POWERZ

Acceleration Plan

May 2021

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WE WANT TO BUILD THE FIRST EDUCATIVE GAME

AS ATTRACTIVE AS FORTNITE

USE THE POWER OF SCREENS & VIDEO GAMES...

Screens are in every household.

Let's leverage their power to create something useful.

... TO DEVELOP KIDS CREATIVITY

Turn all of them into book lovers, museum visitors, explorers, mathematicians, poets, dancers...

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A AAA VIDEO GAME

RELYING ON 3 PILLARS

A LARGE DIVERSITY OF KNOWLEDGES

To stimulate ALL areas of their intelligence.

We want them to learn mathematics, language or code but also dance, astronomy, botanic or music!

VIDEO GAMES TECHNIQUES

To captivate and motivate kids from the beginning and in the long run with the proven method of reward mechanisms (collections, personalisation).

Just like in Pokemon or Animal Crossing.

AN ARTIFICIAL INTELLIGENCE

To get the most of kids by adapting to their pace and abilities in real time.

At a larger scale, it allows to measure the most efficient and inefficient learning methods.

Watch PowerZ Teaser

POWERZ IS

A VIDEO GAME FOR KIDS AND AN APP FOR PARENTS

A VIDEO GAME

A MOBILE APP

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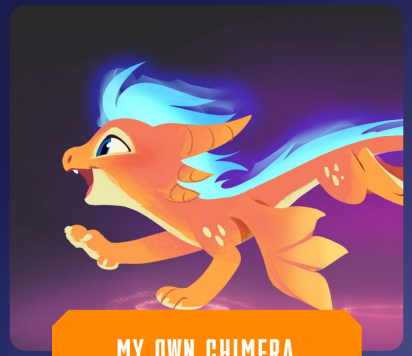
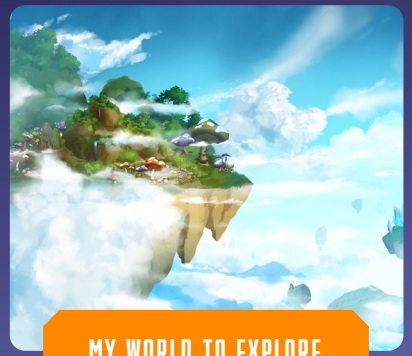
A GAME WITH

EVERYTHING KIDS LOVE



MY OWN CHIMERA

Their own chimera that will grow with them, guide them in Babylone and help them if needed.



MY WORLD TO EXPLORE

Where kids are free to play, discover, learn and even travel. Where they can become engineer or historian

MY HOUSE

To extend and customize through the time with the rewards earned in the game

MY ANIMAL COLLECTION

From the most basic to the most amazing and rare ones, he will find them when he plays

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WE WANT POWERZ TO COMPETE WITH GIANTS

MINECRAFT

Revenue 2020 :
$200M

Users in 2020 :
131M

Bought by Microsoft for
$2,5B
in 2016

ROBLOX

Revenue 2020 :
$929M

Monthly active users in 2020 :
150M

Latest valo :
$30B

FORTNITE

Revenue 2019 :
1,6B€

Number of users in 2020 :
350M

Latest valo :
$28,7B

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AN EFFICIENT BUSINESS MODEL

THAT MATCHES OUR VALUES

FREE PRODUCT

FREE

People should not pay to get education

Best business model for games

SHORT TERM: PAY AS YOU LIKE

5€/month

By choosing to support us, you allow
low-income families to get PowerZ for free

0€ TO 10€ /MONTH

10% conversion rate

3,5€/month in average

[Alpha data : 12,5% conversion – 3,5€]

MID-TERM: POCKET MONEY

Get limited edition
skins for your chimera

Get exclusive
decoration
for your house

And many other
cosmetics

FROM 0.99€/PURCHASE

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A GAME RELEASED

BY CHAPTERS

A complete story with regular chapters

And a growing community, sharing ideas & feedbacks all the way to build the greatest game.

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IN 3 YEARS

WE WANT POWERZ TO BECOME A PLATFORM

Fueled by attractiveness of PowerZ world for kids and the time spent in it.

