Powerz

Unleash the potential of future generations

Shadow's leading team on a new journey

EMMANUEL FREUND
CEO- Vision & product
Created Shadow
Dad of Naia (8) et Eaden (5)

ARNAUD LAMY
CTO – Tech
Complex tech lover
Dad of Lise (3) and Eliott (1)

YANN CARRON DE LA CARRIERE
COO – Business
Created RED by SFR
4 times godfather

GREGORY GELLY
AI Expert

MAXIME MOURET
Swiss Knife

Leverage what we learned at Shadow (greatest cloud tech & community approach)

with a huge opportunity to make it impactful

While a tech big bang is happening everywhere, education is not (really) changing

With Netflix, Google or Disney, the access to
entertainment and knowledge is changing at a furious
pace, for every Gen Y, 2 or Boomer.
But children are not impacted.

All children are not equal when it comes to learn outside school

2 times more extra-school activities for rich kids vs poor (2)

When choosing a job, **we want all human-beings to be free** thanks to the amazing knowledge accumulated throughout the years

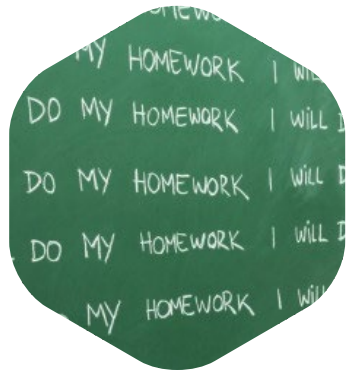Monday a kid wants to be a pilot,

thursday he wants to become a dancer.

There are
2 billion children

in the world,
and no global EdTech solution

On the EdTech market, there are 2 kinds of players

MONO-LEARNING APPS

Mainly focusing on specific verticals

such as reading, code or language.

360 LEARNING EXPERIENCE

Pedagogic content with multiple

learnings for kids : maths, reading,

drawing, languages, code, music

India – Created in 2015
Valuation : $5.7 billion (1)

And most of these players fail avoiding the biggest obstacles to kids learning

THE "WORK" OBSTACLE

Work for work is restraining kids to understand that knowledge has a practical goal in life and shrinks their imagination.
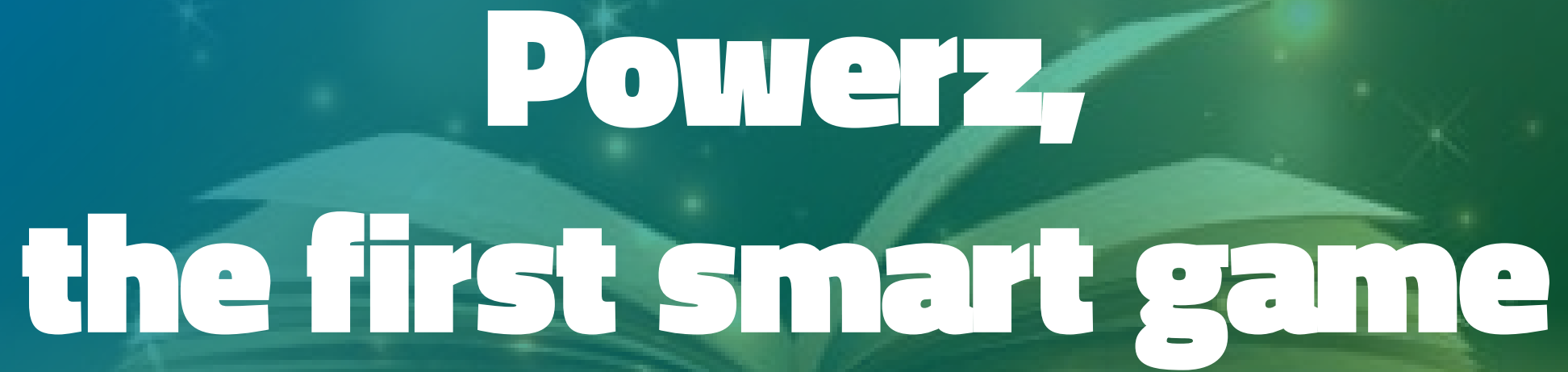
THE "BORED" OBSTACLE

Kids getting bored is a huge obstacle and limits the efficiency of repetition techniques.

