



# Owning the Roblox Metaverse

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The Future of Play, Built By Us



## PROBLEM



Corporations still see Roblox as a game. For Gen Z it has already replaced **malls, toy aisles, and movie theaters** as their cultural hub, where kids now spend **2 to 3 hours** a day, more than TikTok, Instagram, or any social app.



Physical spaces that once defined excitement are fading



Corporations are wasting **billions** chasing yesterday's economy



The **Gen Z economy** is already being built inside the metaverse



# Solution

Infinity Games solves the corporate failure to resonate in Roblox by acting as the **Gen Z-native LiveOps** partner, delivering authentic cultural alignment and repeatable frameworks that secure **sustainable market share** inside Roblox saving them millions of dollars in revenue.



## Studio Partner

Authentic Roblox Game Play



## Gen-Z Team

Cultural Alignment



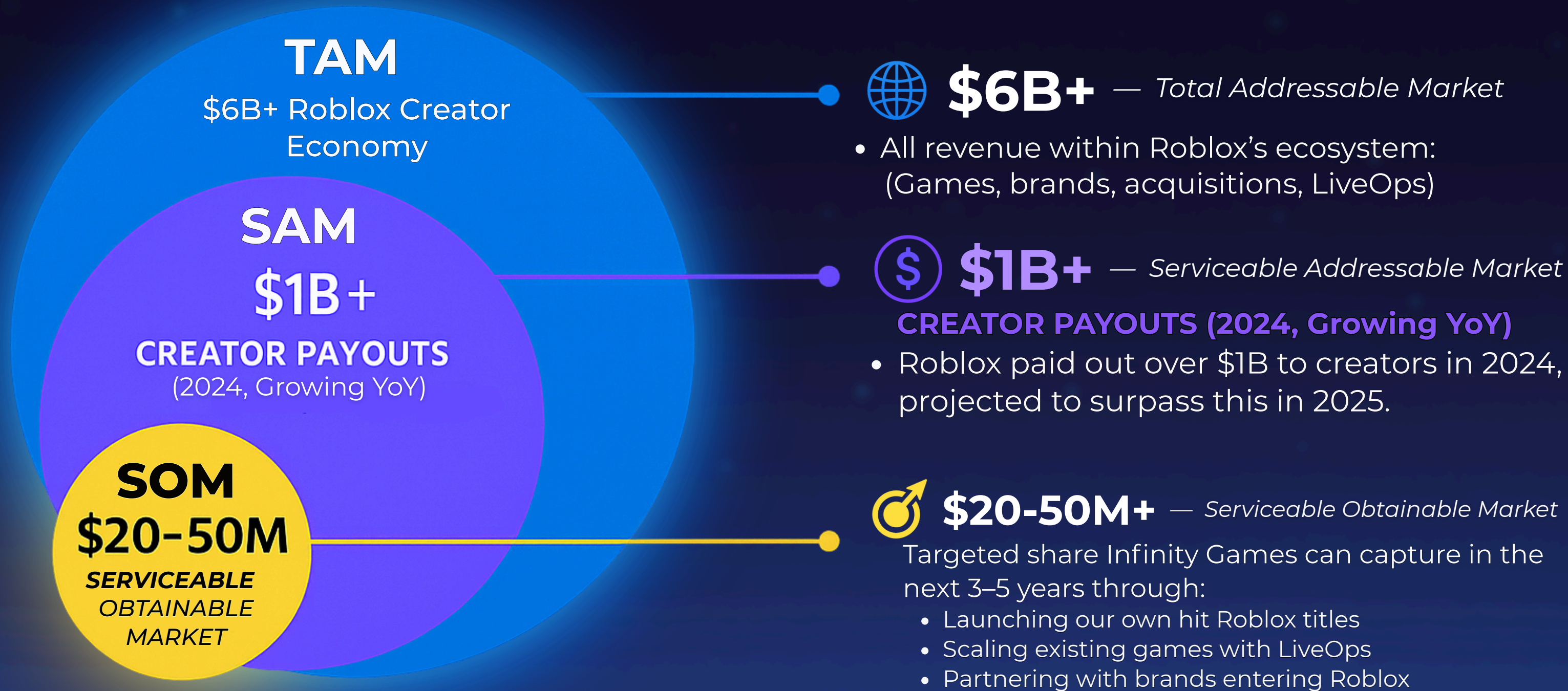
## Live-Ops System

Sustained Engagement





# Market Size



- Top Roblox titles make **\$30M+** annually, showing the depth of opportunity.
- **400+ brands** have already entered Roblox (Nike, Vans, Gucci, Walmart)





# Traction

8,000+ community members, front-page Roblox track record, and proven frameworks powering our next launches.

