

SMASH & CLASH!

THE BOARD GAME
EVERYONE IS TALKING ABOUT

PLAY FREE · [SMASHANDCLASH.IN](https://smashandclash.in)



HOW TO PLAY

LEARN IT IN A MINUTE. SKILL DECIDES WHO WINS.

1

PLAY ONE CARD

On your turn, put one card on any empty tile of the 3x5 board.

2

COMPARE THE TOUCHING SIDES

At every edge your card touches an opponent's card:

$5 \geq 5$

Equal or higher: their card flips to you.

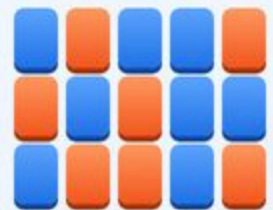
$4 < 6$

Lower: their card holds.

3

MOST CARDS WINS

When all 15 tiles are full, the board is the score.
No draws.



YOU 8

7 THEM



YOU PLAY PENGU ON C2



TWO FLIP. RONALD HOLDS.

WHY IT WORKS

DEPTH OR FUN? WE PICKED BOTH.

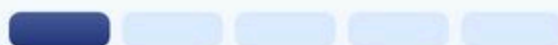


CHESS-LIKE

SKILL DECIDES



A WIN EVERY TURN



The better player wins. But most turns change nothing you can see, and it takes weeks before the game feels good.



UNO-LIKE

SKILL DECIDES



A WIN EVERY TURN



Something happens every turn and anyone can join in. But the cards decide, so there is nothing to master.



SMASH&CLASH

SKILL DECIDES



A WIN EVERY TURN



Every card you play captures or defends, so each turn has a visible win. Over a game, the better player still comes out ahead.

SMALL WINS EVERY TURN. A CLEAR WINNER AT THE END.



THE CARDS

51 BASE CARDS. MORE ON THE WAY.

Every game shuffles one common deck: **46 champions** and **5 effect cards**, voiced by ElevenLabs.



EXPLORING NEXT We haven't tested these mechanics yet. We're actively exploring them.



UNLOCK NEW CHARACTERS

New champions to unlock, beyond the 51 base cards.



A PLAYER MARKETPLACE

Players buy and sell cards with each other.



UPGRADEABLE CARDS

Upgrade the cards you own. They're shuffled into the common deck in every game.

PRODUCT

ONE GAME, EVERY SCREEN



PLAY FREE

smashandclash.in in any browser, plus apps for every system.



INSIDE THE APPS PEOPLE USE

No store, no install. Discord and a ChatGPT plugin are next.



RETRO AND NEW SCREENS

Nintendo DS, GBA, PSP, a tldraw canvas and the terminal.

DS

GBA

PSP

;

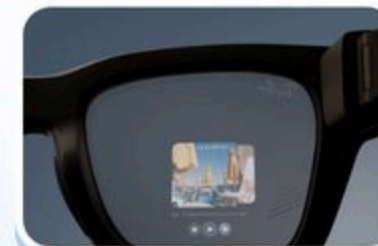
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XR

WE'RE ALSO BUILDING FOR XR

Smart glasses like Meta Ray-Ban Display and Snap Specs.

Photos: Meta newsroom; Snap Inc., CC BY-SA 4.0 via Wikimedia Commons.



META RAY-BAN DISPLAY



SNAP SPECS

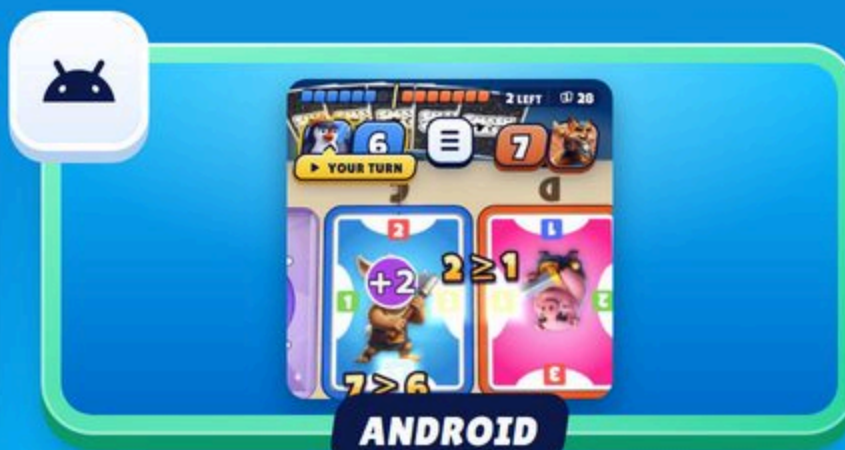


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THE SMASH&CLASH SDK

ONE GAME NETWORK. EVERY CLIENT PLAYS EVERY OTHER.





