

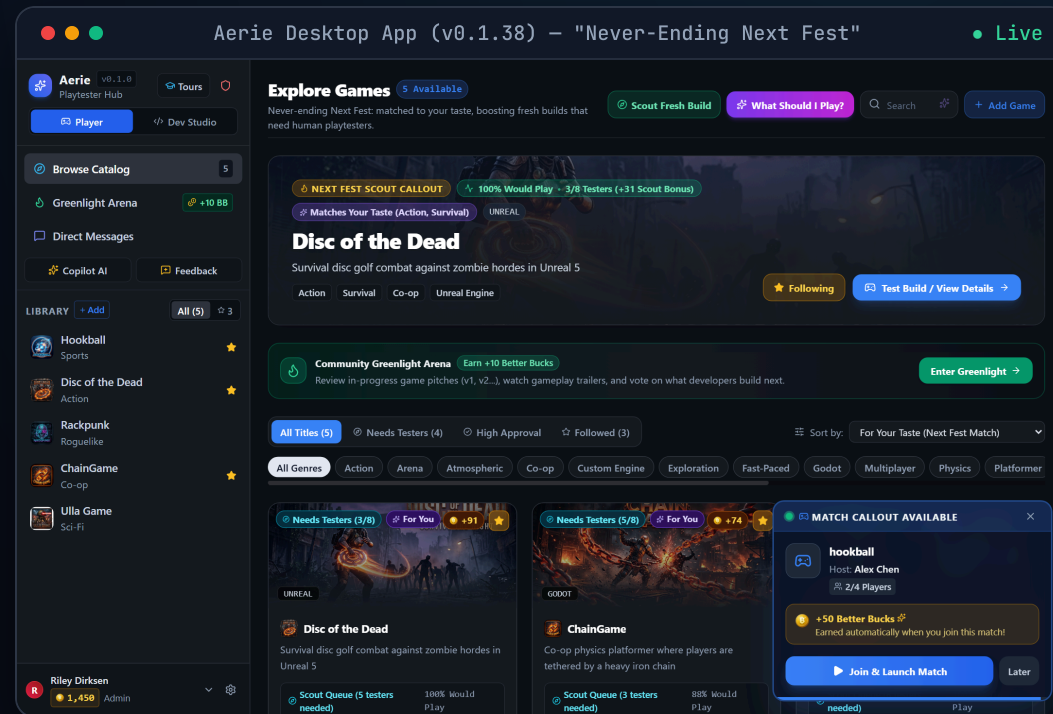
THE POST-ENGINE RUNTIME & DISCOVERY NETWORK

Aerie (Better Launcher)

The all-in-one studio cloud and "Never-Ending Next Fest" discovery platform for the AI game era—replacing **\$500–\$1,200/month** of fragmented developer tools while routing verified human playtesters directly to indie builds.

WHY AERIE WINS BOTH SIDES OF THE MARKET

- ▶ **B2B Studio SaaS (\$29–\$79/mo):** Undercuts \$500/mo legacy game backends by **84%–94%** while adding binary source control, delta patching, Kanban, and AI triage.
- ▶ **B2C Discovery & Playtest Bounties:** Anti-snowball *Proof-of-Play* ranking solves the 10,000-game/week AI supply flood where traditional storefronts fail.
- ▶ **89.4% SaaS Gross Margin:** Built on Cloudflare R2 (**\$0.00/GB egress**) + local-first Rust desktop execution.

**84%–94%**

Cheaper Than \$500/mo Backends

89.4%

SaaS Gross Margin (Zero-Egress R2)

< 30s

Zero-DLL Localhost AI SDK (:27088)

4 Engines

SaaS + Bounties + 88/12 Store + AI

The Problem: AI Supply Shock Meets a \$750+/mo Fragmented Dev Stack

● Structural Market Failure

1. The 10,000-Game/Week Discovery Crisis

CONSUMER BOTTLENECK

Generative AI and agentic coding tools (Cursor, Claude Code, Antigravity) are dropping the cost and time to build a playable game by **90%**—pushing game supply from 300 releases/week toward **10,000+ releases/week**.