## COMMUNITY



8,000+ active  
Discord members  
engaged pre-launch



Daily organic activity,  
feedback loops, and  
early testers fueling  
hype

## TRACK RECORD



Front-page hits:  
Blood Samurai 2,  
Anime Last Stand,  
Fruit Seas



Top-tier dev network:  
10+ years on Roblox,  
20+ successful  
projects.

## INFRASTRUCTURE



Frameworks already  
built (Tower Defense,  
Battlegrounds, Pet  
Simulator) = faster  
launches.



Proven LiveOps  
model → tested with  
revenue-scaling  
projects, replicable  
across genres.

Less than 5% of Roblox games ever build Discord communities above 8,000 members — Infinity Games has already surpassed this milestone **pre-launch**.



# Competition

Only a fraction of Roblox creators reach **professional scale**. Infinity Games is built to be among them.

| General Stats       | Average Roblox Creator                                       | Top Creators/Studios                                    | Infinity Games Position                                                                           |
|---------------------|--------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Scale               | Millions of Roblox accounts “monetize” but most earn pennies | Top-1000 avg ≈ \$1M/yr, Top-10 avg ≈ \$38.5M/yr         | Targeting \$20–50M SOM in 3–5 yrs                                                                 |
| Professionalization | ~79% are solo creators (hobbyists)                           | ~21% are structured studios (teams, payrolls)           | Operating as a studio with LiveOps, frameworks, talent pipeline                                   |
| Cash-Out Reality    | 29k cashed out in past year (median ≈ \$1.4k)                | A small pro tier captures the majority of \$1B+ payouts | Led by top-earning developers, building repeatable LiveOps systems to scale revenue across genres |
| Age / Experience    | Broad age mix, many under 18 hobbyists                       | 90%+ of top 1k devs are 18+                             | 18+ professional team, years of track record & front-page hits                                    |

Less than 0.01% of Roblox creators ever reach **six-figure earnings** — Infinity Games is led by developers already in that elite group.





# Team

Led by elite Roblox veterans with **10+ years** of proven success.



**Benjamin Muzigwa**

CEO, Of Infinity Games

Roblox veteran, 10+ years, top 0.001% creator out of 89M



**Caleb Dibula**

Head of Operations

2+ years of Roblox development & operations experience; supporting scalable game launches



**Moise Kenge**

Producer

4+ years Roblox experience; product manager across hardware and software, execution-focused

Backed by a network of **50+ top-tier** developers, VFX artists, and 3D modelers.



