

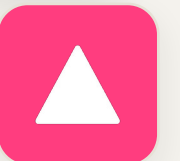
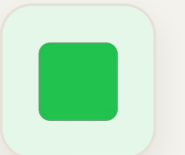
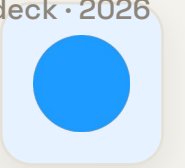
Real life has a play button.

Bingmong is the home of real-world play — the AI engine, the money rail and the graph of record for the billions of social games people play offline.

● **Roblox x TikTok — for real life**

AI-native

Money rail built-in



We gather less — and when we do, the room goes **quiet.**

Play is how humans bond in person. But the gathering is breaking: kids sit side-by-side on Roblox; adults scroll at dinner because they're bored. The hardest part of a great game night isn't wanting one — it's making one happen.

-30%

less face-to-face socializing than 20 years ago — teens down >45%

analysis of US ATUS

15 / day

loneliness rivals smoking ~15 cigarettes a day

US Surgeon General, 2023

91%

of US adults now carry a smartphone — a screen at every gathering

Pew, 2024

Why it's hard: schedules never align · coordinating people, structure and money is work · a genuinely good game is hard to design — so everyone defaults to the same five.

Every platform captured digital play. **Nobody captured the room.**

No real-life game — charades, cards, drawing, the games your family invented — has ever been captured, structured, templated, remixed, replayed and kept as a memory. It was impossible before AI.

AI inference cost fell ~1,000× in 3 years · the unlock just became affordable

a16z, 2024

AI is the unlock

A good game is hard to design — creativity plus dozens of variables. AI turns one rule-set into infinite, difficulty-rated, context-aware variation, editable to the last minute. Everyone becomes a god-tier game designer.

The grandma test

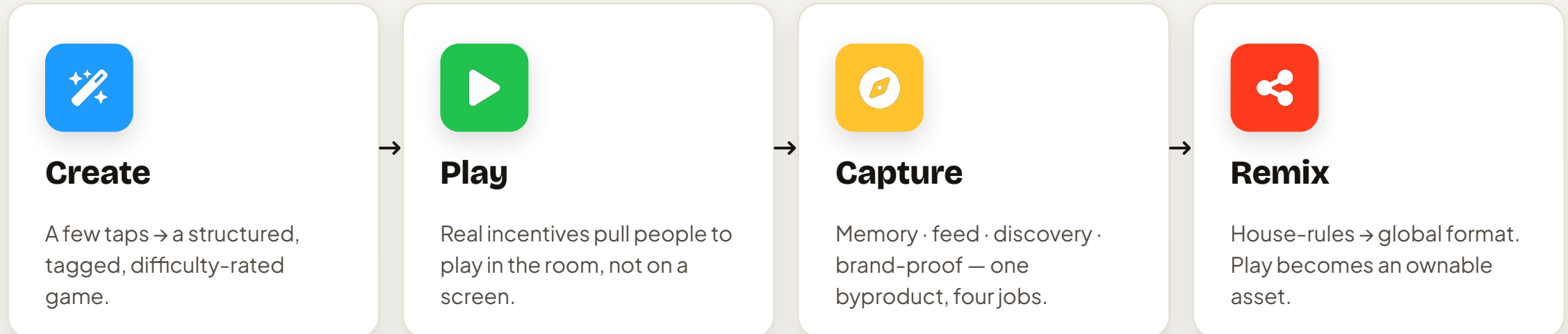
AI tailors the same game so a non-English-speaking grandma can finally play with the grandkids. That's the undeniable proof this is an AI unlock, not a rulebook — a moat a static catalogue can never cross.

AI designs the game. People play it for real.

The play

becomes content — automatically.

Bingmong is one loop. The capture is a byproduct of playing — so the feed has no cold-start risk, and every play feeds the engine.



Create → Play → Capture → Remix → Share — and the loop compounds.

The **Set** — a playlist of play.

Single games are tracks; the Set is the album — a curated, sequenced run-of-show for an occasion: a birthday, a team offsite, a first date, a street festival. It's the unit hosts share, creators sell, and brands sponsor.

Like film, play has a spectrum

Clip → quick game → full session → league. A 90-second dare and a season-long house tournament live on one ladder.

