

PrizeSkillz Unveils Integrated Content Platform Combining Streaming, Optional Skill-Based Play and Rewards

PrizeSkillz connects shows and streams with optional themed skill-based experiences and jurisdiction-specific prize incentives.



Forest Park, Georgia Aug 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - PrizeSkillz connects shows and streams with optional themed skill-based experiences and jurisdiction-specific prize incentives.

PrizeSkillz is introducing a content-first technology platform designed to change the way audiences watch, engage with and participate in digital entertainment.

The company is building an integrated entertainment ecosystem that combines shows, movies, streaming content and live programming with an optional skill-based amusement experience available within the same interface.

But PrizeSkillz was not created as a gaming company.

The idea started with content.

The optional gaming component came later as a way to incentivize audience engagement with that content.

Following research into the streaming and interactive entertainment industries, PrizeSkillz has identified its model as a first-of-its-kind approach combining content, themed skill-based amusement, audience incentives, potential prizes and jurisdiction-specific redemption functionality within an integrated technology platform.

The company's goal is straightforward: give audiences a reason to do more than simply press play.

It Started With Content

The PrizeSkillz story began in early 2025 when founder and CEO Riz Poonawalla came across an advertisement for a short-form drama platform while scrolling through social media.

Curious about the format, Poonawalla downloaded the platform and began watching its programming.

What started as curiosity quickly became research.

After watching numerous shows, he became interested in the short-form entertainment model but also began noticing similarities between much of the programming.

That led to a bigger question:

What could be built specifically for audiences in the United States that went beyond simply watching another streaming service?

Poonawalla began researching content companies, technology providers and developers with the intention of creating a new entertainment platform.

The original vision centered on shows and content.

Gaming was not the starting point.

"PrizeSkillz started because I wanted to build something different around content," said Poonawalla. "I wasn't trying to build another gaming company. I became interested in short-form entertainment and started thinking about how we could make watching something more personal, interactive and rewarding."

That idea eventually evolved into PrizeSkillz.

Content Remains the Primary Experience

At the center of the PrizeSkillz platform are shows, streams and entertainment content.

The technology is being developed as a multifunctional interface that allows the primary content experience and optional interactive features to operate within the same environment.

A viewer can watch the content without participating in the optional skill-based amusement feature.

If the viewer chooses to participate, an interactive skill-based experience can be available through another portion of the same interface while the platform continues performing its primary content functionality.

The distinction is intentional.

Watching is the primary experience.

Interactive participation is optional.

“The show doesn’t stop being the show because somebody chooses to interact with another part of the screen,” Poonawalla said. “The content is still doing what it was designed to do. The optional experience gives the viewer another way to engage.”

Going Beyond Simply Putting Games on a Streaming Platform

Major entertainment and streaming companies have introduced gaming and interactive features alongside digital programming.

PrizeSkillz is taking a different approach.

The company is not simply building a library of unrelated games next to a library of shows.

PrizeSkillz is developing the interactive experience around the same theme as the content the viewer is watching.

If someone is watching dinosaur-themed programming, the optional skill-based experience can carry a dinosaur theme.

If someone is watching content involving alligators, the corresponding interactive experience can carry an alligator theme.

The goal is to make the interactive component feel connected to the world the viewer is already experiencing rather than presenting an unrelated game beside a piece of content.

“We didn’t want somebody watching one thing and then seeing a completely unrelated game,” Poonawalla said. “If you’re watching something about dinosaurs, we want the interactive experience to feel like it belongs with that content. If you’re watching alligators, the experience can follow that theme. That makes it more personal.”

The Incentive Program Is a Key Difference

PrizeSkillz goes another step beyond themed interaction.

The optional skill-based amusement component is being developed as an incentive and audience-engagement feature supporting the content experience.

The purpose is to give viewers another reason to engage with PrizeSkillz shows, streams and other programming.

Participation is optional.

A person can use the platform for its content functionality without participating in the skill-based experience.

For viewers who choose to participate, the optional experience incorporates skill-based amusement mechanics and, where offered and permitted, may provide opportunities to earn prizes or rewards.

That means the PrizeSkillz interactive experience has both a participation side and a redemption side.

“We wanted the game to have a purpose,” Poonawalla said. “The purpose is to help promote engagement with the content. You don’t have to play it to watch. But if you choose to participate, we’re building an incentive system around that experience, including a rewards and redemption component where it is offered and permitted.”

Rewards and Redemption Are Designed Around the Jurisdiction

PrizeSkillz is also developing its infrastructure with geographic differences in mind.

Prize and redemption requirements can vary between jurisdictions.

Rather than assuming that the same rewards structure should be deployed everywhere, PrizeSkillz is building its technology so applicable prize and redemption functionality can be configured according to the requirements of the market where the experience is offered.

Depending upon the applicable jurisdiction and implementation, permitted rewards may include eligible gift cards or other authorized prize and redemption options.

This jurisdiction-aware architecture is being incorporated into the platform from the beginning as PrizeSkillz evaluates future markets.

“We know that different states can have different requirements,” Poonawalla said. “We’re not trying to take one structure and assume it belongs everywhere. We’re building the infrastructure so the experience, incentive program and redemption side can be configured appropriately for the market.”

PrizeSkillz describes its optional gaming component as skill-based amusement experiences, not traditional games of chance.

A First-of-Its-Kind Combination

Following its review of the streaming, gaming and interactive entertainment marketplace, PrizeSkillz has identified its model as a first-of-its-kind combination of technologies and entertainment concepts.

The company’s distinction is not based on any single feature.

It is the way the features work together:

Content and streaming remain primary.

Skill-based amusement is optional.

