

# Game Eco *Systems.*

*A coach's reference for what's actually going on inside the games kids care about — Roblox, LEGO Fortnite, and Minecraft. The platforms differ. The instinct that helps is the same.*

01

*Roblox*

A country, not a game

02

*LEGO Fortnite*

A room in a larger house

03

*Minecraft*

A sandbox — and the sandbox you choose matters

FOR PARENTS WHO'VE NEVER LOGGED IN

# What's actually *going on inside* Roblox, LEGO Fortnite, and Minecraft?

*Most parents recognize the names but couldn't describe the structure. This deck gives coaches a clear, calm explanation of each platform: how money flows, what kids actually do, who they meet – and the thing parents most often miss.*

## 01 · ROBLOX

**A platform of millions of user-made games.**  
Currency: Robux. Default: public, text chat on, voice on for 13+.

## 02 · LEGO FORTNITE

**One mode inside the broader Fortnite hub.**  
Currency: V-Bucks + Battle Pass. Cabined accounts for under-13s.

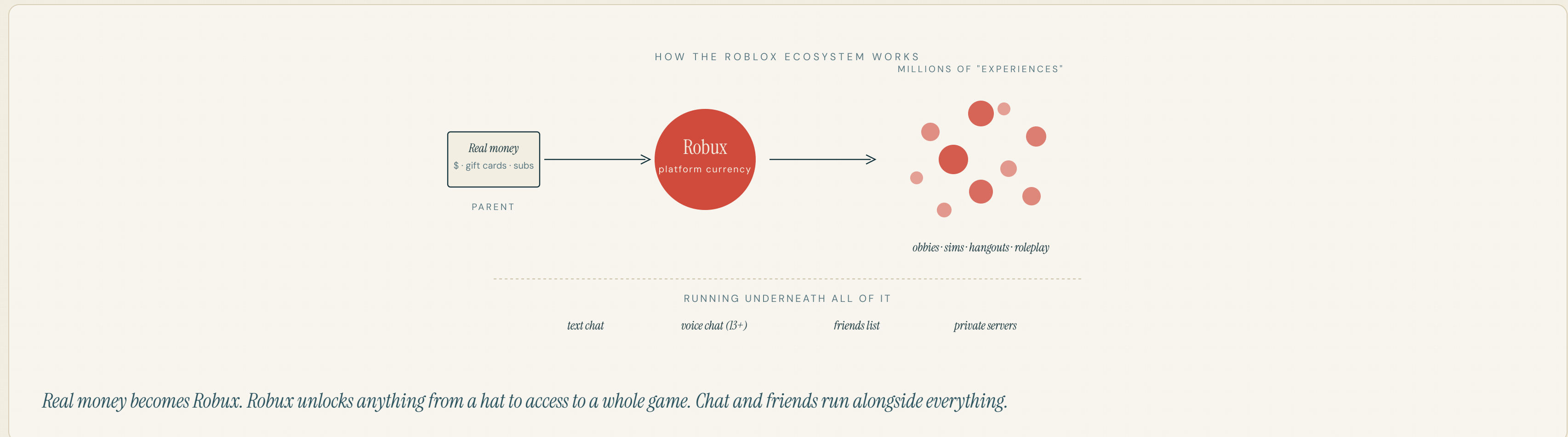
## 03 · MINECRAFT

**A sandbox with two editions and many possible servers.** Currency: Minecoins (Bedrock); none on Java. Risk follows the server.

## ● 01 · ROBLOX

# Roblox is *a country*, not a game.

*Think of Roblox as an app store filled with millions of small games made by other users — many of them teenagers. Your child picks an avatar, then hops between worlds: an obstacle course, a pet adoption sim, a haunted hotel, a hangout café.*



## ● 01 · ROBLOX

# How money flows. *What kids do.*

## HOW MONEY FLOWS

Parents buy **Robux** — Roblox's in-app currency. Kids spend Robux on avatar items, "game passes" (premium features in a specific game), and sometimes to enter a game at all.

The same Robux balance works across every experience, which is what makes overspending easy: a child can drop the equivalent of **\$30 in twenty minutes** hopping between three games.

## WHAT KIDS DO THERE

Mostly play user-made games and hang out. Popular categories: **obbies** (obstacle courses), **tycoons** (build-an-empire sims), **roleplay** (Adopt Me!, Brookhaven), and **simulators**.