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WHAT WE'VE BUILT IN 6 MONTHS

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WE'VE BUILT

A TEAM MADE OF EXPERIENCE AND EXPERTISE

MANAGEMENT TEAM

The Shadow (Next 40) leading team on a new journey

EMMANUEL FREUND
CEO

YANN CARRON
COO

ARNAUD LAMY
CTO

GREGORY GELLY
HEAD OF DATA/AI

MAXIME MOURET
GAME DIRECTOR

EDOUARD CAPOIS
GAME DIRECTOR

A TEAM OF EXPERTS, COMING FROM THE INDUSTRY

15 team members

6 DEVELOPERS | **5** DESIGNERS

1 EDUCATION SPECIALIST

MY LITTLE PONY · FORTNITE · JUST DANCE · CRASH BANDICOOT

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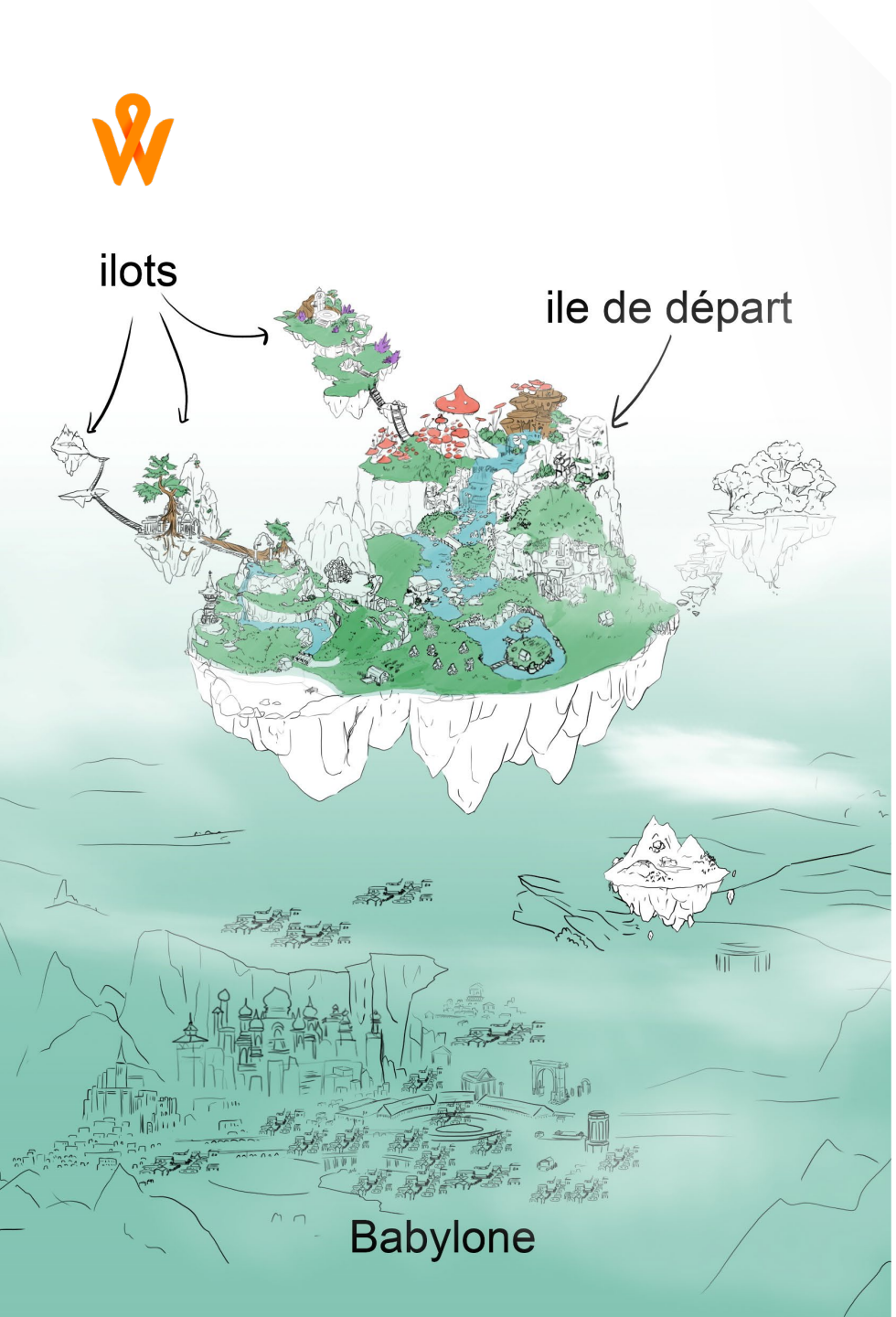


