

AI-native Tech Startup

What it actually means to build a company around AI



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Bitmagic — Claude Code Meetup

Agenda

- **About Bitmagic** — Who we are
- **Why we go all-in on agents** — Three reasons
- **A few examples** — Self-improvement, nightly tests, ad-hoc analytics

About me

Markus Hjort — CTO, Bitmagic

- 20+ years building software
- Co-founder & CTO at Bitmagic
- Building AI agents that build games

Bitmagic in one slide

An AI-native engine that turns prompts into playable 3D games



Need for speed

A small team has to ship like a big one — agents are the multiplier.



Eat our own dog food



Our product is agentic — so we are too.

**Create games with AI.
One prompt at a time.**

Bitmagic turns natural language into playable 3D games. Describe your world, rules, and goals—we build the rest.

Everyone executes

From idea to shipped — no handoff, no waiting.

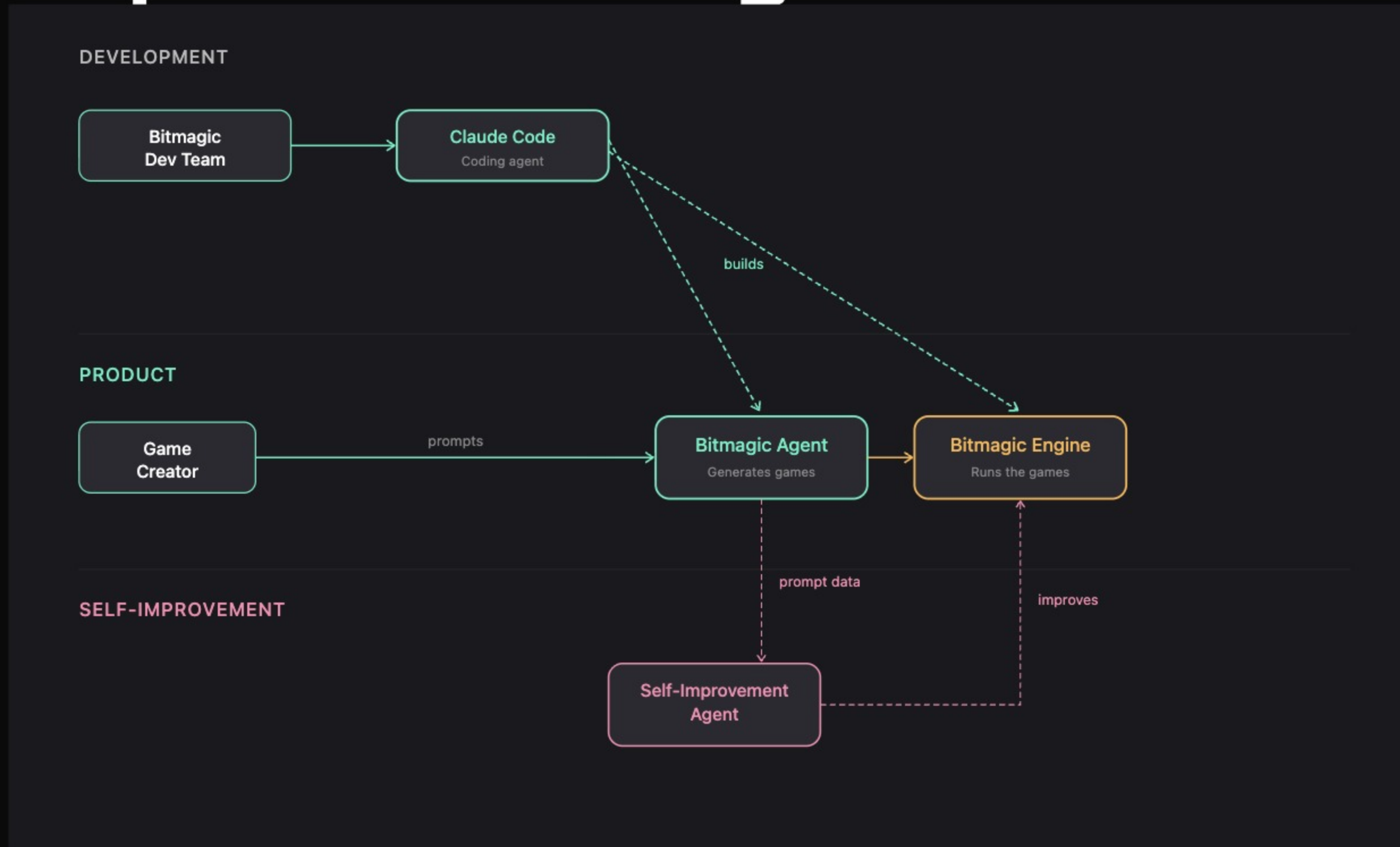


A few examples

Not the whole process — just the interesting bits


- **Self-improvement agent** — agents that invent features from data
- **Nightly test games** — taste in, scale out
- **Ad-hoc query analytics** — fundraising & PMF, agent-powered

Self-improvement agent



Nightly test games

Human taste

 **Github Actions Notifications** APP 08:18

✓ Lab nightly — 10/10 succeeded — [workflow run](#) — [artifact](#)

- ✓ P1 Make a kart racing game with a figure-8 circuit going throug... (15.1 min) [play](#)
- ✓ P2 Open-world GTA-style driving game in a downtown city with a ... (14.4 min) [play](#)
- ✓ P3 Tower defense game where I defend a medieval castle on a hil... (13.5 min) [play](#)