A meaningful number of kids also *make* games using Roblox Studio. That's a real creative pathway, not a fringe activity.

# Who they meet. *What parents miss.*

## WHO THEY MEET

Anyone. Roblox is a public platform with text chat by default and voice chat available for verified **13+** accounts. Friends-of-friends connections are common.

Roblox introduced **age-based account tiers** in 2026 — content and chat features now scale with the age the parent provides at signup.

## THE THING PARENTS MISS

Roblox isn't one game with one rating — it's a **marketplace** where individual experiences range from preschool-friendly to genuinely scary. The age suitability of "Roblox" depends entirely on which games a child opens.

*The platform sets the rules; the experiences set the tone.*



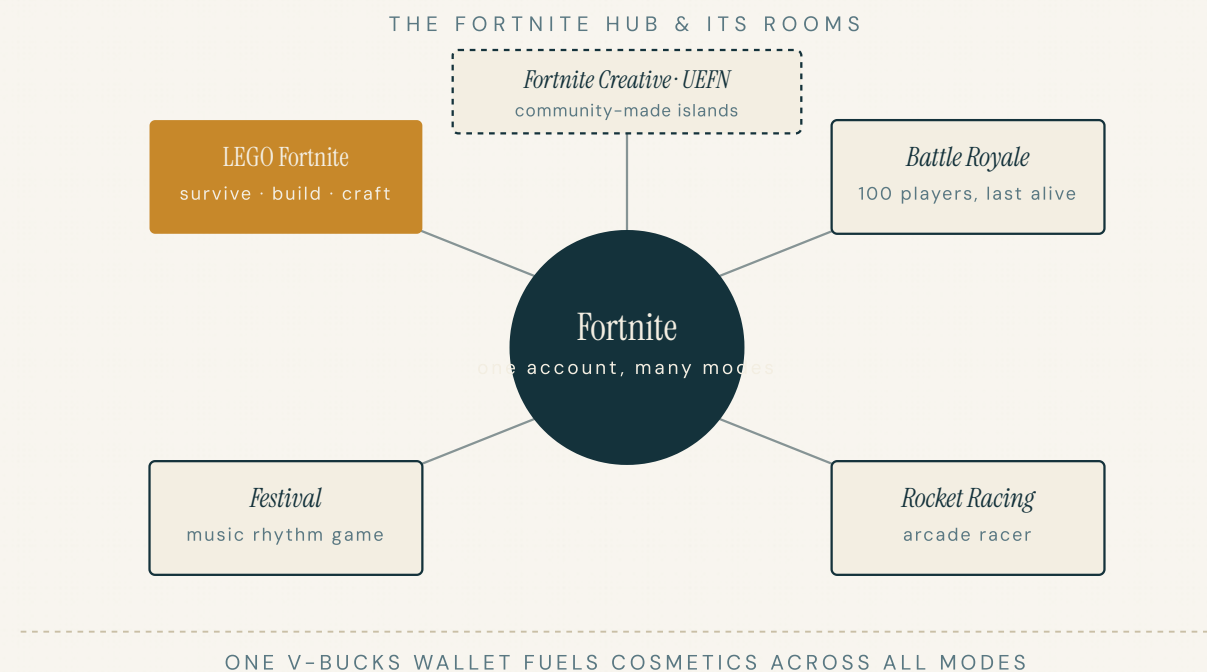
IF YOU ONLY REMEMBER ONE THING ABOUT ROBLOX

Roblox is the *store*. Each game inside is a different shop with different staff, different vibes, and different rules.

## ● 02 · LEGO FORTNITE

# LEGO Fortnite is *a kid-friendly room* in a much larger house.

*Fortnite is no longer just the battle royale most parents have heard of. It's now a hub with several distinct game modes — and LEGO Fortnite is the one designed to feel safe, blocky, and Minecraft-adjacent. Same account, same friends list, same wallet, very different vibe.*



*Fortnite is the front door. LEGO Fortnite is one of several rooms — but children carry the same account, friends, and wallet between them.*

## ● 02 · LEGO FORTNITE

# How money flows. *What kids do.*

## HOW MONEY FLOWS

Parents buy **V-Bucks**, Fortnite's currency. V-Bucks buy mostly cosmetic items: outfits ("skins"), pickaxes, gliders, dance emotes. There's also a **Battle Pass** — a seasonal subscription that drips out rewards as a child plays.

