The chess game that makes you feel smart.



Chess Life brings the world's greatest game to the hundreds of millions who never felt it was for them.

1. The opening

The game. Chess keeps its players.
Chess Life opens it to everyone: lessons with a master, rivals with personality, online arenas around the world.

High retention

2. The middlegame

The growth engine.
Full funnel control, in-house:

1 User acquisition
2 FTUE
3 Segmentation
4 Economy
5 LiveOps
6 Monetization

Low CPI. High ARPDAU & LTV.

Chess is the best choice for an AI-driven studio.

The rules are fixed, the content is endless, and an engine can check every position.

The best chess product in under 60 days

Built with AI across code, art, UI and QA.

End-to-end monetization
IAP, subscription, ads

Marketing infrastructure
attribution, mediation, playables

LiveOps backoffice
tuned live, no release

Data and segmentation
every event tracked

Real-time online play
own server, matchmaking

A complete game
lessons, puzzles, PvE, PvP

Smaller teams. Faster iterations. More capital for growth.

3. The endgame

The team: Gaming veterans from Playtika's WSOP: product, game economy, LiveOps, monetization and competitive chess.
The goal: The world's #1 chess game.

Raising $1M

to scale UA and LiveOps across Android and iOS.