platform switching is frictionless, low loyalty: The average consumer globally uses **34 apps per month**. Trying something new costs nothing.

Implications for Founders



The novelty window is real but short. **Low switching costs + high curiosity** = genuine willingness to try AI-native apps



Nailing the **"magical moment"** must land in session one, ideally in the first 5 minutes



The core loop (action → feedback → reward → return) must be felt before the user can get bored. AI enables you to **personalize this loop from the very first session**, before you even have behavioral data.

CONSUMERS DON'T CARE ABOUT AI, BUT THEY DO CARE ABOUT THE VALUE THAT AI CAN DELIVER

Consumer trust in AI remains low¹, but adoption is exploding. ChatGPT reached 800M+ weekly active users. Gen AI app revenue tripled in 2025, reaching \$5B+.



Why 2026 is the Moment: Infrastructure costs collapsed. What required larger budgets three years ago can now be built by an agile seed-stage team. The tools exist. The behavioral shift happened. **Disruptors will be decided in the next 18-24 months.**



The Insight: Winning apps don't sell "AI." They use their **data advantage**, enabled by AI, to invisibly deliver better experiences: adaptive, personal, game-like. Nobody opens Duolingo because it uses AI; they open it because they are having a **fun experience that provides value** to them.



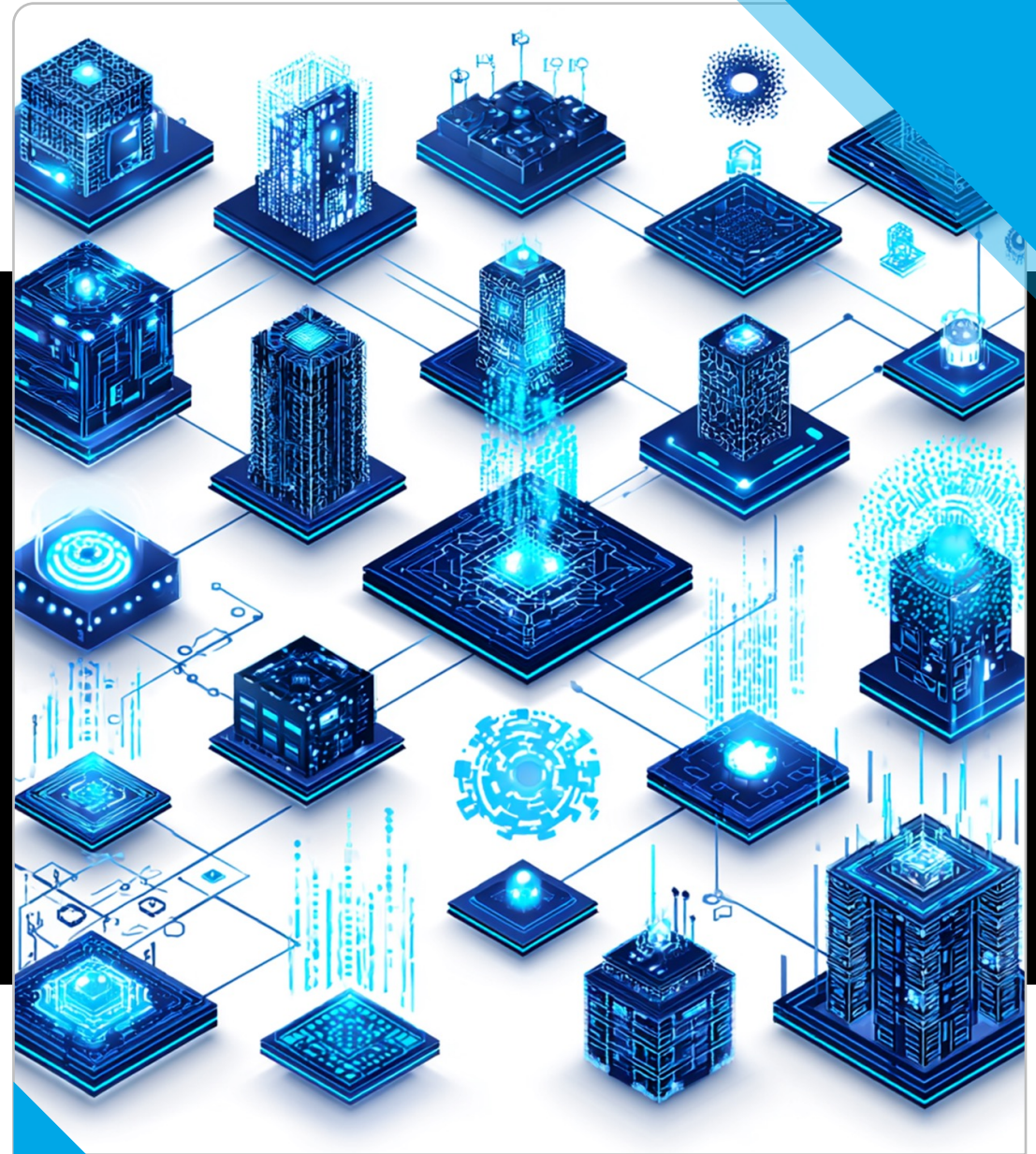
#1 Revenue Driver: Generative AI became the top revenue growth category in mobile apps in 2025, outpacing every other subgenre by IAP growth.