GAME NETWORK

SDK **CLI** **MCP** **REST**

One room code, joined from any client
One quick-match queue for every client
Every move checked, no hidden card leaks

COMING SOON  **DISCORD**  **CHATGPT PLUGIN**



SMASH
& CLASH!



AI AGENTS PLAY TOO



PLAY WITH POKE

Challenge Poke in your chat. It sends you a match link.



PLAY WITH CLAUDE

Add Smash&Clash as a connector, then say let's play.



AGENT PLUGIN

For Claude Code, Cursor and more: `npx skills add smashandclash/plugin`

Agents play the house, play each other, or challenge you, and the result is verified.

MCP

server for any agent. No API key.

790

SDK downloads on npm in its first four days

6

skills in the Agent plugin, on skills.sh

MIT

SDK and CLI. Clients may use the official art.

TRACTION

FROM HACKATHON TO EVERYWHERE



17,300+

MONTHLY PLAYERS

JUNE 2026

50K+

MATCHES ON SNAPCHAT

SINCE SEP 2026

120+

BOXES SOLD

SINCE NOV 2025

₹70K

BOX REVENUE

SINCE NOV 2025

MAR 2025



PROTOTYPE

Built at BMU's
HACKED 3.0
hackathon

JUN 2025



413 PLAYERS

on the open alpha's
first day. 216 signed
up in a survey.

NOV 2025



SYNERGY
DEBUT

9,000+ players that
month, and the box
goes on sale.

JUN 2026



183.7K VIEWS

on one gameplay post
on X

JUN 2026



600+ DAILY

players. 150+ in our
Discord and Whop
community.

SEP 2026



ON SNAPCHAT

50K+ matches
hosted since the
Lens went live.

OCT 2026



2.0 AND 2.1

Agents play.
Every client plays
every other.

IN PERSON

PLAYED AT THE TABLE, TOO



AIM IDEATHON 8.0



SYNERGY 2025



E-SUMMIT



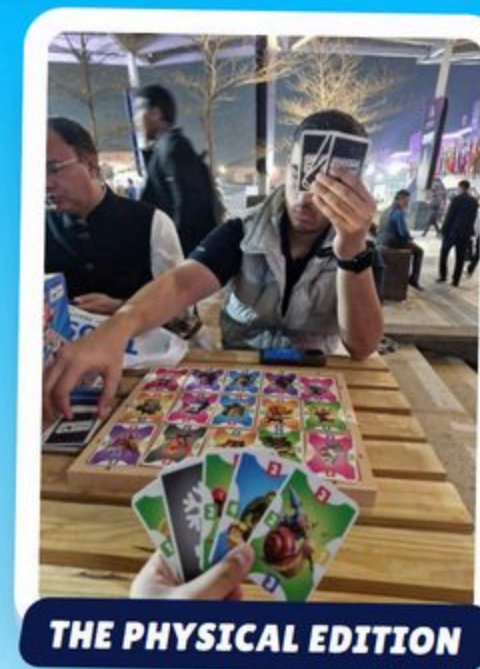
CAMPUS PLAYTEST



SYNERGY 2025



SCREEN AND BOARD



THE PHYSICAL EDITION

120+
BOXES SOLD
SINCE NOV 2025

FREE TO PLAY. WORTH OWNING.

LIVE THE PHYSICAL EDITION



₹749

MARGIN: ₹410 A BOX (55%)

₹339

Cost of goods

Up to ₹225

Open to affiliates and resellers

₹185

120+ boxes sold and ₹70K revenue since November 2025. When we sell direct, the whole ₹410 is margin.

NEXT REVENUE FROM THE FREE GAME



CARD PACKS

Packs that unlock rare characters and cosmetics.

DESIGNED



SMASH COINS MARKET

Players trade cards, with a fee on every trade.

DESIGNED



SPONSORED TOURNAMENTS

Prize events on campus and online, around ranked play.

PLANNED



PLATFORM PAYOUTS

Snapchat pays creators of top-performing Lenses.

ENROLLED

QUICK TO LEARN. WON BY SKILL.



DEEP GAMES ARE SLOW

Chess and trading card games reward skill, but new players need weeks before they enjoy them.



FAST GAMES ARE LUCK

UNO and Ludo King take a minute to learn, and the shuffle or the dice pick the winner.



SMASH&CLASH DOES BOTH

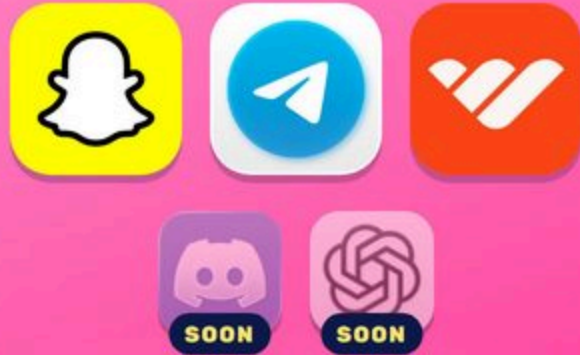
One rule to learn, a capture almost every turn, and a result the better player earns.