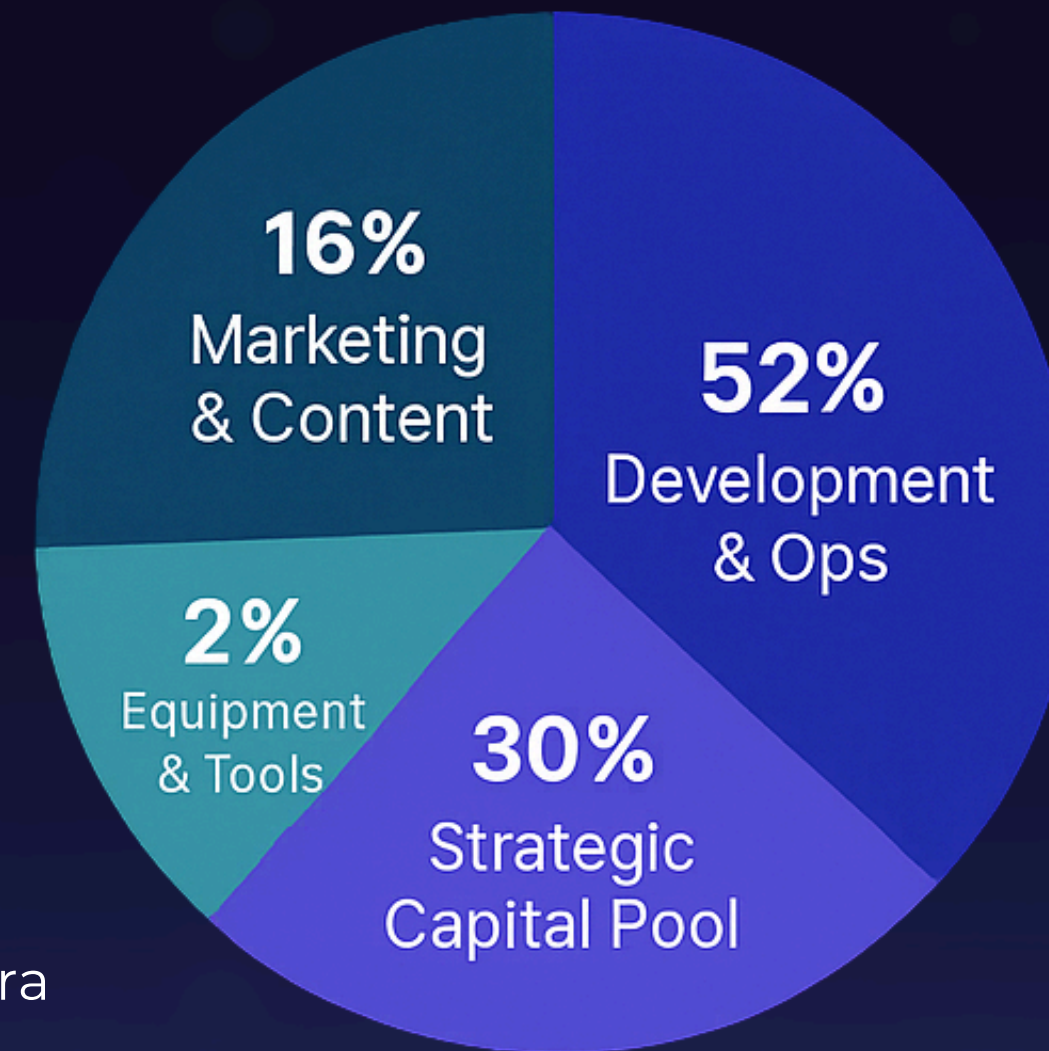
# Funding Ask

## Raising: \$500K USD

Ensures 6 months of runway and positions Infinity Games to dominate Roblox genres.

### Allocation

- 52% Development & Ops → Salaries, operations, stability
- 16% Marketing & Content → Creator fund + partnerships
- 30% Strategic Capital Pool → Game acquisitions, analytics, infra
- 2% Equipment & Tools → Subscriptions, AI tools, office gear



### Capital Deployment Timeline

- **Phase 1 (First 3 months – \$350K)** → Build core infrastructure, onboard key hires, fund selective studio/asset acquisitions, seed creator fund, establish operational systems, launch pilot initiatives
- **Phase 2 (Next 3 months – \$150K–200K)** → Scale proven pipelines, expand creator fund + marketing campaigns, grow operations team, strengthen LiveOps + partnerships, **double down on high-performing titles**



**Goal:** Secure long-term market dominance with repeatable frameworks and acquisitions



# Vision: The Monopoly of Gen Z's Digital Economy



Owning the worlds where Gen Z lives, plays, and spends.

- **Digital Real Estate Capture** → Capturing Roblox's most valuable genres (simulators, battlegrounds, anime and social hangouts)
- **Future of Gen Z Commerce** → As malls, toys, and ads fade, Roblox becomes the real marketplace
- **Infinity Games' Role** → Build, acquire, and scale until we become the BlackRock of digital experiences

Infinity Games is positioned to lead **Gen Z's marketplace** inside meta.



[contact@infinitygamesllc.com](mailto:contact@infinitygamesllc.com)



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**Thank you**