Made to remix

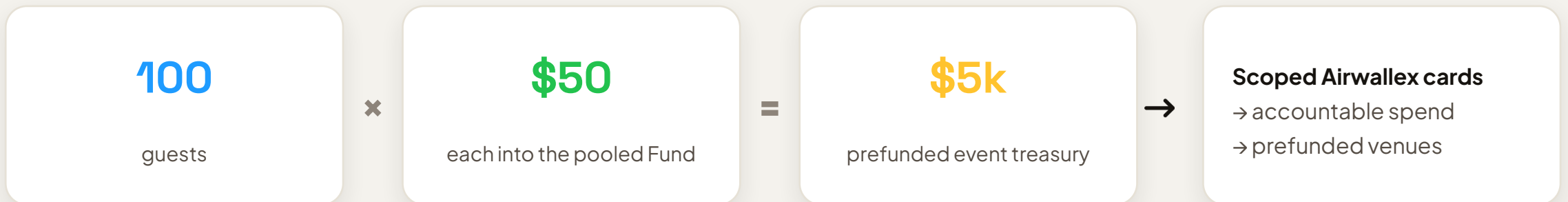
Start from a creator's Set, swap a round, restyle it for your crowd. Every fork is a new node in the graph.

Aggregation, not cold start

We gather the games people already love — the Netflix / Spotify / Roblox playbook — then let anyone create, play and monetise.

Monetise the money **around** the gathering — never the game.

Real gatherings already move real money: gifts, food, props, prizes, payouts. Today it's messy group-chats and IOUs. Bingmong makes it one prefunded, accountable rail — and takes a margin on the flow.



Three-rail economy keeps it compliant: cash = optional gift · tokens = earned play-money (never cashed out) · Karma = earned trust. Powered by Airwallex. Counsel-gated; built compliant.

The moat is the **graph of real plays** — AllTrails for play.

The AI generator is a commodity. The defensible asset is the proprietary record of which games actually work — for whom, where, and with what outcome. Every play, remix and memory compounds it. No one else is collecting this.



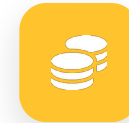
Compounding data

Each captured game makes the next recommendation, generation and match better. A flywheel competitors can't backfill.



Two-sided liquidity

Hosts bring crowds; creators bring formats; brands bring rewards. Local density is hard to copy city-by-city.



The money rail

Once the cash for an event flows through us, switching cost is real. Graph + rail reinforce each other.

A big, real wallet — the money **already spent** on gathering.

We don't need a new behaviour or a new budget. We intermediate spend that already happens around social gatherings.

TAM

\$1.16T

Global events industry → \$2.1T by 2033.
The wallet we plug into.

Grand View Research, 2024

SAM

~\$50B

Host-led social gatherings in initial
English-speaking markets (AU·US·UK).

Bingmong estimate

SOM · Yr 5

\$1.2B

Platform GMV across launch cities →
~12% take-rate ≈ \$140M net revenue.