WE'VE BUILT A HIGH VELOCITY PRODUCTION PLATFORM

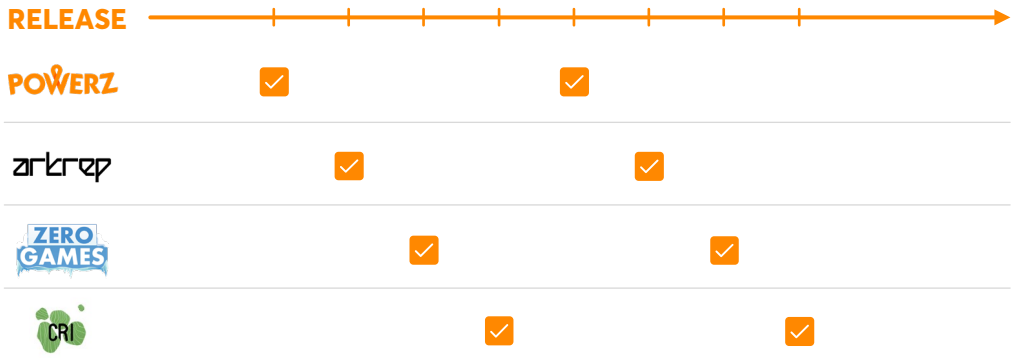
TO AVOID THE STRUGGLE EFFECT

ARCHIPELAGO STRATEGY:

OUR INTERNAL STUDIO WORKS ON THE MAIN ISLAND WHILE EXTERNAL STUDIOS WORK ON SECONDARY ISLANDS.

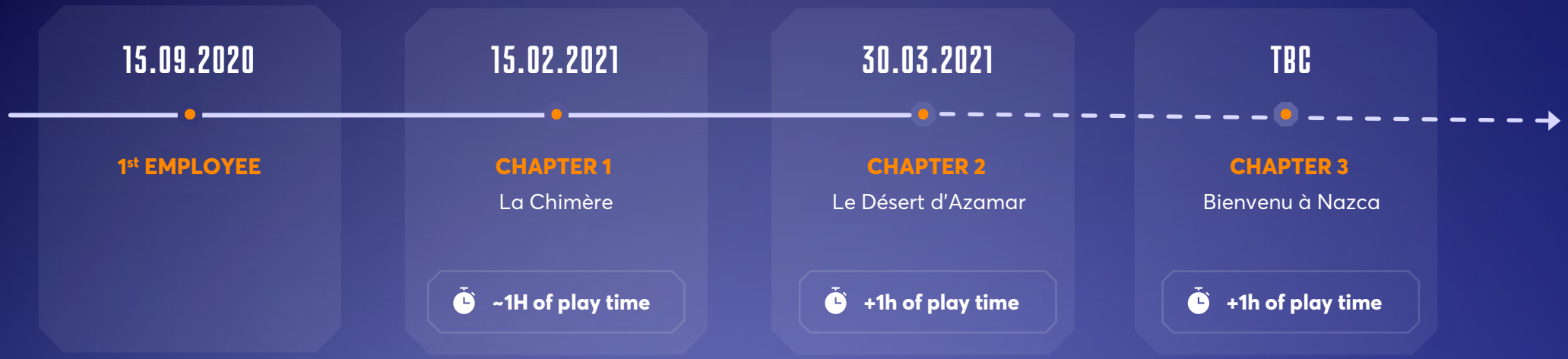
Each studio relies on PowerZ specification in terms of data, game design & artistic direction and Education guidelines.

WE ARE WORKING WITH THESE PARTNERS ON BUILDING OUR SDK FOR THE FUTURE.