AI collapsed the cost of game-like experiences. Personalization, dynamic content, adaptive UX moved from studio-grade budgets to startup-grade tooling. This makes the next wave possible.

1: In a survey done by Conjointly in December 2025, respondents were asked "On a scale of 1 to 5, how much do you disagree or agree that software that uses artificial intelligence (AI) is trustworthy?" – 30% respondents answered "Agree or Strongly Agree" (4 or 5); Sources: 1) OpenAI (as of October 2025), 2) Sensor Tower State of Mobile (January 2026)

THE OPPORTUNITY

Sectors of interest where AI × game-
design principles could create the next
generation of consumer breakouts



BITKRAFT'S SECTORS OF INTEREST

Category	Incumbent Problem	Game-Design Opportunity	AI Unlock
01 Education	AI tutor design lacks the engagement loop of a game.	Story-driven progression with adaptive difficulty	Personalized curriculum in real time
02 FinTech	Outdated, backward-looking dashboards	Accessibility, community, better learning outcomes	AI-narrated progress, adaptive coaching
03 Ecommerce	Static search and browse	Discovery that feels like treasure hunting	Taste-learning algorithmic feeds
04 Health & Wellness	Track but don't act	Dopamine loops driving adherence	Voice-first proactive nudges
05 Social/Community & Connectivity	Digital spaces have only exacerbated loneliness	Engagement and contribution-based features	Personalized community matching, group facilitation
06 Emerging Sectors¹	Fragmented incumbents	Modernized engagement, streaks, progression, community challenges	Content generation, algorithmic distribution

See important disclosures for additional information; 1: On-Demand Spirituality, Creative Co-Creation, Custom Communities; Sources: 1) Sensor Tower, 2) The Business Research Company, all as of January 28, 2026

01

EDTECH: AI TURNS EDUCATION INTO A GAME WORTH PLAYING

Education is already a native AI use case. 10.2% of all ChatGPT messages are tutoring or teaching. But current AI tutors are "chatbots that quiz you." They lack the compelling engagement loop of a game.



Potential Game Design, Mechanics

Narrative progression (unlocking story chapters), skill trees (visualizing knowledge growth), lives/energy systems (pacing to prevent burnout and create anticipation), spaced repetition disguised as gameplay.



How AI Supercharges It

Collected data on how kids learn enables adaptive difficulty (real-time curriculum adjustment), personalized content generation (every student gets a different story), voice-first conversational tutoring.

Market Signals

\$280B

Global EdTech Market Size

63%

of K-12 teachers in the U.S. have adopted GenAI into teaching

- 10.2% of ChatGPT usage is education
- **Duolingo proves the model at scale:** 50.5M DAU, 135.3M MAU, and a 37.3% DAU/MAU ratio (rivaling social media). 10M Duolingo users maintain 1-year+ streaks.
- For EdTech in particular, there is **exciting IP potential** for both new and existing franchises to entrench their brand into households (e.g., Miss Rachel, Paw Patrol, Bluey)

The Vision

Education as a game you can't put down. Every student gets a personalized experience that adapts in real time. Mastery unlocks the next quest.

