



JoyStick Academy

Mobile-first game dev education. In-engine practice.

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, in line with completion rates for self-paced online courses. The reason isn't motivation, it's format. Hours-long video tutorials overwhelm beginners, who quit early. The funnel of would-be game devs is broken.

The solution

JoyStick Academy teaches Unity, Unreal, Godot, and Roblox the way Duolingo teaches Spanish, across two connected surfaces: phone and game engine.

On mobile: 10-minute daily lessons with interactive code exercises, animated 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 Academy 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. The Unreal, Godot, and Roblox plugins are designed to deliver the same in-engine experience as Unity.

Product depth (already built)

- **4 engine paths:** Unity, Unreal, Godot, Roblox (Beginner + Intermediate each)
- **42 courses, 197 lessons, 1,600+ exam questions, 188-term cross-engine glossary**
- **50 capstone projects** with full submission flow, instructor grading, and PDF certificates
- **Unity plugin in beta** with QR account pairing, in-Editor walkthroughs, 20 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
- **Animated infographics** authored per lesson where motion is the clearest explanation

What's coming

- **Unreal, Godot, and Roblox engine plugins**, the same in-engine features as Unity, ahead of the iOS and Android public launch
- **Project-Based Paths:** build a complete game in-engine, plugin-verified, no quizzes; the pilot is Survival Island in Unity
- **Capstone Studio:** build your capstone inside the engine, guided step by step, with every milestone verified live
- **Skill Map:** a constellation of game-dev skills proven by what you build, with a weak-spot coach and growth tracking
- **Modding paths:** mod the games you already play, starting with GTA 5 FiveM (now part of Rockstar Games) and Minecraft modding
- **WebGL portfolio, AI tutor, lesson comments** with moderation, and localization

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 in the world, and education has not caught up. The next generation of learners expects mobile, interactive, and bite-sized. Passive video tutorials are losing ground, and what replaces them is engine-aware practice. 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

walid.mahfoud@joystickstudios.ma
+212 7 08 12 86 94