

LoopKit

The Observability Platform for the Future of Game Development



<https://loopkit.ai>

Presented by

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Meet the team



Gage Langdon

Co-Founder
Engineer @ Confluent



Maxton Delaney

Co-Founder
Growth Engineer @ Stripe



Gage and Max with their wives at Gas Works Park in Seattle.

Met in IT sales while studying Computer Science; we've been building together for a decade, from founding engineers at a \$12B+ startup to leading teams at Confluent and Stripe.

The Future of Game Development Is Changing

The **next wave of games will be AI-generated**, built in half the time and continuously evolving after launch.

Observability will play a critical role in not only evaluating the performance of these games, but **empowering agents to make decisions and iterate on them**.

Traditional tools focus on dashboards and lack a coupling between playtesting and data driven insights.

Why Now

Agentic systems are shifting rapidly from research to production and **studios that fail to adopt them risk falling behind.**

Without **trust and insight**, studios will hesitate to adopt agentic systems, slowing the entire industry shift.

By connecting playtester feedback to session data, we create a clear feedback loop that helps agentic systems **learn and adapt** in ways that align with real **player expectations.**

Our Approach

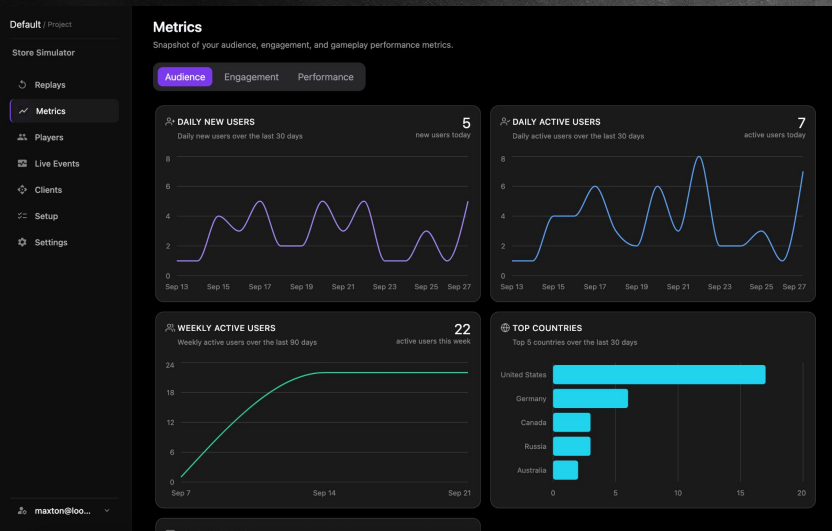
We start by **owning the data pipeline** through a playtesting platform built for every studio. Delivering intuitive analytics, visual replays, and AI-powered insights.

With this data, we unlock deeper understanding of player behavior, driving better decisions and **more successful games**.

Ultimately, these insights power the **future of agentic game development**, positioning **LoopKit as the trusted feedback layer** between players and AI-driven creation.

The Live Product Today

Peek at what we have today in our open beta.



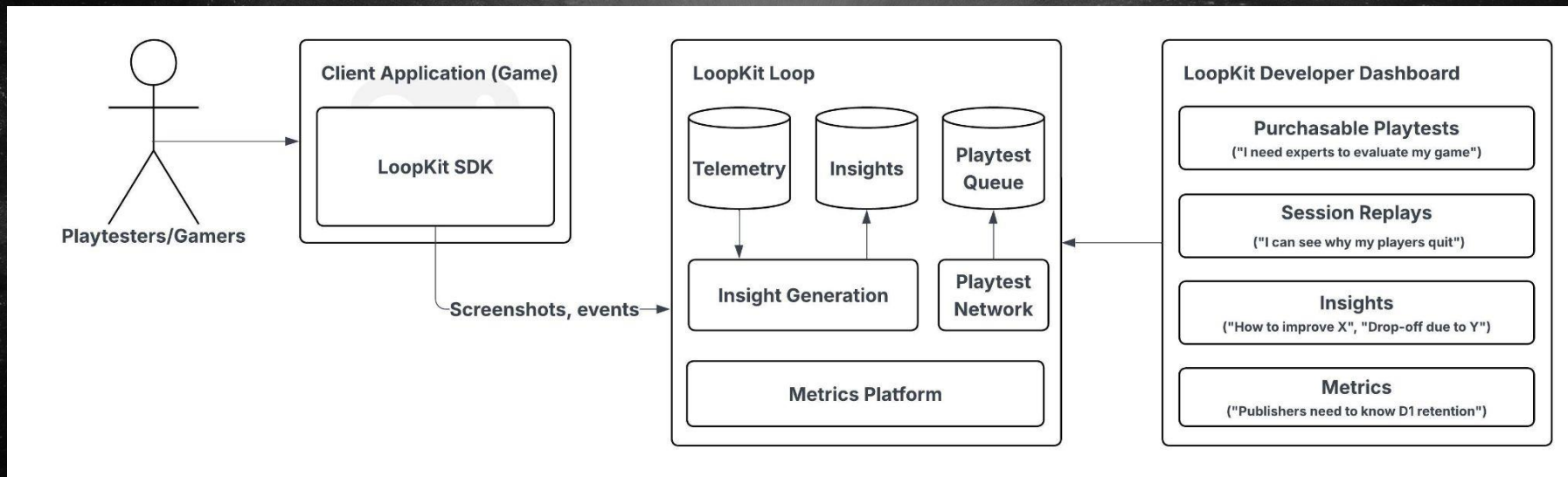
Metrics - track your games usage, critical for pre and post production.



Session Replay - game developers can watch their Players play alongside game telemetry.

The Platform

LoopKit installs in under five minutes and instantly delivers real-time session replays, playtester feedback, and AI-driven insights - everything developers need to improve their games fast.



How We Generate Revenue

- **Telemetry ingestion & storage** - usage-based pricing that grows with a studio's success, charging for the data they generate as their games scale.
- **Gamified playtesting network** - studios pay to have their games playtested, with a built-in "play-to-playtest" system that fuels engagement and scales participation.
- **Agentic development tools** - infrastructure that leverages our vast gameplay data to fuel agentic development.
- **Enterprise features** - premium offerings like SSO, team seats, etc.

Competitive Analysis

Most tools show raw data; LoopKit delivers accessible insights for today and agentic tomorrow.

GameAnalytics

<https://www.gameanalytics.com/>

Game-focused dashboards; strong basics; raw events require expertise; developers still interpret and configure themselves.

Live Aware

<https://www.liveaware.io/>

Structured playtests with required video capture; lacks instant onboarding and post-production observability capabilities.

Firebase

<https://firebase.google.com/games>

Powerful app analytics; not game-specific; custom events needed; advanced analysis demands BigQuery expertise often.

PlayTestCloud

<https://www.playtestcloud.com/>

Agency-run paid playtesting; reliable feedback; expensive; limited iteration; better suited to larger developer budgets only.

Current Status and Road Ahead