01

CASE STUDY: BUDDY.AI

WHERE EVERY LESSON IS AN ADVENTURE

What it does:

Voice-first learning game that teaches children English through interactive stories, where every lesson unlocks the next chapter.



A BITKRAFT Ventures portfolio company



Game Design, Mechanics

Avatar customization (identity investment), story-driven progression (each lesson unlocks the next chapter), spaced repetition as gameplay (reviews feel like replaying a level), reward systems (stars, badges, unlockables).



AI Infrastructure

Conversational AI (voice-first tutoring, not text quizzes), personalized curriculum (adapts to each child's level in real time), dynamic content generation (no two sessions are identical).



Why It Matters

Buddy.ai is an example of AI infrastructure powering game-design UX. They are the only kids-specific AI with a COPPA certification and the largest kids speech dataset globally.

Children engage because it feels like play, not homework. The company has >76M downloads and has raised >\$13M.

Sources: 1) Buddy.ai, 2) OneWay Ventures

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FINTECH: TURNING FINANCIAL DISCIPLINE INTO INSTANT GRATIFICATION

Financial literacy is high-friction and boring. Incumbents (Mint, bank apps) are backward-looking dashboards. Fintech currently captures only ~2% of \$12.5T in financial services revenue, projected to reach 7% by 2030.



Potential Game Design, Mechanics

Practice portfolios (zero-risk simulation, same as game tutorials), leaderboards (social competition), streak rewards for daily engagement, tiered status (Bronze/Silver/Gold milestones).



How AI Supercharges It

AI-narrated progress; personalized coaching adapted to data collected on ongoing spending behavior, dynamic goal-setting based on real financial data.

Market Signals

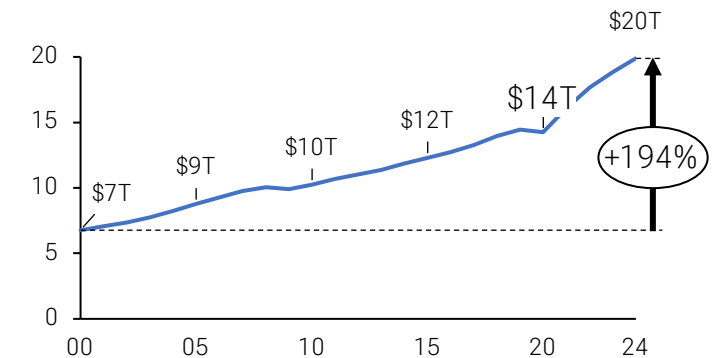
61%

of people want long-term support with their finances

2%

of total consumer expenditures are captured by existing products today

Personal Consumption Expenditures (U.S. only), \$T



The Vision

Democratized education and access via apps that offer instant gratification (digital rewards) for long-term delays (saving, investing).

CASE STUDY: STOCKGRO

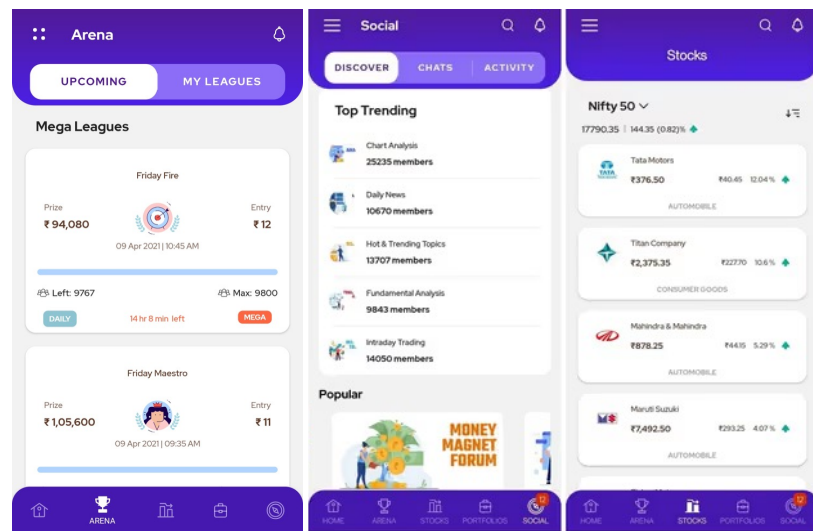
Gamified Investing in India

What it does:

Social investment platform that teaches retail investors to trade through simulated portfolios and gamified education. India's leading gamified fintech.



A BITKRAFT Ventures portfolio company



Game Design, Mechanics

Practice portfolios (zero-risk simulation), leaderboards (social competition among traders), streak rewards (daily learning builds habit), tiered status (milestones for trading education progress).



AI Infrastructure

Personalized education paths adapted to knowledge level, AI-driven market insights calibrated to experience, algorithmic portfolio suggestions for practice accounts.



Why It Matters

At **18M subscribers**, StockGro proves game mechanics make financial education fun in a market where literacy is low and incumbents are inaccessible.

ECOMMERCE: WHEN SHOPPING IS FUN, RETENTION BEATS PRICE

Traditional e-commerce search must evolve or die. Gen Z and Gen Alpha prefer algorithmic discovery feeds. 80% of consumers are more likely to purchase from brands offering personalized experiences.



Potential Game Design, Mechanics

New content formats (livestreamed shopping), mystery-box drops, countdown and scarcity timers, group-buy formats (team up for discounts), daily login bonuses, spin-the-wheel mechanics



How AI Supercharges It

Taste profiles that learn from every interaction, algorithmic discovery replacing static search, dynamic pricing personalized in real time, conversational shopping agents.

Market Signals

90%

Global EdTech
Market Size

- **80% of consumers** surveyed prefer brands that offer personalized experiences and reported **spending 50% more** with such brands

61%

of K-12 teachers in the
U.S. have adopted
GenAI into teaching

- Temu keeps customers on platform via game mechanics: Estimated 416.5M global MAU, 21 min avg daily time (**2x longer than competitors**).

The Vision

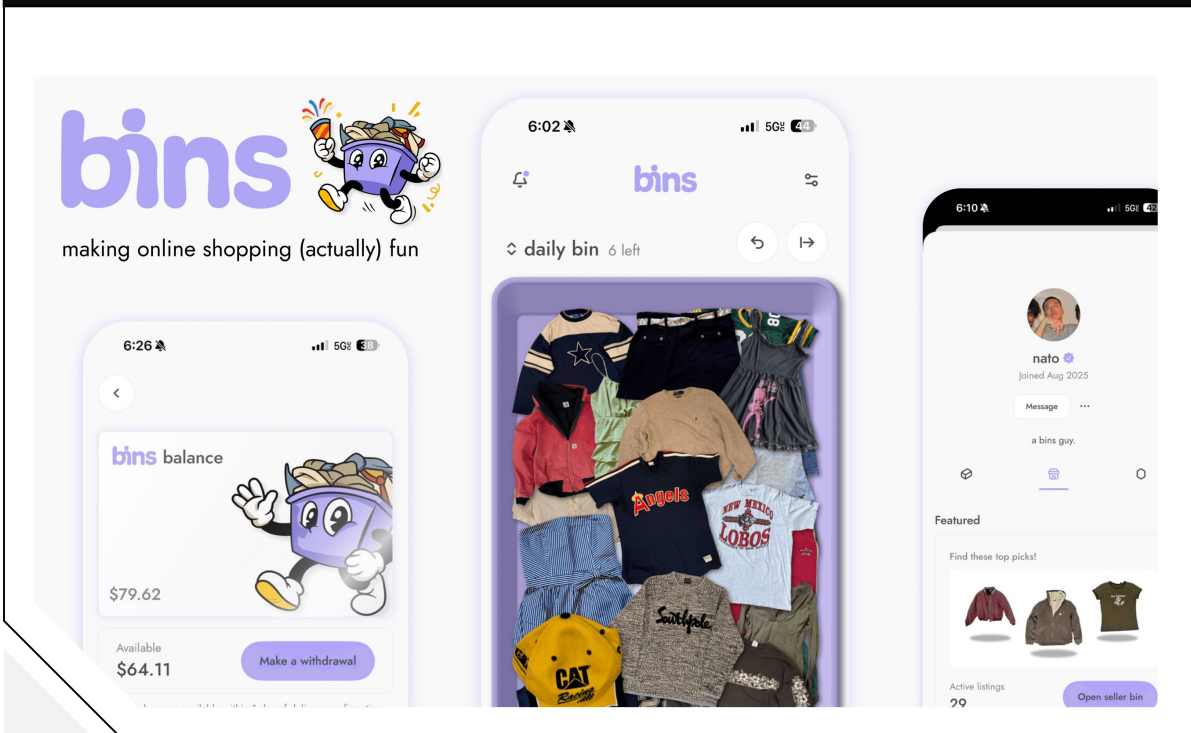
Marketplaces that feel like games, where the thrill of the "find" drives retention better than low prices.