- ▶ **Cumulative Popularity Algorithms Are Broken:** Incumbent storefronts rank games by cumulative gross revenue and total wishlists. The top 1% snowball forever while **95%+ of new indie builds never get their first 10 human playtesters**.
- ▶ **Store Metadata Is Now Signal-Free:** AI can generate polished store copy, capsule art, and trailers in minutes. Only **verified human Proof-of-Play** can separate great gameplay from noise.

2. The \$500–\$1,200/mo Studio Infrastructure Tax

DEVELOPER BOTTLENECK

Studios building in modern engines (Godot, Unreal) or post-engine code stacks (Rust, Zig, C++, WebGPU) face an absurdly expensive, fragmented toolchain just to version assets, run playtests, and collect telemetry:

- ▶ **Legacy B2B Game Backends Charge ~\$500/mo:** Provide barebones REST APIs (leaderboards, auth, basic feedback webhooks) with heavy SDK friction, **zero build hosting**, and **zero organic players**.
- ▶ **5 Disconnected Subscriptions (\$750+/mo):** Cloud Perforce (\$200/mo) + Backend SaaS (\$500/mo) + Jira/Linear (\$50/mo) + Discord/Forms + Playtest recruitment.

💡 The Core Insight

WHY NOW

When building a game becomes 10x easier, **shipping infrastructure (binary VCS, delta patching, telemetry, triage)** and **verified human playtesters** become the two highest-value bottlenecks in gaming. Any platform that unifies both captures the studio on Day 1 of development and retains them through commercial launch.

The Solution: One Desktop Runtime Uniting Players & Game Studios

Dual-Persona Adaptive UI

Aerie uses **Adaptive Progressive Disclosure** to serve both sides of the market inside a single 31 MB native Rust/Tauri desktop application—eliminating context-switching for developers and delivering a zero-clutter storefront for players:

Player & Playtester Mode (B2C)

DEMAND & DISCOVERY

Aerie v0.1.0
Player Hub

Tours

Player

Dev Studio

Browse Catalog

5

Greenlight Arena +10 BB

Direct Messages

Copilot AI

Feedback

LIBRARY + Add

All (5)

3

Hookball Sports

Disc of the Dead Action

Rackpunk Roguelike

ChainGame

Explore Games 5 Available

Never-ending Next Fest matched to your taste, boosting fresh builds that need human playtesters.

Scout Fresh Build

What Should I Play?

Search

+ Add Game

NEXT FEST SCOUT CALLOUT

100% Would Play - 3/8 Testers (+31 Scout Bonus)

Matches Your Taste (Action, Survival)

UNREAL

Disc of the Dead

Survival disc golf combat against zombie hordes in Unreal 5

Action Survival Co-op Unreal Engine

Following

Test Build / View Details

Community Greenlight Arena Earn +10 Better Bucks

Review in-progress game pitches (v1, v2...), watch gameplay trailers, and vote on what developers build next.

Enter Greenlight

All Titles (5)

Needs Testers (4)

High Approval

Followed (3)

Sort by: For Your Taste (Next Fest Match)

All Genres

Action

Arena

Atmospheric

Co-op

Custom Engine

Exploration

Fast-Paced

Godot

Multiplayer

Physics

Platformer

- "Never-Ending Next Fest" Catalog: Taste-matched discovery + Scout Roulette for builds with <8 testers.
- Live Matchmaking Beacons (+50 BB): 1-click toast boots the game and connects directly into multiplayer lobbies.
- In-Game F8 Bug Reporter & Greenlight Arena: Earn Better Bucks for verified Proof-of-Play votes and bug telemetry.

</> Dev Studio Mode (B2B SaaS)

STUDIO WORKSTATION

Aerie v0.1.0
Studio & Dev Console

Tours

Player

Dev Studio

Browse Catalog

5

Greenlight Arena +10 BB

Direct Messages

Copilot AI

Feedback

LIBRARY + Add

All (5)

3

Hookball DEV GODOT

Disc of the Dead DEV UNREAL

Rackpunk DEV CUSTOM

ChainGame DEV GODOT

Hookball GODOT

High-speed grappling hook arena sports in Godot 4.5

Dev Hub

Store & Playtest

Team Chat

Specs

Workspace & Engine

Tasks & Kanban

Playtester Feedback & Bugs

Public

Copy AI SDK Prompt

Error Diagnostics

Launch Project in Godot

BSC • Rev #2

Ready

Configure

BSC GUI

Sync Only

Open Godot

Sync & Launch Godot

Workspace: C:/Data/GodotProjects/hookball ..

