

nezuyaki.

Meeta Kitt

2026

ENTERTAINER

ENTREPRENEUR

EDUCATOR

ADVOCATE



Hi ho! I'm Nez.

A hybrid creator at the intersection of gaming, indie development, and women-in-STEM advocacy, who builds experiences, not just content.

34K+

COMBINED FOLLOWERS

29.5K

TIKTOK FOLLOWERS

2,586

TWITCH FOLLOWERS

\$12K+

RAISED FOR CHARITY

Who is Nez?

01 · THE CREATOR

ねずやき · NEZUYAKI

Hi ho, nice to meet you!



Nezuyaki (Nez/Nezu) is a VTuber, face-cam Twitch variety streamer, and indie game developer. For six-plus years she has built a lore-rich world and a tight-knit community called the **Mischiefs**.

Off stream, Nez is the founder of **Kuneho Studios**, holds a dual B.S. in Computer Science and Game Design, and has been a **Girls Make Games Fellow** since 2019. Every October she hosts **Plaguefest**, a multi-day charity stream for the Girls Make Games Scholarship Fund.

GMG Fellow since 2019

Former Wholesome Direct co-streamer

Founder, Kuneho Studios

B.S. CS & Game Design

Game jam mentor & judge

Cosplayer

The four-function stack

WHAT MAKES NEZ DIFFERENT

ENTERTAINER

Professional polish, cozy energy

Reliable, on-schedule, and brand-safe, with a warm and authentic atmosphere where viewers feel at home and partners feel confident.

ENTREPRENEUR

Founder, Kuneho Studios

Has launched two titles, *Whispering Abyss* and *Symphony*, and developed multiple finalist games alongside Girls Make Games campers. Now building *Rhythmic Radiance* in Unreal Engine 5.

EDUCATOR

Game dev, taught live

Game design breakdowns, developer spotlights, and *Nibble & Build*, a from-scratch series teaching beginners to make their first games.

ADVOCATE

\$12,000+ raised for GMG

Six years of Plaguefest charity streams funding scholarships for girls pursuing game development.

“I don’t just play games. I build them, teach them, and help fund the next generation who will.”

NEZUYAKI · FOUNDER, KUNeho STUDIOS

By the numbers

02 • REACH & ENGAGEMENT

34K+

Combined followers across five platforms.
Live-first on Twitch, with short-form reach on TikTok and growing long-form, cosplay, and community channels.



TWITCH • PRIMARY

twitch.tv/nezuyaki

2,586

followers

12-15

AVG. CONCURRENT

20-25

ACTIVE SUBS



TIKTOK • BIGGEST REACH

@nezuyaki

29.5K

followers

Stream highlights, dev bites, cosplay, and trends. 160+ ready-to-post clips banked for the Road to Plaguefest push.



INSTAGRAM

@nezuyaki • @nezuyaki.cosplay

1,296

followers across two accounts

1,163 on the main account plus 133 on a cosplay account launched in fall 2026, already earning strong non-follower reach.



YOUTUBE

youtube.com/@nezuyaki

713

subscribers

VODs, highlights, and long-form. Growth priority for 2026-27 with a game review series and talk show in the pipeline.



Nezumi's Nest — the Mischiefs' Discord home between streams, for offline shenanigans, game nights, and community events.

Plaguefest track record

ANNUAL CHARITY EVENT

\$12K+

RAISED FOR GMG

105

PEAK CONCURRENT (2023)

20+

INDUSTRY INTERVIEWS

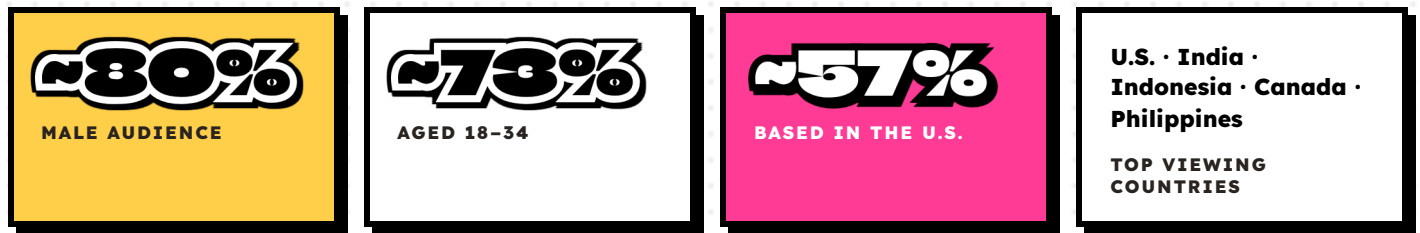
30+

INDIE GAMES FEATURED

Past Interview Stage guests include **Felicia Day**, **Ashly Burch**, **Abby Sherlock**, and **Jenny Xu**.