CASE STUDY: BINS

Turning second-hand shopping into a daily game

What it does:

Fun-first, peer-to-peer marketplace that turns secondhand shopping into a daily thrift “playground,” using finite, gamified drops to make discovery fun instead of overwhelming.



Game Design, Mechanics

Finite “bins” with countdown timers, daily drops that reset, loot-box style reveals, streak rewards for opening bins, and seller “quests” to pack themed bins that perform better.



AI Infrastructure

AI-curated bin recommendations based on taste graphs, dynamic pricing suggestions for sellers, and ranking models that surface the most engaging bins instead of infinite-scroll feeds.



Why It Matters

Bins is still an early-stage startup. They have >2.1K reviews with an average 4.8 star rating on the App Store.

HEALTH & WELLNESS: ACTIONABILITY WITH GAME-DESIGN LOOPS

70% of health app users track their data. but there's a massive "action gap." People track steps, sleep, and calories but fail to change behavior.



Potential Game Design, Mechanics

Daily check-in streaks, progress visualization (bars filling with healthy choices), relationship progression with AI coach (investment creates switching costs), "boss fight" weekend challenges vs. friends.



How AI Supercharges It

Voice-first interaction (with proactive or predictive nudges based on data), emotional memory (AI remembers context and adapts tone), adaptive goal-setting (targets shift based on real-time state).

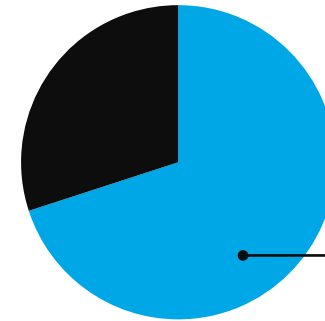
Market Signals

90%

Of wearable users say their device has influenced daily habits

>34%

Of wearable users report significant lifestyle changes driven by these devices



70% of consumers now use at least 1 healthcare app or wearable, with an average of 3 per user

The Vision

Wellness apps where your AI coach keeps you coming back. Streaks and voice nudges turn discipline into a game you can stick to long-term