DEPOT CHANGELISTS (2)

AI Summary

Refresh

Rev #2 Riley (14 files)

18/18/2026, 2:38:00 PM

Sync to Rev

[HOOK-1] Add magnetic curve shot trajectory shader and grapple mechanics

Rev #1 Riley (643 files)

18/14/2026, 8:00:00 AM

Sync to Rev

Initial import of Godot 4.5 Hookball arena project

- 1-Click Sync & Launch: Integrated BetterSourceControl (BSC) & Perforce Helix Core + Unreal/Godot/Custom CLI launcher.
- Bidirectional Kanban & 1-Click AI Bug Triage: Converts player F8 reports + hardware specs into commit-linked tickets.
- 25MB Chunked R2 Build Publisher: Push multi-GB delta updates to Release, Beta, or Nightly channels in seconds.

The "Never-Ending Next Fest": Anti-Snowball Proof-of-Play Ranking

0% Popularity Snowball

1. Volume Capped at 3 Plays

Raw session count is capped at a 3-session verification baseline. Beyond 3 plays, volume adds **0 points** to discovery rank—making it mathematically impossible for popular titles to bury fresh builds.

2. Rate Over Volume (%)

Builds are ranked by verified human approval rate (**Would Play %** after 3+ minutes of actual runtime) combined with personal genre taste matching rather than gross review count.

3. Scout Queue Bounties

Fresh builds with **<8 human testers** receive an automatic urgency boost and award **+15 to +40 Bonus Better Bucks** to scouts until their initial 8-tester quota is reached.

Store & Playtest Hub – Release/Playtest Channels, Objectives & Proof-of-Play Voting

Aerie v0.1.0

Playtester Hub

Player

Dev Studio

Browse Catalog

5

Greenlight Arena

+10 BB

Direct Messages

Copilot AI

Feedback

LIBRARY

+ Add

All (5)

3

Hookball

Sports

★

Disc of the Dead

Action

★

Rackpunk

Roguelike

★

ChainGame

Co-op

★

Ulla Game

Cal. EL

★

VERIFIED PLAYTEST

Sports

Arena

Multiplayer

Hookball

High-speed grappling hook arena sports in Godot 4.5

Following

Feedback

Play v

Update v0.4.2

Overview & Playtest

Patch Notes & Specs

Community Chat

+50 BB Playtest Bounty

FEATURE IN FOCUS

HOME 1 AWAY 2 - 1

THE GOAT

HOOKBALL LEAGUE

HOME 2 02:14

Capture 1 of 2

Expand

BUILD & PLAYTEST STATUS

RELEASE

PLAYTEST

Playtest Bounty

+50 BB

Objectives Checked

0 / 3

Version

v0.4.2

Download Size

141.6 MB

Published

Invalid Date

1 Known Issues

View

Full Patch Notes & Specs

→

Greenlight Concept Voting Arena – Pre-Production Pitch Validation (+10 BB / Concept Pitch Vote)

Aerie v0.1.0

Playtester Hub

Player

Dev Studio

Browse Catalog

5

Greenlight Arena

+10 BB

Direct Messages

Copilot AI

Feedback

LIBRARY

+ Add

All (5)

3

Hookball

Sports

★

Disc of the Dead

Action

★

Rackpunk

Roguelike

★

ChainGame

Co-op

★

Ulla Game

Cal. EL

★

Exit Voting

Voting Queue

1 of 1

Queue Progress

1 Unvoted Remaining

+10 BB per Vote

Disc of the Dead

Pitch v2

NEW VERSION

38 Votes

76% of Goal (50)

Action

Co-op

Survival

Unreal Engine 5

Posted 10/15/2026

Disc of the Dead: Nightfall Outbreak & Extraction Fairways

"Curve motorized sawblade discs through infected city fairways where every throw doubles as weapon ricochet, fairway routing, and extraction signal."