WE'VE BUILT A FIRST CHAPTER (ALPHA) IN 6 MONTHS

TO START THE DISCUSSION WITH OUR COMMUNITY



COMMUNITY FEEDBACKS
(kids, parents & experts)

\+

DATA ANALYSIS

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WE'VE BUILT THE FOUNDATIONS OF

OUR EDUCATION STRATEGY

Rely on video games techniques:

- ✓ Repetition / grinding : in-game exercises with practical goals
- ✓ Exploration : travel through time and space
- ✓ Creativity : some missions in real life

Progressive content deployment

Awakening → Consolidation → Restitution

AI / Adaptative experience (Customized ramp-up, Adapted level & rewards…)

OUR « EDUCATION BOARD » IS DEFINING THIS STRATEGY WITH US

GERALD BRONNER
Sociologist and member of the scientific council of the National Education

PASCAL RUFFENACH
Chairman of the Board of Directors of Bayard Group

CHRISTOPHE GOMES
Managing director of Agir pour l'école

CHARLOTTE POUSSIN
Certified Montessori Educator from the Association Montessori Internationale

CÉLIA ROSENTRAUB
Manging director of Editions Hatier-Foucher and e-Education Director at Hachette Livre

THIS STARTED WITH
VERY CONCRETE ACTIONS

List of main learning blocks available in PowerZ

	CHAP 1	CHAP 2	CHAP 3	CHAP 4	CHAP 5
LANGUAGE	X	XX	XXX	XXXX	XXXXX
VOCABULARY	X	XX	XXX	XXXX	XXXXX
MATHS	X	XX	XXX	XXXX	XXXXX
MUSIC	X	XX	XXX	XXXX	XXXXX
MYTHOLOGY	X	XX	XXX	XXXX	XXXXX
YOGA	X	XX	XXX	XXXX	XXXXX
ARCHITECTURE		X	XX	XXX	XXXX
GEOMETRY		X	XX	XXX	XXXX
NATURE		X	XX	XXX	XXXX
CHESS		X	XX	XXX	XXXX
LOGIC		X	XX	XXX	XXXX
ASTRONOMY			X	XX	XXX
PHOTOGRAPHY			X	XX	XXX
COOKING			X	XX	XXX
DRAWING			X	XX	XXX

Available on website & parents app

WE'VE BUILT A DATA PLATFORM

WHERE EVERYTHING IS TRACKED

WE KNOW EVERYTHING HAPPENING IN THE GAME:

- ✓ Where and when kids go/comeback…
- ✓ Drop moments
- ✓ Key interactions
- ✓ Progress tracking
- ✓ Incentives performance