04

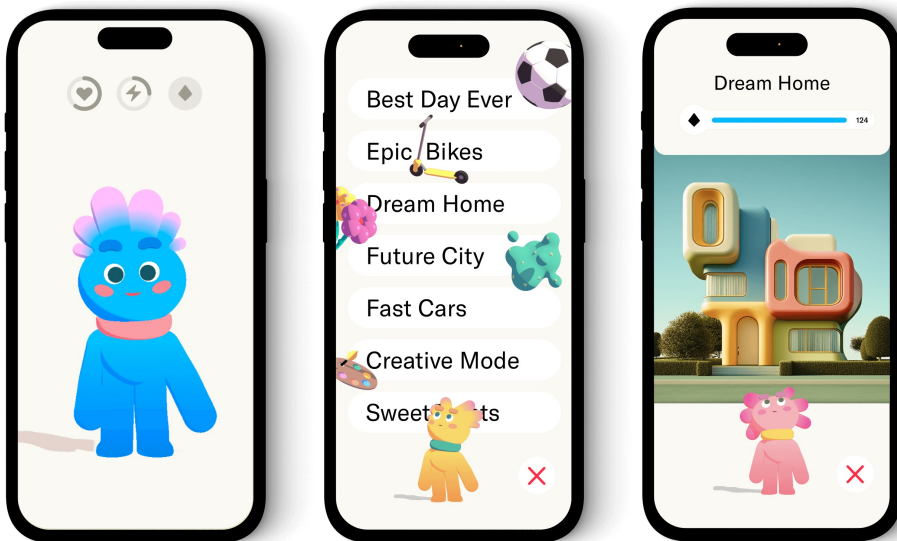
CASE STUDY: TOLAN

\$12M ARR in 4 Months With Game-Design Progression

What it does:

AI companion that uses voice-first interaction to guide users through wellness goals with emotional continuity across sessions.

Tolan



Game Design, Mechanics

Users advance through distinct relationship phases with their AI companion, creating emotional investment (same mechanic as Tamagotchi). A virtual planet evolves as the user engages, providing tangible visual feedback on commitment.



AI Infrastructure

Voice-first interaction (proactive, not reactive), emotional memory across sessions, personalized guidance that adapts to user's state.



Why It Matters

3M+ downloads, 100K+ paid subscribers, \$12M ARR within 4 months of launch, \$30M total raised. This trajectory shows voice-first plus game-design progression can drive daily engagement in health, a category where most apps are abandoned within 2 weeks.

Source: 1) Tolan, 2) Geekwire, 3) ARR Club as of January 28, 2026

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SOCIAL, COMMUNITY & CONNECTIVITY: MORE APART THAN EVER

Digital connection has never been more accessible, yet genuine belonging is in freefall. Social apps are engineered for time-on-platform, not relationship depth, and loneliness loop proves the distinction matters.



Potential Game Design, Mechanics

Discovery that feels fun (shared activities replace swiping), reputation systems (engagement quality earns better status), shared progression (matched pairs advance through milestones together)



How AI Supercharges It

Behavioral compatibility matching based on how users interact, adaptive experiences that evolve with group dynamics, AI moderation at scale, predictive connectivity

Market Signals

1 in 6

people worldwide are experiencing loneliness

80% of Gen Z reports experiencing dating app burnout

87% of consumers participate in fandom-related activities

An unbreakable cycle: A 9-year study found that both passive and active social media use are associated with increased loneliness over time. It more importantly pointed to **a feedback loop:** lonelier people use social media more, and higher use further increases loneliness, pointing to digital connection that doesn't translate into felt social support.

The Vision

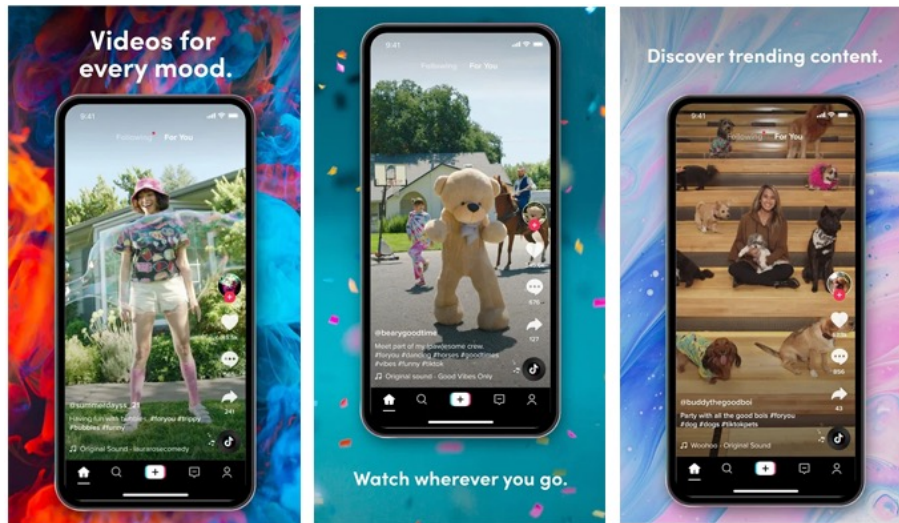
Connection powered by what you do, not what you say. The platform learns genuine compatibility from the inside out and puts that intelligence to find your people and truly deepen those connections