GAMEPLAY TRAILER & MEDIA

CORE PILLARS & DEVELOPMENT PLAN

Aerie (Better Launcher) • Investor Pitch Deck

Interactive Discovery Simulator: better-launcher-docs.pages.dev/#simulator

Slide 4 / 10

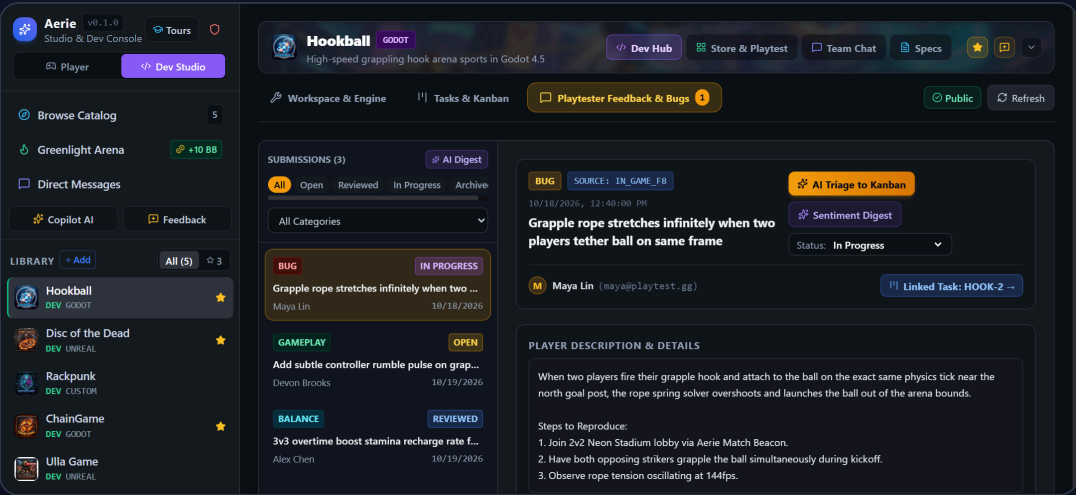
Closed-Loop Studio Workflow: F8 In-Game Bug → AI Triage → Linked Commit

Zero-DevOps Pipeline

1. In-Game F8 Telemetry & 1-Click AI Triage

SOURCE: IN_GAME_F8

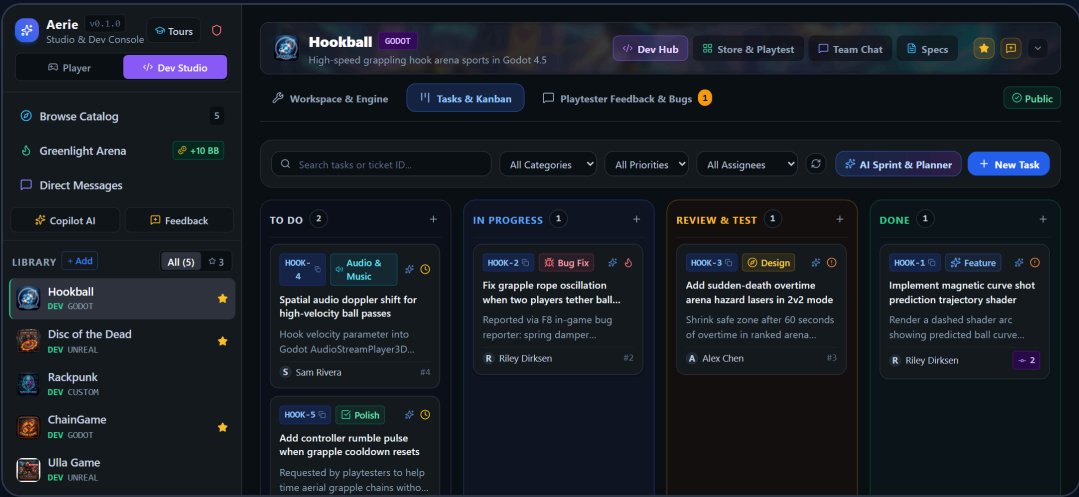
When a playtester presses **F8** in-game, Aerie automatically captures their engine version, build number, FPS, resolution, active map, and GPU. Clicking **AI Triage to Kanban** writes reproduction steps, assigns priority, and creates ticket **[HOOK-2]** in one click.