These data points can be analysed across time, kids' profiles, cohorts…

Parent's app

Z Office : our internal data app

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THE FIRST METRICS

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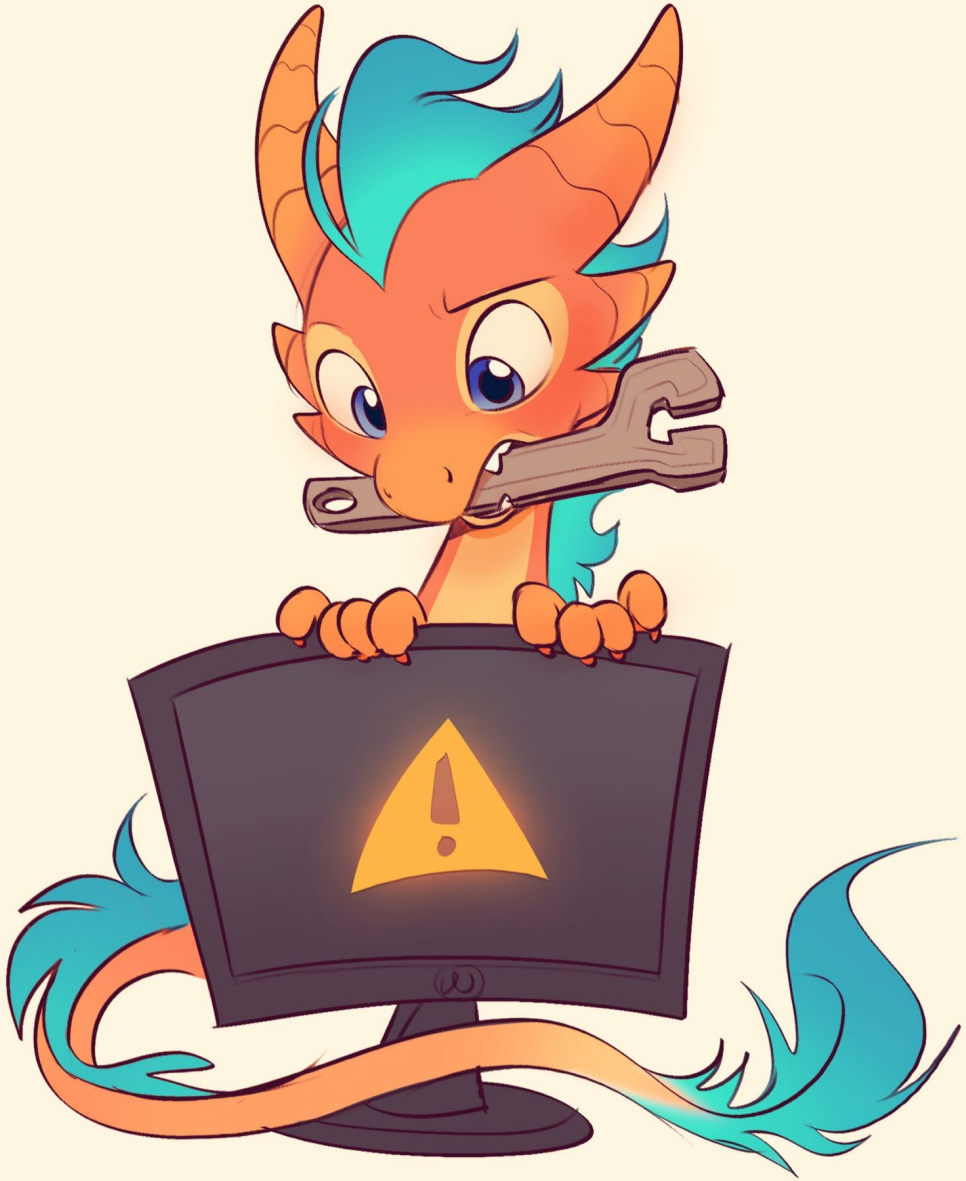


GENTLE

DISCLAIMER

Chapter 1 has been produced in 4 months :

- Available on recent PC / Mac only (for now)
- Relying on a few contents
- Very low marketing effort

Launched in Feb. 2021, just a few weeks of feedbacks :

- Need more qualitative analysis, especially on kids & parents behaviour
- No data yet on CPA & LTV

OUR KEY METRICS

As of April 22, 2021

16,000
SUBSCRIPTIONS

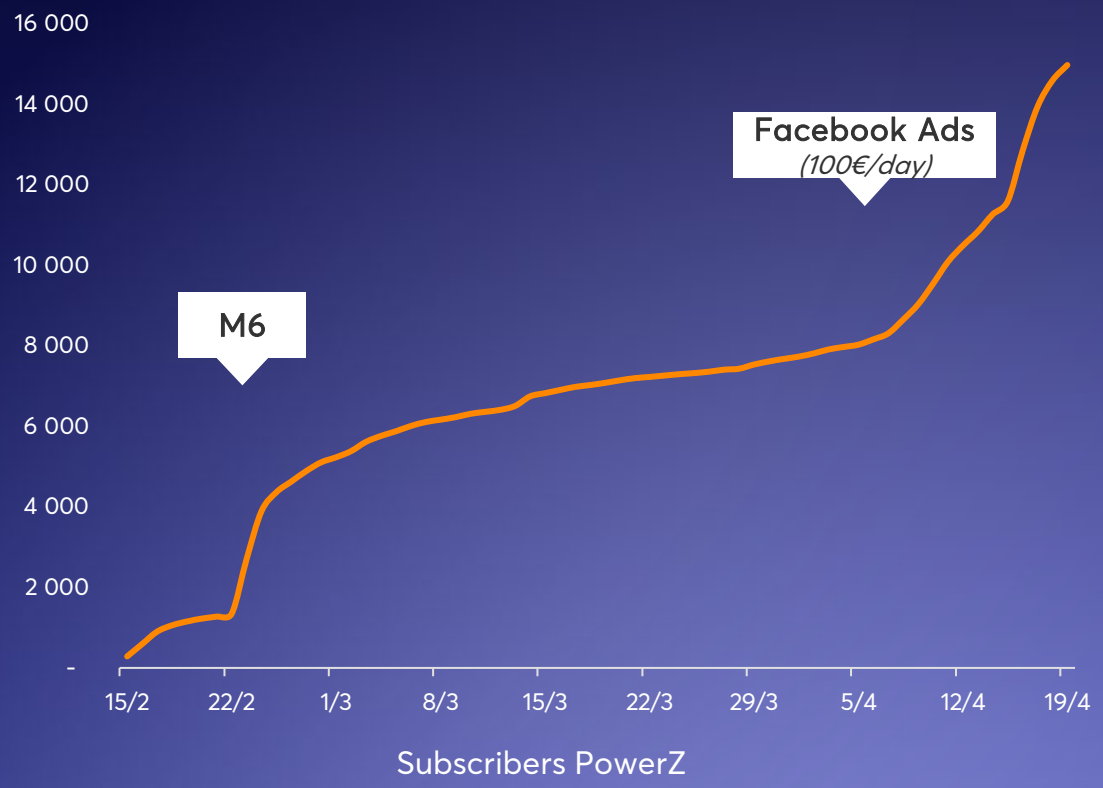
193
MINUTES OF PLAY TIME PER CHILD...