CASE STUDY: TIKTOK

95 Minutes/Day Driven by Behavioral AI and Variable Reward Design

What it does:

Short-form video platform where an AI recommendation engine surfaces content personalized to each user's real-time behavior. No social graph required. The feed learns you faster than you learn yourself.



Game Design, Mechanics

Continuous discovery loop with duets, sounds, and hashtag challenges create low-barrier participation with social status upside. Complex UGC via games and filters enabled.



AI Infrastructure

Cold-start problem solved by implicit behavioral model: new users have a personalized feed within minutes, not weeks.

This extends outside of content relevance. Micro-communities (BookTok, MomTok, AnimeTok) are created without explicit opt-in in the comments of relevant creators and videos.





Why It Matters

1B+ MAU, 95-minute average daily session, the highest of any social platform. Reached category-defining scale in <4 years **without a pre-existing social graph**. Now the benchmark every new social app is measured against.

EMERGING SECTORS OF INTEREST

While these sectors on mobile are still maturing, we see significant potential in:

	Market Signals	Game Design, Mechanics	AI Unlock
 <p>Spirituality Real-Time Rituals</p>	<p>75% of global population identifies as religious or spiritual. Wellness app market grew 13%+ from 2024 to 2025.</p>	<p>Streak-based daily practices, guided progression through spiritual "journeys," community challenges with shared milestones.</p>	<p>Personalized guidance, AI-generated meditations, voice-first ritual companions.</p>
 <p>Co-Creation Remix Culture Gets an Upgrade</p>	<p>Specialized creative tools capture 45% of consumer AI spend, the highest of any category.</p>	<p>Leaderboards for daily remix, collaboration quests, viral loops as progression, unlockable tools.</p>	<p>Content generation (music, video, image), style transfer, algorithmic distribution.</p>

Source: 1) Pew Research Center, 2) GrandView Research, 3) Menlo Ventures, 4) WHO Commission on Social Connection's 2025 global report, 5) Survey done by Awin and ShareASale (affiliate marketing platforms) in 2024, 6) Fandom.com; all sources as of January 28, 2026

INFRASTRUCTURE POWERING AI APPS 2.0

Indicates BITKRAFT
Portfolio Company

UA & Community

AI-powered UA enables consumer apps to find and host audiences at gaming-studio efficiency.



Content Creation

AI has collapsed the cost of high-quality content from millions to thousands. Small teams can produce at studio quality.



LiveOps & Experimentation

Gaming-grade LiveOps (A/B testing, dynamic events, personalized offers) are becoming standard for consumer apps.



Pricing & Monetization

Dynamic pricing and alternative monetization enable the business models that game-design UX requires.



AI Characters & Interaction

Voice-first, character-driven interaction is replacing text chat as the primary consumer AI interface.



Digital Payments & Assets

Stablecoins and programmable assets enable game-economy mechanics in non-gaming consumer apps.



1: Sequence was acquired by Polygon Labs

See important disclosures for additional information; * indicates BITKRAFT Ventures Portfolio Company

THE RETURN PROFILE OF CONSUMER TECH IS UNDERAPPRECIATED

~20%

of all unicorns are consumer companies

Yet receive

<10%

of VC funding

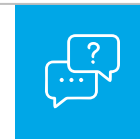
This isn't necessarily a funding gap, but it does suggest the return profile is **underappreciated** relative to capital deployed vs. enterprise companies (80% of unicorns, >90% of VC funding)

► Why now?

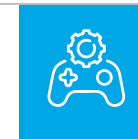
Consumer apps are cheaper to build (AI infrastructure), faster to scale (mobile distribution, benefit from social virality, user acquisition financing), and have higher engagement ceilings (game-design UX). The cost to reach product-market fit has collapsed.



