



# JoyStick Academy

*Mobile-first game dev education. In-engine practice. Finally clicks.*

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## The problem

Millions of people buy Unity, Unreal, and Godot courses every year on platforms like Udemy and GameDev.tv. Between 5% and 15% complete them, according to publicly available data. The reason isn't motivation, it's format. Four-hour video tutorials make people feel dumb, not smart. They quit by lesson three. The funnel of would-be game devs is broken.

## The solution

JoyStick teaches Unity, Unreal, Godot, and Roblox the way Duolingo teaches Spanish, on two coordinated surfaces.

**On mobile:** 10-minute daily lessons with interactive code exercises, interactive infographics, streaks, leagues, hearts, daily quests, treasure chests, XP and a 10-tier rank system, combo bonuses, achievements, avatars and frames, spaced repetition reviews, and a mistake journal.

**Inside the engine of your choice:** the JoyStick plugin runs the lessons in your actual project. Take Unity, for example: pair your account via QR, open the Practice tab, and the plugin walks you through each lesson step by step with live verifiers watching your scene, components, and scripts in real time. Edit-mode verifiers check structural state (a GameObject was added, a component attached, code compiles). Play-mode verifiers check runtime behavior (a physics contact fired, the animator entered a state, the right log appeared). XP, streaks, hearts, and quest credit sync atomically with the mobile app, so the same lesson moves the same dials whether you complete it on your phone or in the engine. The Submit Capstone flow packages your project, screenshots, notes, and optional gameplay clips and ships them to grading without leaving the engine. Same features and functionality across the Unity, Unreal, Godot, and Roblox engine plugins.

## Product depth (already built)

- **4 engine paths:** Unity, Unreal, Godot, Roblox (Beginner + Intermediate each)
- **42 courses, 197 lessons, 1,100+ exam questions, 121-term cross-engine glossary**
- **50 capstone projects** with full submission flow, instructor grading, and PDF certificates
- **Unity plugin live** with QR account pairing, in-Editor walkthroughs, 15 live verifier kinds, gameplay clip capture; Unreal, Godot, and Roblox plugins on the roadmap
- **Full gamification stack:** XP, streaks, hearts, leagues, daily quests, achievements, treasure chests, combos, avatars, spaced repetition review
- **Interactive infographics** authored per lesson where motion and interactivity are the clearest explanation

## What's coming

- **Project-based engine-specific paths:** Online Shooter, Online Survival, Split-Screen Co-Op, Platformer, Racing Game, Farm Game, Truck Simulator, and more
- **Game Jams**
- **Unreal, Godot, and Roblox engine plugins**, with the same features and functionality as the Unity plugin
- **Full community layer** (peer solution sharing, comments, friends, activity feed): designed, not yet shipped in the current app
- **More advanced in-app and in-engine practice modes**
- **Expanded interactive infographics** library across the catalog

## Business model

Premium subscription with multiple price points: **\$2.99/week, \$8.99/month, \$59.99/year, \$129.99 lifetime**. 7-day free trial. Gem-pack IAPs (consumable). Opt-in rewarded ads. In-app referrals. Curated creator affiliate program with recurring revenue share.

## Positioning

**For:** hobbyists, students, and aspiring game devs.

## Why now

Game development is one of the largest creative industries on earth, and education has not caught up. The next generation of learners expects mobile, interactive, and bite-sized. Passive video tutorials are losing ground fast. What replaces them is mobile, interactive, and engine-aware. That's exactly what we built, across four engines.

## Team

**Walid Mahfoud**, solo founder. Full-stack engineering, content authoring, and infrastructure.

## Currently seeking

Strategic partners and early investors who see what mobile-first game-dev education, paired with in-engine practice, could be at scale.

## Contact

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