2. Bidirectional Kanban & Binary Source Control

[HOOK-1] AUTO-LINK

Developers copy a ticket tag (e.g. **[HOOK-1]**) and submit their code + binary assets via **BetterSourceControl (BSC)** or **Perforce**. Aerie automatically links the changelist revision onto the Kanban card so any teammate can click **Sync to Rev**.



The 30-Second AI-Native SDK: Localhost Loopback IPC (127.0.0.1:27088)

Any Engine • Any Language

Why Legacy C++ DLL SDKs Fail in the AI Era

ZERO ABI FRICTION

Traditional platforms (Steamworks, EOS) and B2B backends require linking version-locked C++ DLLs, configuring per-engine plugins, and managing API keys. When developers or AI coding agents build games in **Godot, Unreal, Rust (Bevy), Zig, C++ (Raylib/SDL3), Python, or WebGPU**, C++ ABI wrappers break constantly.

How Aerie's Local Loopback Server Works

127.0.0.1:27088

Whenever Aerie launches a game or editor, its Rust core spawns a local HTTP loopback server on **127.0.0.1:27088** and injects session variables. The game talks to Aerie via standard localhost JSON calls—**zero external libraries required**.

- ▶ **1-Click AI Prompt Integration:** Developers copy Aerie's 20-line prompt into Claude Code, Cursor, or Antigravity to wire up multiplayer lobbies, beacons, and F8 bug reporting in **under 30 seconds**.

LOCAL IPC ENDPOINT (:27088)	PLATFORM CAPABILITY UNLOCKED
GET /api/user	Instant authenticated player UUID, display name & avatar—zero login screen needed inside the game.
POST /api/session	Advertises active multiplayer lobby state & player counts to friends and party members in Aerie.
GET /api/session/pending-join	Hot-joins running game directly into a friend's or beacon's multiplayer match when clicked in launcher.
POST /api/match-beacon	Broadcasts a live "Need Players (+50 BB)" toast across all online Aerie clients for instant playtest liquidity.
POST /api/feedback	Routes in-game F8 bug reports + GPU/FPS/Map telemetry directly to the studio's AI Kanban triage queue.

Drop-In SDKs Included: Production-ready single-file modules for **Godot 4** (**BetterLauncher.gd**), **Rust, C/C++, TypeScript/WebGPU**, and **Python**.

Competitive Teardown: 10x the Scope at 84%–94% Lower Cost

Disruptive Value Proposition

STUDIO CAPABILITY	TYPICAL B2B GAME BACKEND (\$500/MO)	FRAGMENTED MULTI-TOOL STACK (\$750+/MO)	AERIE STUDIO PRO (\$79/MO)
Monthly Studio Cost	~\$500 / month + per-MAU overages	\$750 – \$1,200+ / month across 5 vendors	\$29 – \$79 / month (85%–94% savings)
Consumer Discovery & Playtesters	✗ None (API only; bring your own players)	✗ Broken (95% buried on legacy storefronts)	✓ Built-In "Never-Ending Next Fest" + Scout Bounties
Desktop Client & Delta Patcher	✗ None (Text keys only; zero binary hosting)	Complex depot scripts & multi-day review queues	✓ Native Rust/Tauri Launcher + 25MB R2 Delta Chunks
In-Game Bug Reporting & Triage	Raw REST webhook (Dev builds own UI)	Discord threads + Google Forms + manual copy-paste	✓ F8 Telemetry Overlay → 1-Click AI Kanban Ticket
Binary Source Control (VCS)	✗ None	Cloud Perforce / Plastic SCM (\$150–\$250/mo)	✓ Integrated BetterSourceControl + Perforce Sync
Lobbies, Beacons & Voice Chat	Basic lobby REST API (No voice, no beacons)	Separate relay networking + external Discord voice	✓ Instant Lobbies + Cloudflare WebRTC Voice + Beacons
Kanban & AI Studio Copilot	✗ None	Jira/Linear (\$50+/mo) + separate LLM tools	✓ Commit-Linked Kanban + 10 Specialized AI Workflows
SDK Integration Time	Days of engine plugin setup & auth tokens	Weeks of DevOps across 5 separate dashboards	✓ Under 30 Seconds via Localhost IPC (127.0.0.1:27088)