For gamified consumer apps built on gaming progression mechanics have driven **\$20.7B in private transactions** since 2020 across 208 deals: \$9B in private funding and \$11.7B in exits.



The question is where it expands next. Nearly all that capital concentrates in **just 3 verticals**: EdTech (~40%), Fitness & Wellness (~37%), Entertainment & Social (23%). Finance, commerce, dating, and more remain mostly untapped.



The global gamification market is projected to grow from **\$29B to \$112B by 2031**. The behavioral shift is accelerating.

WHO WE ARE



The BITKRAFT Advantage

8 years and 150+ investments has given us the pattern library. We know which mechanics drive retention, which monetization models, and which engagement loops create defensibility.

\$1B

AUM across 5 fund strategies¹

150+

Portfolio companies

8 years

investing across gaming, technology & infrastructure, consumer apps

BITKRAFT invests globally from Pre-Seed to Growth across 3 main categories:

Consumer Apps:



Superbloom.



Consumer

inworld



Higgsfield

appcharge

Technology, Infrastructure, Platforms²



Content & IP³

1: As of March 4, 2026, 2: Inclusive of consumer and enterprise, 3: e.g., Game studios

BITKRAFT is SEC-registered. BITKRAFT is one of the only specialist platforms backed by Blue Owl as a Partner Manager.

HOW WE INVEST

Since 2018, we have raised and deployed capital across multiple fund strategies, with top-decile performance as one of the most active lead investors in the sector¹. Our funding vehicles span across **equity, crypto**, and most recently, **UA financing**:

User Acquisition Financing has Emerged as a Non-Dilutive Alternative to Equity Financing

How it works at BITKRAFT:

01

Fund Growth:

Providers allocate a percentage of the growth financing budget to each monthly cohort.

02

Acquire Users:

Company runs channels and launches cohorts as usual.

03

Generate Revenue:

New customers engage and monetize, creating a revenue stream.

04

Cap Revenue Share:

Provider receives a revenue share until capital + fee are repaid. Company takes 100% of the profits.



For more information on BITKRAFT Growth Funding, please reach out to ua@bitkraft.vc

¹: Cambridge Associates venture benchmarks (as of latest 2023/24 vintage) and Drake Star Global Gaming Reports 2023, 2024, and 2025; BITKRAFT is SEC-registered and one of the only specialist platforms backed by Blue Owl as a Partner Manager. Registration with the U.S. Securities and Exchange Commission as an investment adviser does not imply any level of skill, training, or endorsement by the SEC.

KEY TAKEAWAYS AND PREDICTIONS



Game mechanics have escaped gaming

Non-gaming apps surpassed gaming revenue for the first time in 2025 (~\$86B) not because gaming declined, but because game design is now table stakes across every consumer category. The \$200B+ gaming playbook is now the consumer playbook. Non-gaming mobile apps will break \$150B by 2030.



The opportunity is wide open

\$20.7B of private transactions (across 208 deals) have been driven by gamified consumer apps since 2020, but 97% concentrates in just 3 verticals: EdTech, Fitness & Wellness, and Entertainment & Social. Others remain largely untapped. Within the next 5 years, this will be \$50B, with 80% across in >5 verticals.



Architecture is the moat, not the model

AI alone commoditizes in 18 months. Game design alone abandons in 2 weeks. Combined, they create compound moats. Infrastructure costs collapsed in 2024-2025, democratizing what required AAA budgets. Category leaders will be decided before defensibility moats solidify. Speed and execution matter more than timing ever has. The window to win in any emerging mobile category is 18-24 months.



Consumer returns are underappreciated vs capital deployed

62% of unicorns are B2C and receive 30% of VC funding. AI x game-design products achieve enterprise SaaS multiples at consumer entry valuations - a structural arbitrage. By 2035, there will be at least 5 consumer non-gaming companies worth >\$10B that do not exist today.

BITKRAFT believes gaming is not just the largest entertainment sector, but a blueprint for the future of digital experiences and will continue to invest at the frontier of that shift.

Let's build the next generation of AI-native consumer applications together.

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