model

\$250B

Creator economy → ~\$480B by 2027

\$187B

Total games market

\$19.5B

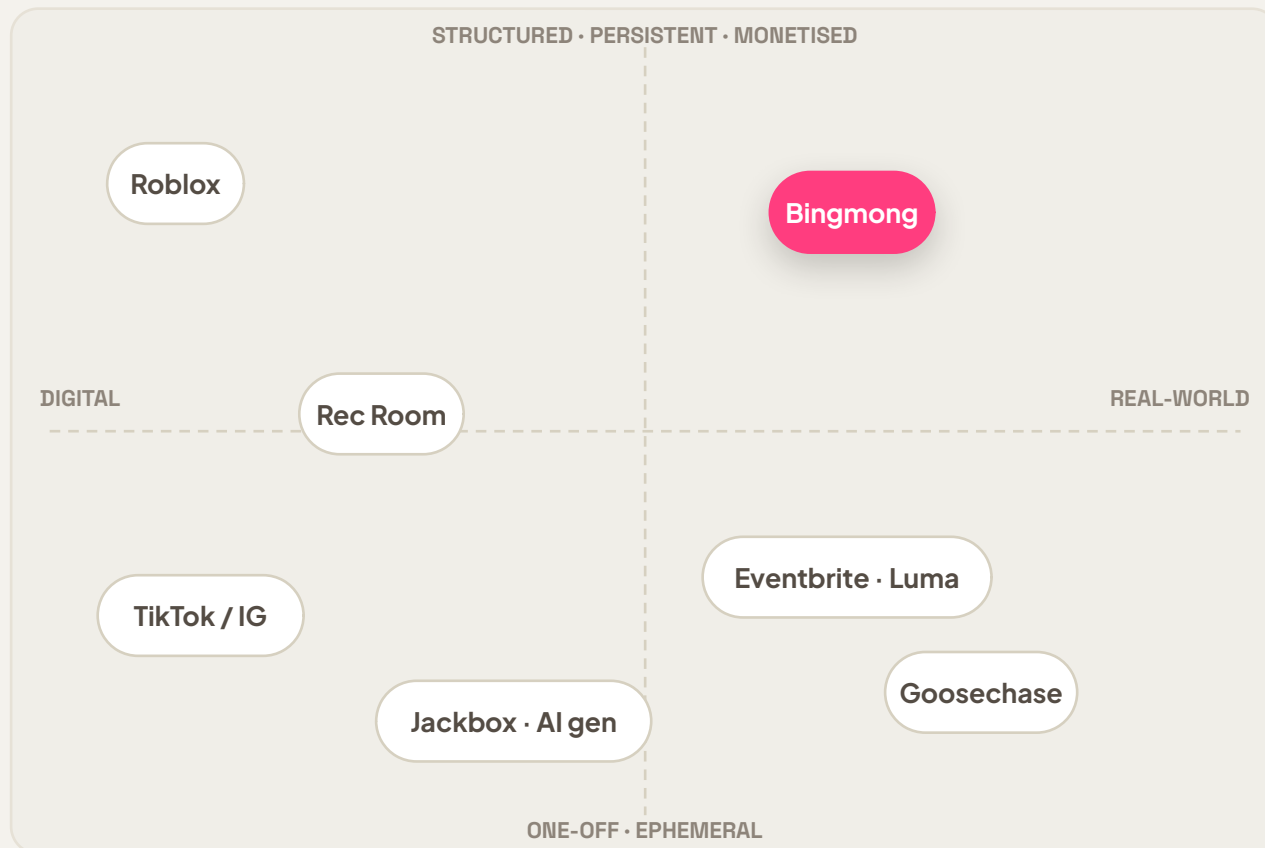
Tabletop & board games

\$3.4–4.9B

US kids' entertainment — beachhead

TAM anchors on one published market (events); adjacent markets show expansion, not an additive stack. SAM is a Bingmong estimate; SOM is a Year-5 target, not a forecast.

Everyone owns one corner. We own the **intersection.**



Event tools

Move logistics, but have no play layer.

Game apps

Make play — but it's on a screen and ephemeral.

AI generators

Spit out a game and forget it — no graph, no money, no memory.

Bingmong is the only one top-right: AI-designed, real-world, persistent, remixable, monetised.

Where each one stops.

| Player | AI game design | Real-world play | Persistent graph | Money rail | Status |
|------------------------------|---------------------|------------------------|-----------------------|-----------------------|-------------------------------|
| Playbyte | Some | No · screen | No | No | Shut down · ~\$4M raised |
| Rec Room | No | No · VR | In-app only | No | \$3.5B peak · closing 2026 |
| AI party generators | Yes | At a screen | No | No | Generator only · commoditised |
| Goosechase | No | Yes | No | No | Niche · no economy |
| Eventbrite · Luma · Partiful | No | Yes · logistics | No | Tickets only | No play / game layer |
| Bingmong | Yes — native | Yes — the point | Yes — the moat | Yes — built-in | The intersection |

The closest pure “feed of games” (Playbyte) died building it cold. We don’t — the feed turns on as real plays accrue. Competitor facts from public reporting.

One tool, a rising money motive — climbed **one city at a time.**

Same product, four host rungs. Each rung adds a bigger reason to bring money through the rail. We win local density before we widen.

01

Parent

Throws the party for the memory. Our beachhead — low stakes, high love.

Memory

02

Gig host

Runs game nights for income. The tool becomes a livelihood.

Income

03

Venue

Bars, cafés, malls book prefunded events to drive footfall.

Footfall

04

Brand

Sponsors rewards & Sets — marketing that lives inside real play.