244
MINUTES FOR THE TOP 25%

437
MINUTES FOR THE TOP 10%

75%
OF THE KIDS PLAYED MORE THAN ONE TIME

WE LAUNCHED OUR FIRST MARKETING TESTS



75% OF THE KIDS LIKE OR LOVE THE GAME

25%

NEED IMPROVEMENTS

- 4% don't have the right device (yet)
- 21% seem to drop because they don't like – to be confirmed with studies

32%

LIKE THE GAME BUT IT'S TOO DIFFICULT

More than 30 minutes of play but not finished.

- Difficulty is the same whether you're 5 or 12
- Some quests are too hard to finish (egg cave)

43%

LOVE THE GAME & WANT MORE

- 17% have finished (more than 1.5 hours of playtime & 5 sessions) and wait for the next chapter
- 26% have played more than 7 sessions and 2.5 hours and still come regularly

As of April 22, 2021

KEY LEARNINGS ON

OUR PAY AS YOU LIKE MODEL

10,1%
Of paid subscriptions

3.2€/month
Average paid subscriptions

18,4%
Of paying users come from upsell after they played

27,3%
Of parents used the mobile app

As of April 22, 2021

WE HAVE EVERYTHING

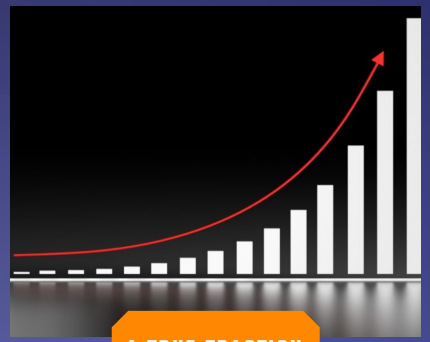
TO ACCELERATE

A GAME KIDS LOVE

The first metrics are above traditional free-to-play games.

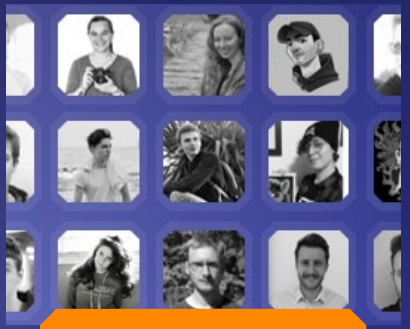
NO COMPETITION

It is clear now that PowerZ is the only ambitious project in the field, for now.
We need to plant flags.



A TRUE TRACTION

Despite all the constraints, 10K users through word-of-mouth. And first encouraging marketing campaigns !



THE TEAM IS READY

After 6 months of hiring & crush, the teams (internal & external) are ready to take-off.

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OUR ACCELERATION PLAN

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THE 4 PILLARS OF OUR

ACCELERATION PLAN

DEVELOPMENT

Accelerate the launch on tablet and Switch, develop multiplayer and grow drastically the game depth.