Items earned in one mode can be used in others. *The financial pull is fashion and identity, not power.*

## WHAT KIDS DO THERE

In LEGO Fortnite specifically: gather wood, craft tools, build shelters, fight monsters, explore biomes. It plays like Minecraft with smoother controls.

The bigger question is whether they *stay* there. The mode picker is one tap away, and Battle Royale is the most-played mode in the wider hub.

# Who they meet. *What parents miss.*

## WHO THEY MEET

Friends invited via Epic account, plus matchmade strangers in modes that pool players. Voice chat is on by default for parties; text chat exists.

Epic has **Cabined Accounts** for under-13s, which gate voice chat and other social features until a parent grants access.

## THE THING PARENTS MISS

"My kid only plays LEGO Fortnite" is rarely a stable arrangement. The hub structure means a child can be in a survival sandbox at 4:00 and a third-person shooter at 4:05 — **same login, same screen, same parent assumption.**

*Mode-aware time limits matter more here than total screen time.*



IF YOU ONLY REMEMBER ONE THING ABOUT LEGO FORTNITE

LEGO Fortnite is a *doorway*, not a destination. The rest of Fortnite is one click away on the same account.

## ● 03 · MINECRAFT

# Minecraft is *a sandbox* — and the sandbox you choose matters.

*Minecraft has the smallest social surface of the three by default. A child can play entirely alone, building forever, and never meet a stranger. But the moment they join an online server, the experience changes completely. There are also two distinct editions of the game — and parents almost never know which one their child is using.*

## THE TWO MINECRAFTS



*Same blocks, very different worlds. Bedrock is curated; Java is open. The risk profile follows the server, not the game.*

## ● 03 · MINECRAFT

# How money flows. *What kids do.*

## HOW MONEY FLOWS

Minecraft is a one-time purchase, then optional spending after that. **Bedrock** has a Marketplace where kids buy skins, texture packs, and adventure maps with **Minecoins**. **Realms** is a monthly subscription for a private server only your child's friends can join.

Java has no in-game store; mods and skins are free, downloaded from the web.

## WHAT KIDS DO THERE

Build, mine, survive, explore. That's the genuine answer. The activity is fundamentally creative — *closer to LEGO than to a video game in spirit.*

Many kids also play on themed servers: minigames (Hypixel), roleplay servers, "anarchy" servers, modded survival worlds.

# Who they meet. *What parents miss.*

## WHO THEY MEET

It depends entirely on the world they're in. **Solo world:** nobody. **Realm:** only people they invited. **Public server:** anyone. Server moderation quality varies from "professional team" to "no one is watching."

Voice chat isn't built in; communication is text-only inside the game.

## THE THING PARENTS MISS

The biggest risk vector in Minecraft isn't the game itself — it's **third-party servers** on Java, and **mods downloaded from random sites**. A child asking to "install a mod" is asking to *run a stranger's code on the family computer*.

The safest setup: **Bedrock + Realms with friends-only.**

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IF YOU ONLY REMEMBER ONE THING ABOUT MINECRAFT

In Minecraft, ask *which world*, not what game. The world your child joined determines almost everything else.

## SIDE BY SIDE

*At a glance.*

	ROBLOX	LEGO FORTNITE	MINECRAFT
WHAT IT REALLY IS	A platform of millions of user-made games	One mode inside the broader Fortnite hub	A sandbox with two editions and many possible servers
CURRENCY	Robux	V-Bucks (and a Battle Pass subscription)	Minecoins on Bedrock; nothing on Java
DEFAULT SOCIAL SETTING	Public — text chat on, voice on for 13+	Voice on for parties; cabined for under-13s	Text only inside the game; depends on the server
CAN KIDS MEET STRANGERS?	Yes, easily — that's the design	Yes in matchmade modes; no in solo LEGO Fortnite	Only if they join a public server
CREATIVE CEILING	High — kids can build and publish whole games	Medium — building inside LEGO mode	High — sandbox creativity and mod-making
WHERE PARENTS UNDERESTIMATE RISK	Treating it like one game with one rating	Forgetting that other modes are a click away	Mods and unmoderated public servers
THE SINGLE BEST LEVER	Set up an age-appropriate account at signup	Restrict the mode picker, not just total time	Choose the world: solo, Realm, or vetted server

The platforms *differ*. • The instinct that helps is *the same*.

*Curiosity, not alarm.*

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