The optional experience is designed to incentivize engagement with the content.

The interactive experience can carry the same theme as the programming being watched.

Participation can include opportunities for prizes or rewards where offered and permitted.

The redemption structure can be configured according to applicable jurisdictional requirements.

And these components are being developed as parts of an integrated technology ecosystem rather than unrelated products.

PrizeSkillz believes that combination creates a different relationship between streaming, interactive entertainment and audience incentives.

“We’ve seen companies offer streaming. We’ve seen gaming platforms. We’ve seen entertainment companies introduce games,” Poonawalla said. “What we’re building brings content, themed skill-based interaction and an incentive and redemption system together as one connected experience. That’s where we believe PrizeSkillz changes the playing field.”

The Story Behind the Name PrizeSkillz

The company’s name reflects several pieces of the original concept.

Poonawalla wanted something short, memorable and broad enough to represent technology, entertainment, skill and incentives without limiting the company to one product.

Prize represented the incentive and rewards concept.

Skillz represented the skill-based interactive component.

But there was also something personal hidden inside the name.

PrizeSkillz contains “Riz.”

“I wanted something catchy and easy to remember,” Poonawalla said. “Prize represented the incentive, Skillz represented the interactive experience, and having Riz inside PrizeSkillz gave the name a personal connection to me. It ended up fitting what we were building.”

Building the Technology

After developing the initial concept, Poonawalla spent months researching the companies, individuals and infrastructure necessary to turn the idea into an operating technology platform.

The project expanded from content development into a broader technology ecosystem involving streaming, interactive functionality, content production, audience engagement and the incentive and redemption infrastructure required for the optional skill-based component.

Instead of treating each piece as an independent product, PrizeSkillz began developing them as parts of a connected system.

The company continues to develop and refine that infrastructure as it prepares for broader deployment.

Why Magnolia Lounge Became Part of the Journey

By late 2025, PrizeSkillz had grown beyond a purely digital concept.

Poonawalla wanted a physical environment where the company could bring the technology to life.

That meant finding somewhere PrizeSkillz could create content, conduct live streams, demonstrate technology, interact directly with audiences, observe reactions and continue developing the experience around real people.

That search led to Magnolia Lounge in Forest Park, Georgia.

Magnolia Lounge is a restaurant, bar and entertainment center that provides a physical environment where elements of the PrizeSkillz technology can be demonstrated and developed.

The relationship between the two businesses is important, but their functions are distinct.

PrizeSkillz is the technology and entertainment company.

Magnolia Lounge is the restaurant, bar and entertainment center where the technology can be brought into a real-world environment.

“We didn’t become involved with Magnolia just to put equipment inside a building,” Poonawalla said. “We wanted somewhere we could create content, stream, interact with people, demonstrate what we’re building and learn from the audience. Magnolia gives us a place to bring the digital and physical sides together.”

The Machines Are Only One Part of the Story

PrizeSkillz is now beginning to tell more of its development story publicly.

That decision came after recognizing that people could see individual components of the company without understanding the larger system behind them.

A visitor could see an amusement cabinet and assume that was PrizeSkillz.

It isn’t.

Someone could visit Magnolia Lounge and assume the physical location was the entire concept.

It isn’t.

Someone could see an interactive game without realizing that PrizeSkillz originally began as a content and streaming concept.

The machines and optional interactive experiences are components of a larger technology ecosystem built around content, streaming, engagement and participation.

“For a long time, I was more focused on building than explaining,” Poonawalla said. “People were seeing pieces of PrizeSkillz without seeing the entire vision. I think it’s time to change that.”

PrizeSkillz intends to document more of that journey publicly, including the development process, original ideas, content production, technology, challenges, lessons and future plans.

Looking Beyond One Location

The company’s longer-term vision extends beyond Magnolia Lounge and beyond any single entertainment format.

PrizeSkillz intends to continue developing original programming, streaming capabilities, live content and audience-engagement technology while expanding the infrastructure supporting its optional skill-based incentive program.

As PrizeSkillz evaluates additional markets, the company intends to approach interactive functionality, rewards and redemption on a jurisdiction-specific basis.

The broader objective is to build an entertainment ecosystem where audiences can do more than simply watch.

They can watch the content.

They can follow the personalities.

They can engage with the experience.

And, if they choose and where offered, they can participate in an optional skill-based incentive and rewards experience connected to what they are already watching.

For PrizeSkillz, all of those elements lead back to the same principle that started the company:

Content comes first. Technology makes it interactive. Incentives give audiences another reason to engage.

“We’re still building and we’re still learning,” Poonawalla said. “But we’re building something we believe is genuinely different. Now we’re ready to start showing people the entire journey.”

ABOUT PRIZESKILLZ

PrizeSkillz is a technology and entertainment company developing a content-first streaming platform that connects original programming, live content and audience engagement with optional themed skill-based amusement experiences.

Content and streaming serve as the platform’s primary functionality. The optional skill-based component is designed as an incentive and audience-engagement feature supporting the broader content experience.

Where offered and permitted, participation in optional skill-based experiences may provide opportunities to earn prizes or rewards. Available prize and redemption methods are designed to be configured

according to applicable jurisdictional requirements.

PrizeSkillz is developing its technology around a jurisdiction-aware architecture intended to support different interactive, incentive, prize and redemption configurations as the company evaluates additional markets.

ABOUT MAGNOLIA LOUNGE

Magnolia Lounge is a restaurant, bar and entertainment center in Forest Park, Georgia. In addition to its hospitality and entertainment operations, the venue provides a real-world environment for PrizeSkillz content creation, live streaming, audience engagement and demonstrations of its developing technology.

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