POCKET MONEY FEATURES

Anticipate the launch of our in-app purchase model (EoY 2021) to change our economix

INTERNATIONAL

Launch PowerZ in English (US / UK / Nordics) before the EoY 2021.
And in Spanish in H1 2022.

EDUCATIONAL CONTENT

Produce more of our own educational contents

OUR ACCELERATION

ROADMAP

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Game depth	2H	20H	40H	80H				
Language & countries	French		English			Spanish		
Devices			Parents app v2	Kids Companion				
Features			Multiplayer	Pocket Money	Real life quests			
			> AI : 5 exercises	> AI : quest management		> AI : children clustering		

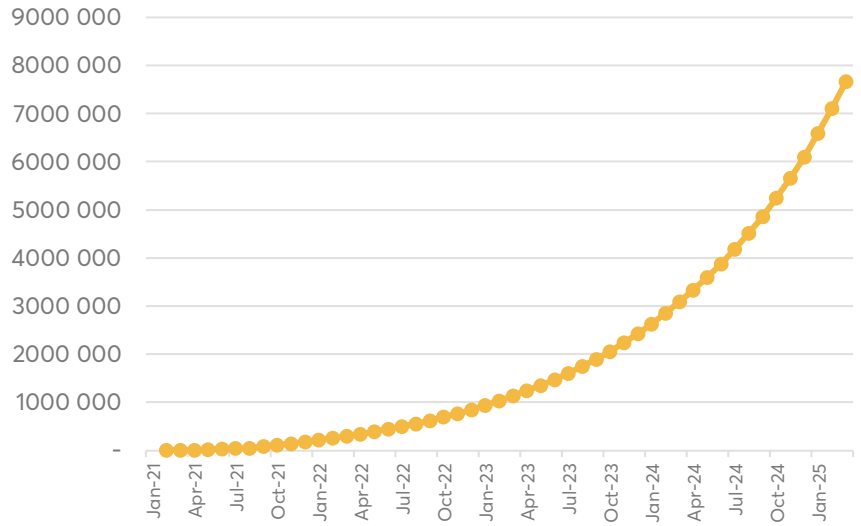
OUR BUSINESS PLAN

UP TO 48M€ REVENUES IN 2024

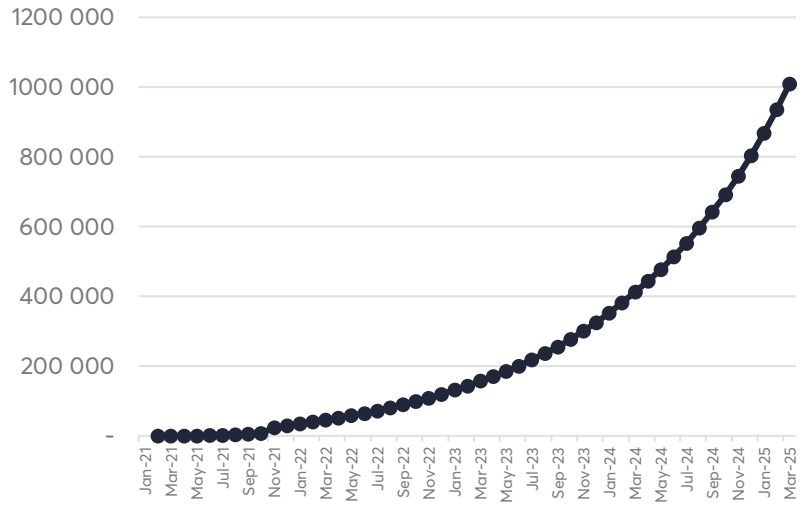
Topline

	2021	2022	2023	2024
TOTAL USERS EoY	267K	1M	2,9M	7,5M
Pay-as-you like revenue	259K€	1M€	2,4M€	5,8M€
Pocket money revenue	387K€	5,2M€	15,9M€	42,1M€
TOTAL REVENUES	647K€	6,2M€	18,3M€	47,9M€