Four Interlocking For-Profit Revenue Engines

● B2B SaaS + B2B2C Marketplace

1. Studio SaaS Subscriptions (B2B MRR)

\$29 - \$249 / MO

Predictable monthly recurring revenue from day one of a studio's development lifecycle. Covers managed binary source control storage (*BetterSourceControl*), multi-channel R2 delta build distribution, multiplayer session matchmaking, hardware telemetry, and team Kanban seats.

2. Sponsored Playtest Bounties & Beacons

20% PLATFORM CUT

Studios purchase **Better Bucks** packages to fund targeted playtesting campaigns (e.g., *"Need 50 strategy players for a 30-minute multiplayer stress test this Friday"*). Aerie takes a **20% platform fee** on all studio-funded bounties while players earn rewards for verified play sessions.

3. Storefront & Early-Access Releases

88 / 12 REVENUE SPLIT

As games graduate from Greenlight concept validation and community playtesting into paid early-access or commercial release, Aerie processes storefront transactions with a developer-friendly **12% platform take rate** (vs. Steam's 30% cut)—creating massive studio retention.

4. Managed AI Studio Copilot Credits

35% MARGIN MARKUP

While solo devs can bring their own API keys (BYOK), studios can opt into turnkey **Aerie Managed AI Credits** across all 10 embedded workflows—including automated crash stack-trace root-cause patching, F8 bug clustering, and sprint estimation—at a **35% margin markup**.

Built-In Viral Flywheel: Every studio that adopts Aerie for cheap source control & playtest distribution invites their community to test builds → Playtesters earn Better Bucks and discover new games → Growing player liquidity attracts more paying studios.

ZERO PAID CAC
FLYWHEEL

How Aerie Sustains ~89.4% SaaS Gross Margins While Undercutting Incumbents

● Cloudflare Zero-Egress R2 + Rust

STARTER / SOLO

\$0 /mo

- ▶ Unlimited Local IPC SDK
- ▶ 1 Public Build in Scout Queue
- ▶ 10 GB R2 Build & VCS Storage
- ▶ Kanban & BYOK AI Copilot

INDIE STUDIO

\$29 /mo

- ▶ Up to 5 Studio Team Seats
- ▶ 250 GB R2 Depot + Builds
- ▶ Multi-Channel (Beta/Nightly)
- ▶ 500 Bonus BB/mo for Bounties

STUDIO PRO

84% SAVINGS

\$79 /mo

- ▶ Up to 20 Seats + Perforce/BSC
- ▶ 1 TB Zero-Egress R2 Storage
- ▶ Unlimited Lobbies & SFU Voice
- ▶ 2,000 Bonus BB/mo + Priority

PUBLISHER

\$249 /mo

- ▶ Unlimited Seats & Titles
- ▶ 5 TB+ Storage & NDA Cohorts
- ▶ Managed AI Copilot Credits
- ▶ 7,500 Bonus BB/mo Included

UNIT ECONOMICS BREAKDOWN (PER STUDIO PRO CUSTOMER @ \$79.00/MO MRR)	MONTHLY COST TO AERIE	ARCHITECTURAL ADVANTAGE
500 GB Average Active R2 Storage (\$0.015/GB/mo at rest)	\$7.50 / mo	\$0.00/GB Cloudflare R2 egress fees—even if playtesters download 10 TB of patches (vs. \$900+ on AWS S3)
Cloudflare Edge Workers + D1 SQLite Telemetry & Lobbies	~\$0.85 / mo	Sub-millisecond serverless edge SQLite reads with zero idle container or VM overhead
SHA-256 Depot Hashing, IPC Routing & Workspace Sync	\$0.00 / mo	100% offloaded to the user's local desktop CPU via native Tauri v2 / Rust threads
Total Monthly COGS vs. \$79.00 MRR	~\$8.35 / mo COGS	~89.4% SaaS Gross Margin while saving the studio \$420+/mo vs. legacy backends