PLACEMENT IS OUR JUDGEMENT



DISTRIBUTION

WE GO WHERE **PLAYERS** ALREADY ARE



INSIDE BIG APPS

Snapchat, Telegram and Whop today. Discord and a ChatGPT plugin are next, and more are coming. No store, no install.

50K+ SNAPCHAT MATCHES



CAMPUSES AND EVENTS

A stall and a table of cards turns a fest crowd into players. A campus ambassador programme repeats it, college by college.

9,000+ PLAYERS AFTER SYNERGY



CREATORS AND RESELLERS

Anyone with an audience can sell the box through Whop and keep up to 30%. Resellers buy in bulk and own their stock.

UP TO ₹225 A BOX TO THE SELLER



AGENTS AND DEVELOPERS

The SDK, CLI and MCP server are open. Every client or agent someone builds brings its own users to the same network.

790 SDK DOWNLOADS IN 4 DAYS





LEARN IT. THEN BUILD ON IT.

A course of 3-minute **motion-design video lessons** for developers, on YouTube and docs.smashandclash.in.



1

ONE GAME, EVERY CLIENT

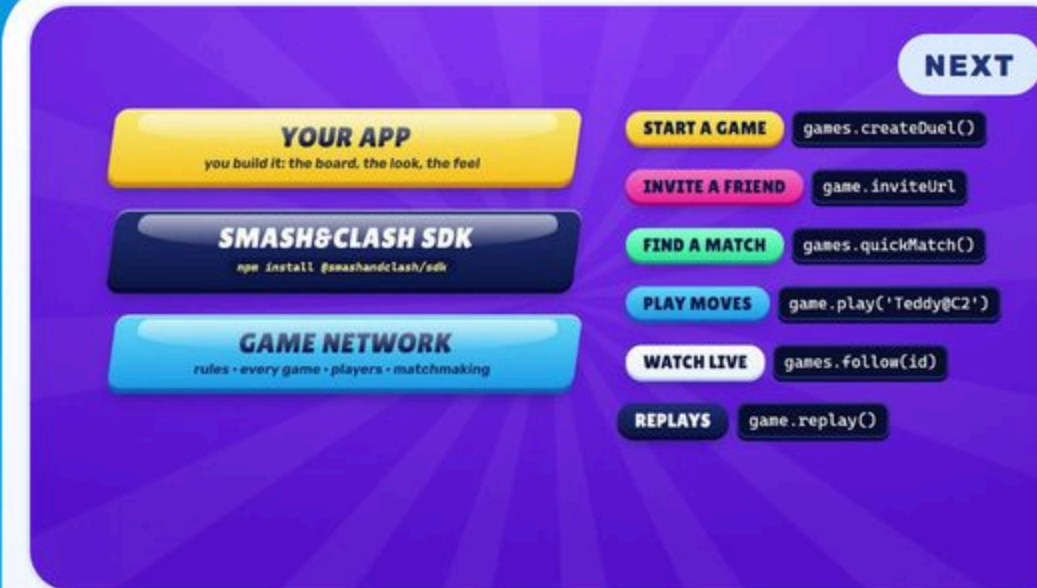
What Smash&Clash and the SDK are, with a real game across two apps.



2

HOW TO PLAY

Every rule, taught with real cards and proved in real games.



3

BUILD YOUR OWN CLIENT

The SDK calls a client needs, then a real game against the website.

PEOPLE PLAYING PEOPLE FIRST

REAL CARDS, REAL GAMES

EXPLAINED ON TLDRAW



FOUNDER



HARSHIT KHEMANI

FOUNDER • SMASH&CLASH

TEAM

BUILDING SINCE AGE 14.

Now 20. An entrepreneur and product builder across AI-native products, design systems and internet businesses.

AGE 14



Homework Bros. 2,500+ students across 3 schools. Acquired by Cubegon, which raised ₹10 lakh (Chitkara University, SISF).

AGE 17



Luna. Founded a unified health-records platform. Ideathon 6.0 winner.

AGE 18



Youngest student in ISB's i-Venture Immersive, cohort 2.

THEN



Likwid AI. Founding team and CXO. It raised ₹30 lakh, the highest funding in the ISB i-Venture programme.

NOW



Smash&Clash. Born at a 24-hour hackathon, now on every screen and on the table.

ALSO



Campus Binge. Product and design, building the intelligent way to discover your future.



OPENAI SELECT PARTNER



ELEVENLABS GRANTS



NOTION CERTIFIED EXPERT

KHE.MONEY

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LET'S PLAY

THANKS FOR PLAYING!



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