Number of users



Number of paying users



WE'RE PREPARING SEVERAL GROWTH HACKING ACTIONS ON OUR

2 TARGETS : PARENTS & KIDS

PARENTS

KIDS

USP

The useful screen time

A real video game my parents & I love

Main channels

facebook Ads

Digital Ads

PR

Multiplayer

Goodies & merchandising

twitch

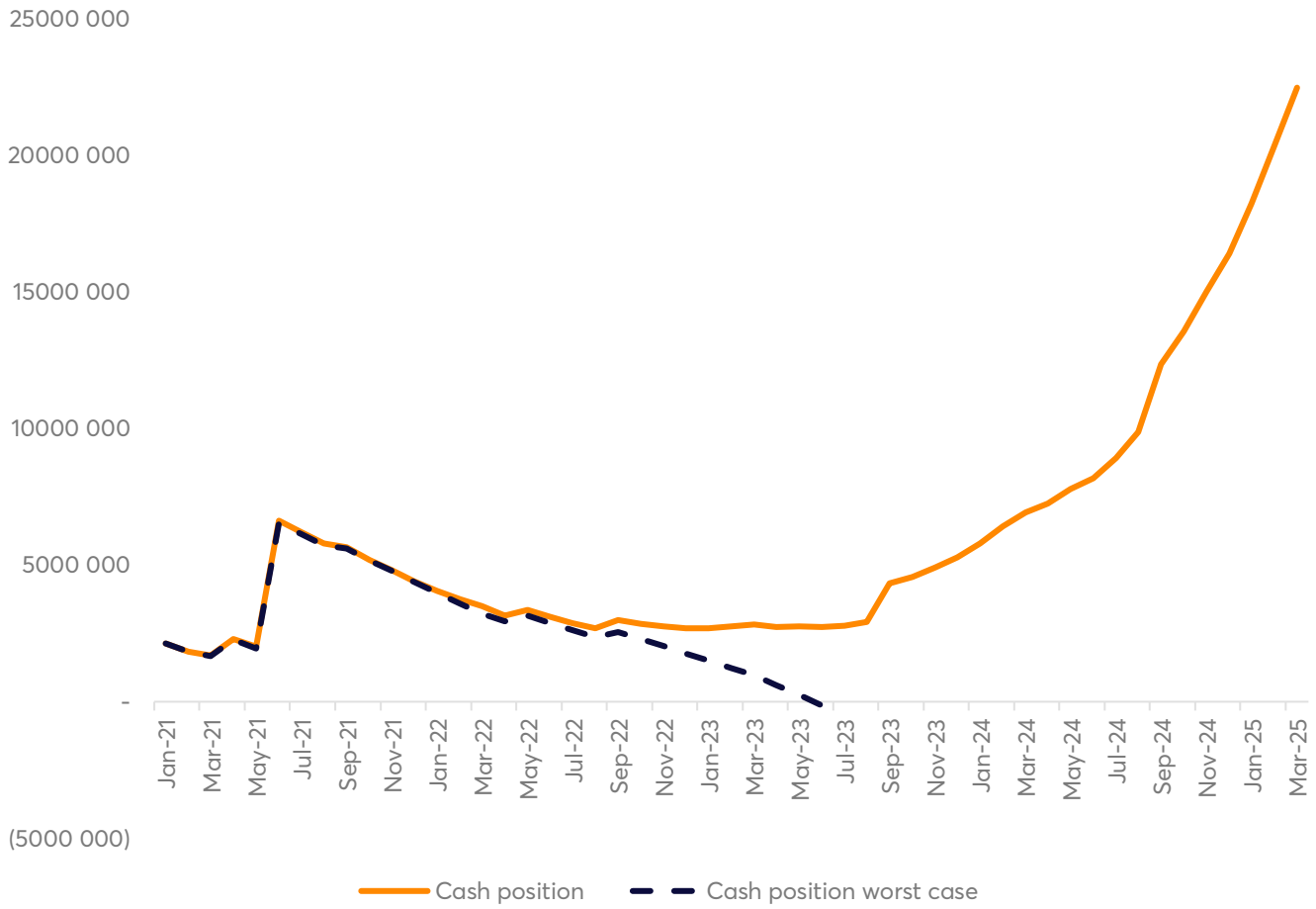
Influencers

Schools demos

LE MONDE

WE ARE RAISING

A NEW 5M€ ACCELERATION ROUND



Min 24 months runway

CREATIVITY IS HUMAN'S MAIN POWER.

EVERYTHING ELSE CAN PROGRESSIVELY BE REPLACED BY MACHINES.

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