INVESTOR PITCH DECK | OCTOBER 2026

PHOTO DISCO

The camera is the controller.
The real world is the game board.

A camera-controlled mobile social game, live on iOS and Android



Jon Friedman | Founder & CEO
photodisco.games

The camera is the controller

A phone becomes a fast real-world social game interface

Photo Disco gives the player a prompt, starts the timer, and asks for a real-world photo match. The game validates the image and scores the round immediately.

- No setup or special equipment
- Every room and neighborhood becomes playable
- Each round creates a photo, result, and shareable story



LIVE PRODUCT

The gameplay loop

Short rounds create urgency, movement, and surprise

01

PROMPT

Find an object, color, pattern, or wildcard

02

RACE

Scan the real world before the timer expires

03

CAPTURE

Use the camera to submit the match

04

VALIDATE

The game checks the image and awards the result

05

CONTINUE

Score, share, and move into the next prompt

One mechanic supports casual solo play, private groups, live competition, daily play, and camera-based brain games.



One mechanic across multiple ways to play

SOLO

Eight-round personal play and immediate scoring

FRIENDS & FAMILY

Private rooms with host-selected rounds and timers

ARENA

Friendly and competitive rooms for shared play

1V1 DUEL

Head-to-head prompt races with Lens rewards

DAILY DISCO

A daily reason to return and build Exposure

LIVE TOURNAMENTS

Rolling event play with a public scoreboard

Expansion layer: Brain Games, themed packs, branded challenges, and licensed venue experiences

A large market with a growing attention challenge

$121.1B

Forecast 2026 mobile game revenue

3.10B

Forecast 2026 mobile players

Mobile remains the largest games platform, while rising acquisition costs make distinctive play patterns and organic sharing more important.

2026 games revenue by platform

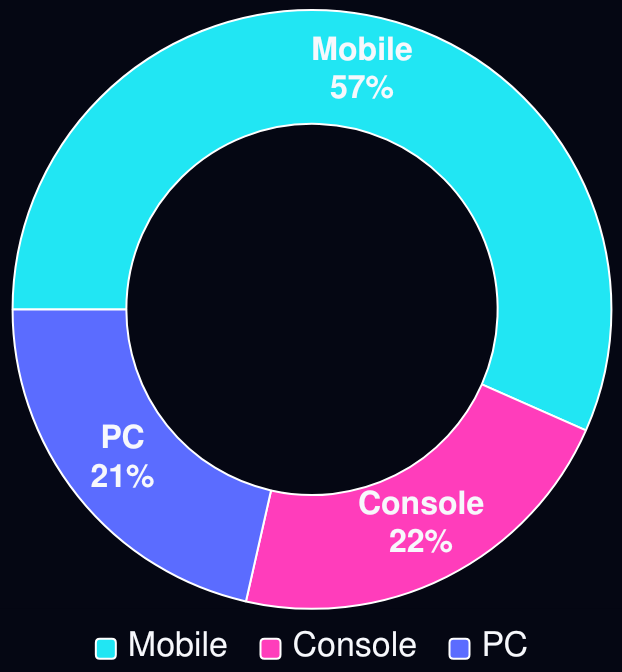


Photo Disco's wedge: camera-native, real-world social play

Early product and live-play evidence

LIVE

iOS and Android in the United States, Canada, and Australia

~249

App Store lifetime downloads

35 + 209

Firebase email accounts and anonymous identities

LA TECH WEEK | OCTOBER 14, 2026

~20 of 25

attendees played, approximately 80% participation

The multiplayer tournament, scoring system, and public live scoreboard operated successfully during the activation.

Directional early counts. Downloads and Firebase identities measure different parts of the funnel.

Consumer revenue with partner expansion

Consumer monetization grows with repeat play. Partner revenue expands Photo Disco into places, products, and events.

CONSUMER

- Paid themed and seasonal prompt packs
- Photo Disco Plus subscription
- Rewarded ads and cosmetic economy

PARTNERS

- Venue and event licensing
- Sponsored prompts and branded challenges
- White-label and themed destination experiences

The funded plan measures consumer conversion first and pilots repeatable venue and brand economics in parallel.

The community growth system

Measure activation and return behavior before scaling spend

1

MEASURE

Attribution, first-game completion, second session, retention, invitations, sharing, and purchases

2

CREATE

Recurring gameplay content, creator tests, and signature advertising concepts

3

ACTIVATE

Flagship events, partner venues, family groups, and community challenges

4

SCALE

Increase paid and creator spending only after a channel and creative combination repeats

Primary performance measure: cost per activated player who completes a game and shows an early return signal

Defensibility compounds across four layers

01	GAME SYSTEM	Timed prompts, camera input, validation, scoring, multiplayer rules, and live competition
02	CONTENT	A growing prompt library, themed packs, dual-meaning prompts, and mode-specific objectives
03	INFRASTRUCTURE	Cross-platform product, multiplayer rooms, tournament controls, server scoring, and live leaderboards
04	BRAND + IP	Photo Disco identity, trademark filing, patent work in progress, and a recognizable neon game language

Each layer improves as Photo Disco learns which prompts, modes, audiences, and live formats create repeat play.

Founder-led execution



JON FRIEDMAN

Founder, CEO & Product Lead

- Conceived, built, and launched Photo Disco on iOS and Android
- Built the multiplayer, tournament, and live-scoreboard foundation
- Brings more than 25 years of operating experience, including team and multi-site management

Initial full-time team: Founder CEO + Growth, Community & Partnerships Lead

$1 million use of funds

18 months with staged capital release



$1M

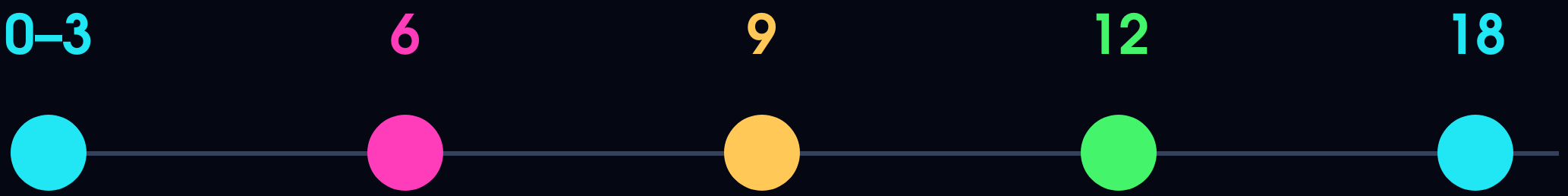
Primary raise
18-month runway

Growth engine includes creator and community campaigns ($170K), paid growth ($100K), and content production ($65K).

Reserve and scale budgets release only when measurement and repeated results support the decision.

18-month milestones

Planning targets that will be refined with real cohort data



0–3 FOUNDATION

Analytics, attribution, funnel baseline, controls, and initial tests

6 EARLY REPEATABILITY

At least 1,000 MAU and the first repeatable promising test

9 GROWTH VALIDATION

2,500–4,000 MAU and two repeatable growth combinations

12 BROADER PROOF

5,000–7,500 MAU, initial revenue evidence, and a South Korea pilot

18 NEXT-ROUND READY

At least 10,000 MAU and a documented path to efficient continued growth

Raising $1 million to turn a live camera-native game and early social-play evidence into repeatable community-led growth and revenue

Jon Friedman | photodisco.games