Marketing

Bingmong 001: Leon's birthday is our first design partner — the live proving ground for the parent rung. The public feed is the front door, measured views → game-save → host-intent → booked — never DAU vs. TikTok.

A marketplace, scored like a marketplace.

We make money on the flow, not the clicks. The right scorecard is liquidity × transaction value × supply retention — Airbnb / Eventbrite economics, not an ad feed.

Revenue lines

- Take-rate on money through the rail (funds, payouts, rewards)
- Creator marketplace — sponsored & premium Sets
- Brand & venue placements inside real play
- Subscriptions for power hosts & clubs

What we measure

- Local liquidity (events that fill, per city)
- GMV through the rail × take-rate
- Host & creator retention
- Funnel conversion → booked events

Built and live — **pointed at the first city.**

This is a working product, not a concept deck. The platform is deployed; the first real event is the proving ground.



Live

bingmong.com shipped on the V3 brand — app, feed, Create, Sets, host tools



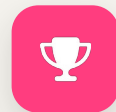
AI engine

Game designer generating tagged, difficulty-rated games in the live app



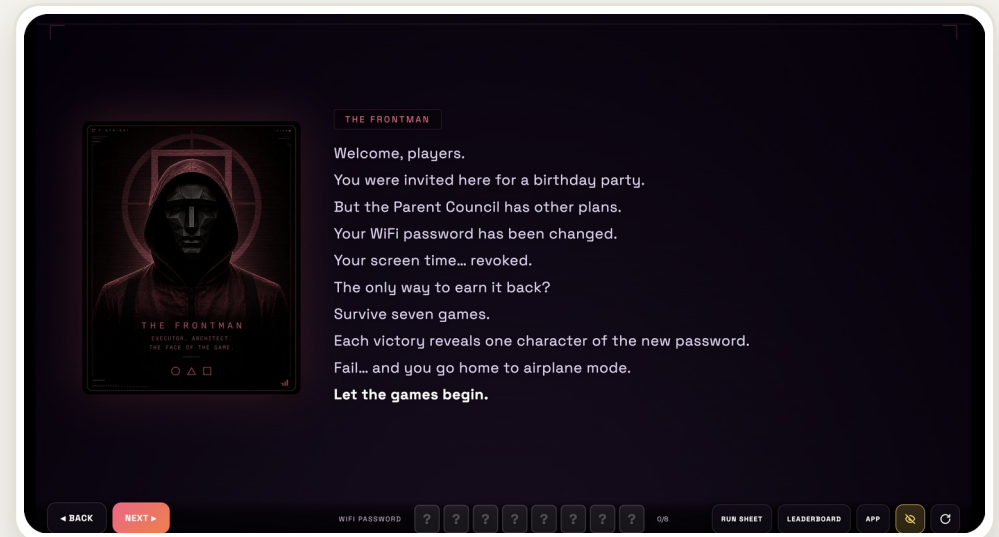
Money rail

Three-rail economy + pooled Fund + checkout built, compliant by design



001

Leon's party live as first design partner — the parent-rung pilot



Honest status: pre-revenue, pre-launch on paid GMV. Next 6 months — run the first real events, turn on the rail, prove host → booked in one city.

Founder-market fit, plus the muscle to build.



Leon

FOUNDER & BUILDER • AGE 12

- Coding since before GPT-3.
- No adult understands Roblox like he does — he builds in it, not just plays.
- Built & ran the live product solo; Bingmong 001 is his party.



Shahrooz

CO-FOUNDER • OPERATOR

- Serial tech founder; built & scaled venture-backed companies.
- Payments, marketplace and GTM operating muscle.
- Governance, fundraising and go-to-market firepower.

+ **Aeon, 2** — co-founder, little brother & chief play-tester.

Fund the first city. Own the **graph of real-world play.**

We're raising to run the first cohort of real events, switch on the Airwallex money rail, and prove the host money-ladder in one city — the template we then repeat.

Airwallex AI Founders

The financial infrastructure for real-world play — prefunded treasuries, gig payouts, brand/venue settlement, cross-border. Our \$100k program pitch.

Use of funds

First-city event ops · money-rail go-live · creator & host supply · the graph that compounds from day one.

The long game

Bingmong Houses — owned & franchised play venues per city, tap-band tracked, AI-rotating content. The graph, made physical.

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