- ✓ P4 Dungeon crawler in dark catacombs. I fight my way through th... (8.2 min) [play](#)
- ✓ P5 Battle royale in a gladiator colosseum with weapon pickups i... (8.3 min) [play](#)
- ✓ P6 Rooftop platformer where I jump between houses in a medieval... (16.3 min) [play](#)
- ✓ P7 First-person shooter in a post-apocalyptic wasteland. I clea... (14.3 min) [play](#)
- ✓ P8 Tropical island survival game with a small fishing village o... (11.8 min) [play](#)
- ✓ P9 Top-down shooter through downtown city streets. I fight riva... (16.0 min) [play](#)
- ✓ P10 Kart racing game with a circuit through a medieval castle's ... (14.3 min) [play](#)

Agent analyses

```
/analyze-lab-smoke Why did it took so long to create game P6?
```

- I'll analyze why game P6 took so long. Since no run ID was provided, let me find the most recent lab-smoke
- **Bash**(gh run list --workflow=lab-smoke.yml --limit 5 --json databaseId,createdAt,status,conclusion,headSha,
└ [{
 "conclusion": "success",
 ... +39 lines (ctrl+o to expand)
- **Bash**(mkdir -p /tmp/lab-smoke-26490767956 && gh run download 26490767956 --dir /tmp/lab-smoke-26490767956)
└ (No output)
└ Allowed by auto mode classifier

Listed 1 directory (ctrl+o to expand)
- **Bash**(cat /tmp/lab-smoke-26490767956/lab-smoke-26490767956/game-play-agent/test-harness/results/2026-05-27T
└ {
 "startedAt": "2026-05-27T04:29:05.487Z",
 "completedAt": "2026-05-27T05:18:55.638Z",
 ... +107 lines (ctrl+o to expand)
└ Allowed by auto mode classifier
- P6 was the slowest game (978.7s = 16.3 min) vs the batch median ~860s. Let me find which slot ran it and d

Ad-hoc query analytics

The strongest signals from the Bitmagic Game Lab dataset

› "Crunch some power creator insights"

