



Dumb Game Lab

Press fact sheet · October 26, 2026

Dumb Game Lab is an independent mobile game studio based in the Seoul Capital Area, South Korea. The studio turns everyday places — the neighborhood PC cafe, the local bathhouse, the corner bakery — into cozy idle tycoons and casual games, and ships every title in eight languages on the App Store and Google Play.

5,300+

players

112

countries

14

games live

8

languages

AS FEATURED ON

Ludens Media Ludens — “韓國獨立放置經營手遊《網咖養成大亨》接手倒閉巷弄網咖一路養成全國第一”

October 23, 2026 · <https://www.ludens.com.tw/idle-internet-cafe-tycoon/>

Game Chosun 게임조선 — “망해가는 PC방을 살리기... 1인 개발 방치형 타이쿤 'PC방 키우기' 출시”

October 18, 2026 · <https://www.gamechosun.co.kr/webzine/article/view.php?no=226534>

I Love PC Bang 아이러브PC방 — “삼촌이 떠넘긴 PC방을 살려라... 'PC방 키우기' 출시”

October 18, 2026 · <https://www.ilovepcbang.com/news/articleView.html?idxno=202591>

Bahamut GNN 巴哈姆特 GNN — “放置型經營遊戲《網咖養成大亨》於雙平台推出”

October 15, 2026 · <https://gnn.gamer.com.tw/detail.php?sn=313422>

STUDIO

Developer	Dumb Game Lab
Based in	Gwacheon, Seoul Capital Area, South Korea
Founded	2026
Founder	Justin Lee
Games live	14 on iOS · Android · Web · Toss mini-app
Languages	Korean, English, Japanese, Chinese (Traditional), Chinese (Simplified), Indonesian, Thai, Vietnamese
Press contact	contact@dumbgamelab.com

ABOUT

Dumb Game Lab started with one question: what is actually fun about running the places we grew up in? Each game picks one everyday Korean place, finds the single decision that makes running it fun, and polishes that until it feels good in your hand. Concept, art, code, sound and localization are all made in-house.

GAMES

Idle Internet Cafe Tycoon

Idle tycoon · iOS / Android / Web

Korean Spa Tycoon: Idle Sauna

Idle tycoon · iOS / Android

Chichi's Idle Bakery Tycoon

Idle tycoon · Android

Merge Stampede: Animal Battle

Physics merge · iOS / Android

Don't Rob My Store!

Casual · iOS

Press contact: Justin Lee, Founder · contact@dumbgamelab.com · <https://dumbgamelab.com/press/>

Wakppu Tower: Keyboard ASMR

Jump & ASMR · iOS / Android

Room Claw: Plush Arcade

Arcade · Android

Slime Making Simulator: ASMR

ASMR toy · Android



Idle Internet Cafe Tycoon

고양이 PC방 키우기 · 網咖養成大亨 · ネットカフェ経営

Take over your uncle's struggling back-alley PC cafe. Place gaming seats, ramen counters and vending machines, hire part-timers, and grow a six-seat alley shop into the best PC cafe in the country.

KEY FEATURES

- One decision, played well: buy equipment or hire staff
- Placement is profit — ramen counters sell more the closer they sit to the seats; block the aisle and customers can't get through
- Six stages of growth, from back alley to nationwide brand, each with its own story
- Staff keep the shop running while the app is closed
- Two-minute days, up to 3x speed, playable offline

FACTS

Title	Idle Internet Cafe Tycoon 고양이 PC방 키우기 · 網咖養成大亨 · ネットカフェ経営
Genre	Idle tycoon
Release	June 15, 2026
Platforms	iOS · Android · Web
Price	Free with optional ads
Languages	8

LINKS

App Store — <https://apps.apple.com/app/id6779939467>

Google Play — <https://play.google.com/store/apps/details?id=com.dumbgamelab.pcbangalba>

Web — <https://qqq1212341.github.io/pcbng-alba-sim/>