Audience & content

03 · WHO'S WATCHING



FOR SPONSORS

~80% male and **~73% aged 18-34**: a predominantly male audience in its prime spending years. **~57% U.S.-based**, with growing reach across India, Indonesia, Canada, and the Philippines. A strong fit for **gaming hardware and peripherals, PC components, game publishers and indie studios, and creator tools**.

COMMUNITY

The Mischiefs

A chat-first, tight-knit community that shows up for every stream, event, and charity push. Recommendations land because the trust is real.

INTERESTS

Games, VTubing, cosplay, dev

Indie and cozy games, MMOs, rhythm games, anime and cosplay culture, art, and the behind-the-scenes of making games.

VALUES

Women in games & STEM

An audience that rallies around a cause: six years of collective fundraising for Girls Make Games.

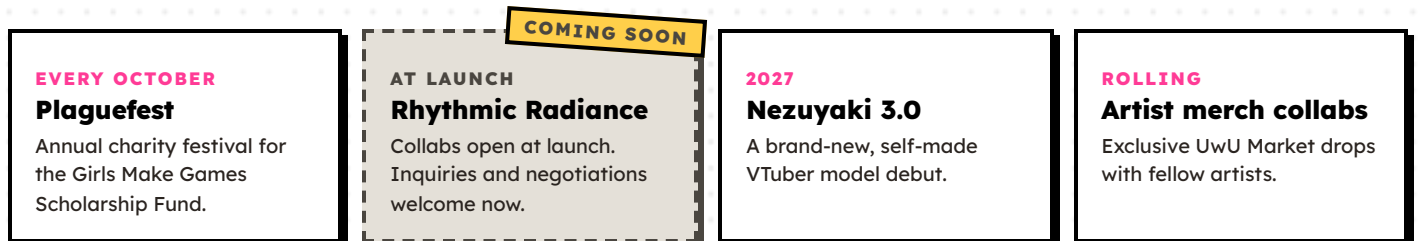
Content formats

WHERE YOUR BRAND CAN LIVE

- 01 Live streams & VTubing**
Twitch variety streams with a lore-rich sci-fi world (New Apex) woven through.
- 02 Short-form clips**
TikTok and Reels: highlights, dev bites, lore teasers, and trends.
- 03 Cosplay**
Builds, photoshoots, and convention content. Tactical and cyberpunk looks perform strongest.
- 04 Nibble & Build**
A Game Dev School series teaching beginners to build their first games.
- 05 Indie spotlights**
Indie games played and broken down on stream with a developer's eye.
- 06 Plaguefest**
A two-week October charity festival: interviews, indie spotlights, and live game builds.

On the horizon

MOMENTS TO PLUG INTO



Who I work with

04 · PARTNERS & AFFILIATES

 COLLAB PARTNER UwU Market Exclusive merch collaborations with fellow artists.	 AFFILIATE Razer Uses and recommends Razer gear on stream.	 CAUSE PARTNER Girls Make Games Plaguefest beneficiary; Fellow since 2019.
 SHOWCASE PARTNER PlayIndies Recurring indie game showcase collaborations.	 FORMER CO-STREAMER Wholesome Games Former official Wholesome Direct co-streamer.	 AMBASSADOR BePlan Creator app for planning, organizing, and posting social content.

Why work with Nez

THE PITCH

- **Authenticity first.** Nez only partners with brands that genuinely fit, so recommendations land with an audience that trusts her.
- **Mission with proof.** \$12K+ raised for charity shows a community that mobilizes when asked.
- **Game dev, for real.** A studio founder with two shipped titles and a CS and Game Design background.
- **Industry connected.** Former Wholesome Direct co-streamer, GMG Fellow, game jam mentor and judge, GDC 2024 showcase alum.
- **Multi-platform.** One partnership can travel across Twitch, TikTok, Instagram, YouTube, and Discord.
- **Built-in moments.** Plaguefest gives brands a yearly, high-visibility, mission-aligned tentpole.

Great-fit categories

WHO THIS WORKS BEST FOR

Indie games & studios	Game dev tools	Art & audio software	Streaming & creator tools
Gaming hardware & peripherals	Beauty & cosplay	Kawaii & lifestyle	STEM & women-in-games orgs

**Got a mission?
Let's chat.**

Rates and packages are in the companion Rate Card.
Custom packages are always welcome.

EMAIL nezuyaki@gmail.com

WEB nezuyaki.com/work-together

SOCIALS @nezuyaki



DISCORD Nezumi's Nest · discord.gg/Xmx59AH

Hi ho! KOKO. Nez