91%

Power creator
D30 retention

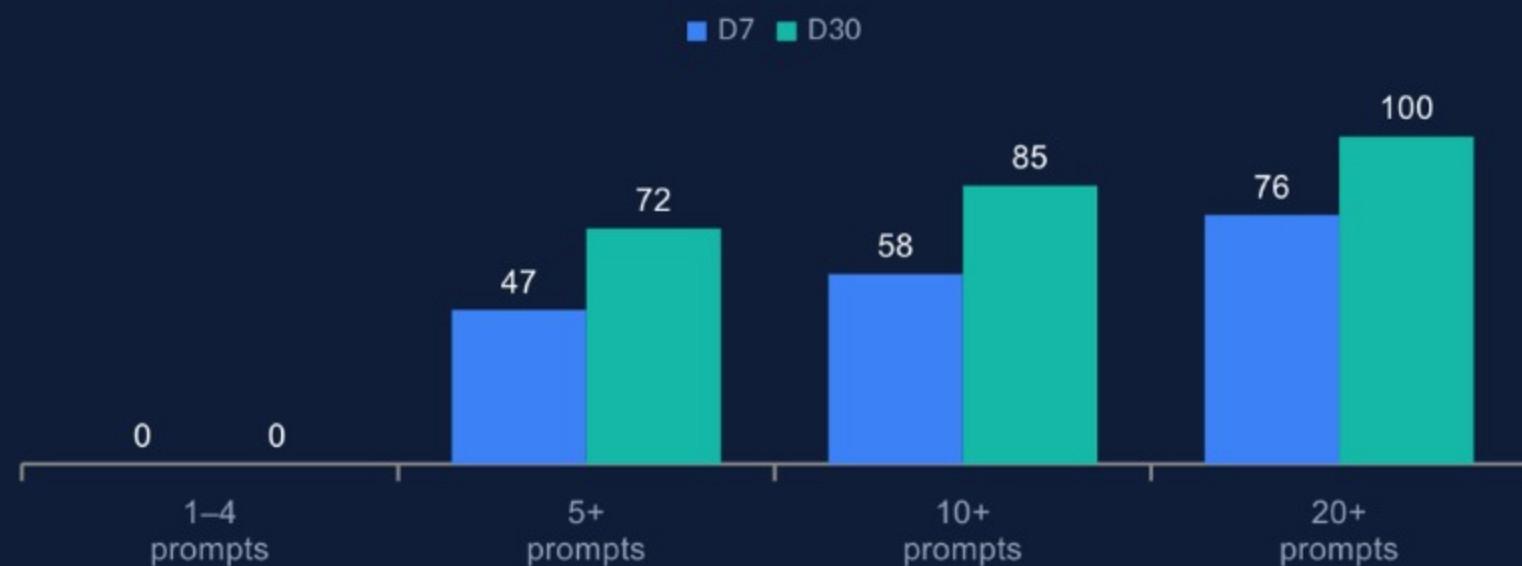
36.2%

First prompt → power
creator conversion

7×

vs Roblox & YouTube
creator benchmarks

DEEPER ENGAGEMENT DRIVES STRONGER RETENTION



ENGAGEMENT DEPTH

155 Power creators (20+)
59 All creators
5.3h Avg daily time (power)

POWER CREATORS STAY ACTIVE

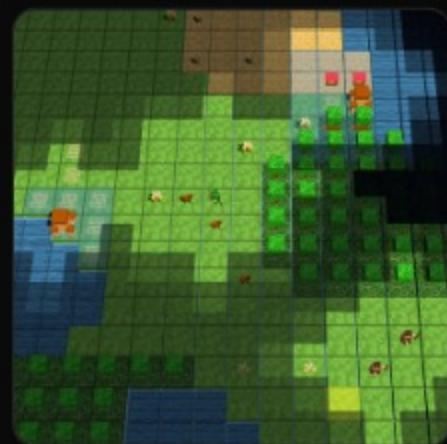
91% Active in last 30 days
65% Active in last 7 days
66% All creators D30

91% of power creators return within 30 days

36.2% first-prompt → power creator conversion
— **7×** benchmarks

10 prompts is the activation threshold — D30 jumps from 0% to **85%+**

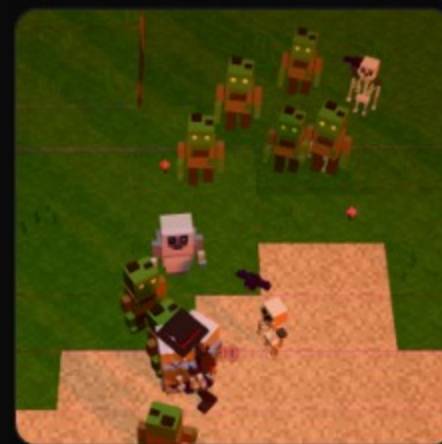
Thank You



Idle Civ



Lakeside Legend



Crimson Survivors



Box Car



bitmagic.ai/games

Questions & open discussion