Not Slideware: Live in Production Today (v0.1.38)

Ready to Test Today

What Is Already Built & Live in v0.1.38

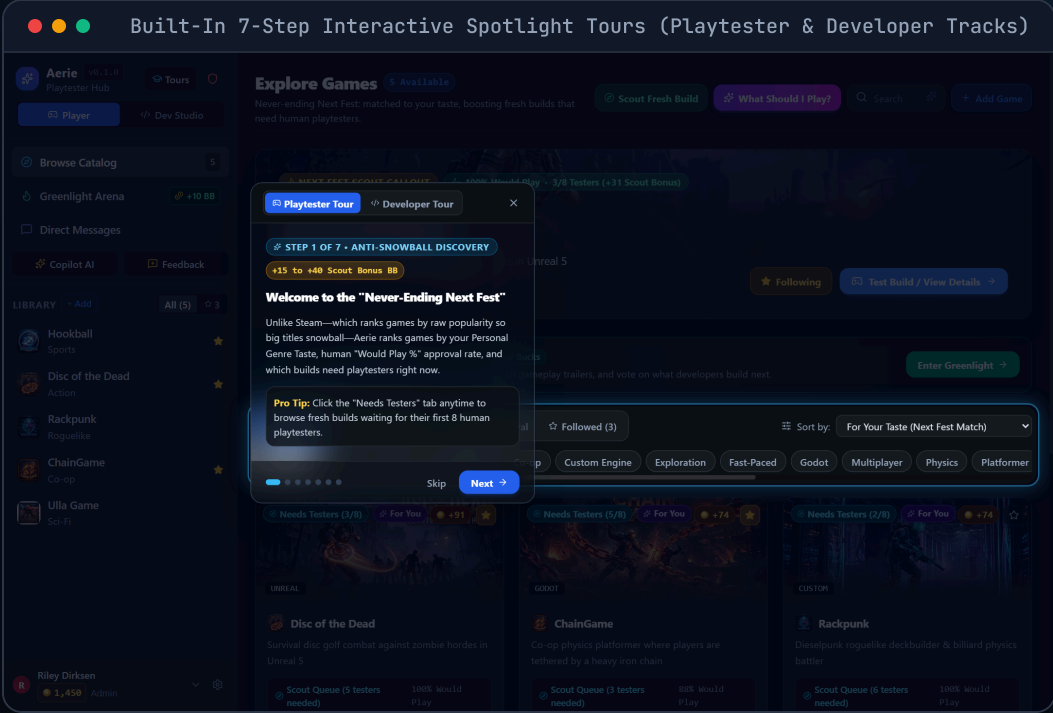
100% OPERATIONAL

- ▶ **Native Rust / Tauri v2 Desktop Client:** Streaming delta patcher, atomic Windows PE self-updater, single-instance guard, and localhost IPC server (`127.0.0.1:27088`).
- ▶ **Serverless Cloudflare Edge Backend:** Production Worker API, D1 SQLite database, 25MB chunked R2 multipart build uploader, and Cloudflare Calls WebRTC voice chat.
- ▶ **Full Studio Workstation:** BetterSourceControl (BSC) + Perforce sync, Unreal/Godot/Custom CLI launchers, bidirectional Kanban, and 10 specialized AI Copilot workflows.
- ▶ **Live Games & Built-In Spotlight Tours:** Playable catalog titles (*Hookball*, *Disc of the Dead*, *ChainGame*, *Rackpunk*) + two 7-step interactive onboarding tours inside the app.

Try Aerie or Schedule a Founder Walkthrough

INVESTOR ACCESS

- ▶ **Interactive Web Handbook & Simulator:** <https://better-launcher-docs.pages.dev>
- ▶ **Direct Windows App Download (.exe):** [Download better-launcher.exe \(v0.1.38 • 31 MB\)](#)
- ▶ **Founder & Investor Contact:** [Riley Dirksen — rdirksen@gmail.com](mailto:rdirksen@gmail.com)



Download `better-launcher.exe` and click **Tours** in the top-left sidebar for a 60-second guided walkthrough.