THE "FAILURE" OBSTACLE

With more than 20 children per class, exercises cannot be adapted to each kid and are whether too hard or too easy.

Powerz,
the first smart game

Powerz is a mix of AI, video games and knowledge

A LARGE DIVERSITY OF KNOWLEDGES

To stimulate all their intellects, not just one. We want them to learn mathematics, language or code but also dance, astronomy, botanic or music!

VIDEO GAMES TECHNIQUES

To captivate and motivate kids at second 0 and in the long run, with the proven method of reward mechanisms (collections, personalization).
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.

Powerz is not just another edtech app, **it's a world**

An endless world with…

A PRESTIGIOUS TERRITORY : BABYLONE

A prestigious and limitless territory, with its famous ziggurat, Babel tower or hanging gardens…

A LONG RUN MISSION

Babylone is in danger, you need to bring back as many magic animals as you can to save it!

A multiplayer and collaborative world*

* Progressively - from single player at 5 years old to massively multiplayer after 10

3 education methods, in the game

REPETITIONS

In game exercises with a practical goal (the recipe, the dumb postman…) and limitless repetitions

EXPLORATION

Travel through time and space to learn new things

CREATIVITY

Some missions will have to be done in real life, with a validation from parents

We have 2 targets

KIDS

Emotional benefit

*"I **have so much fun** with my 26 animals and my big play hut. I love it! "*

Rational benefit

*"Yesterday we discovered Venice in the 5th century, **I was so proud** to show that to my parents"*

PARENTS

Emotional benefit

*"**I can get some free time** without putting Frozen on TV for the 34th time... And last Saturday, he even asked me to read a book! "*

Rational benefit

*"**I can know where my kid is good at**, what he's learning and how he progresses."*

The reasons why kids will love Powerz

A UNIQUE GUIDE

Uniquely designed, he will drive the kid into Babylone and help him if needed.

A WORLD TO EXPLORE

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

MY OWN PLAY HUT

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

The reasons why parents will love Powerz

IT'S CONNECTED TO REAL LIFE

Numerous missions and games to do at home, validated by parents directly

IT'S LIKE THEY COULD SEE SCHOOL'S LIFE

Real-time updates on his activity, possibility to influence the playmate

IT'S CONNECTED TO OTHERS

Get some help or advices directly from family or friends, offline or online

THEY GET FREE TIME WITHOUT GUILT

They know their kid is learning new things instead of watching TV

17

A very ambitious project creating strong barriers to entry

01 **GAMES DEVELOPMENT**

For any team, the minimum development time of a triple-A video game is 2 to 3 years at least. No shortcuts here.

02 **AI / DATA**

We plan to have 2M users end of 2022. With our data-focused product strategy, this gives us a strong competitive advantage.

03 **COMMUNITY**

Proven at Shadow, vs Stadia. Gathering thousands of motivated people around the project makes it stronger and hardly reproductible.
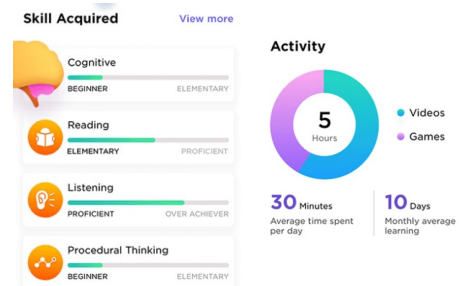
Our business model relies on a dedicated parents premium app

KIDS : FREE PRODUCT

FREE

- People should not pay to get educated
- Best business model for recurring games

PARENTS : PREMIUM APP

- Real-time updates on progress
- Influence on playmate
- Cockpit (time restrictions, length p. session)

4.99€/mo

5% conversion rate
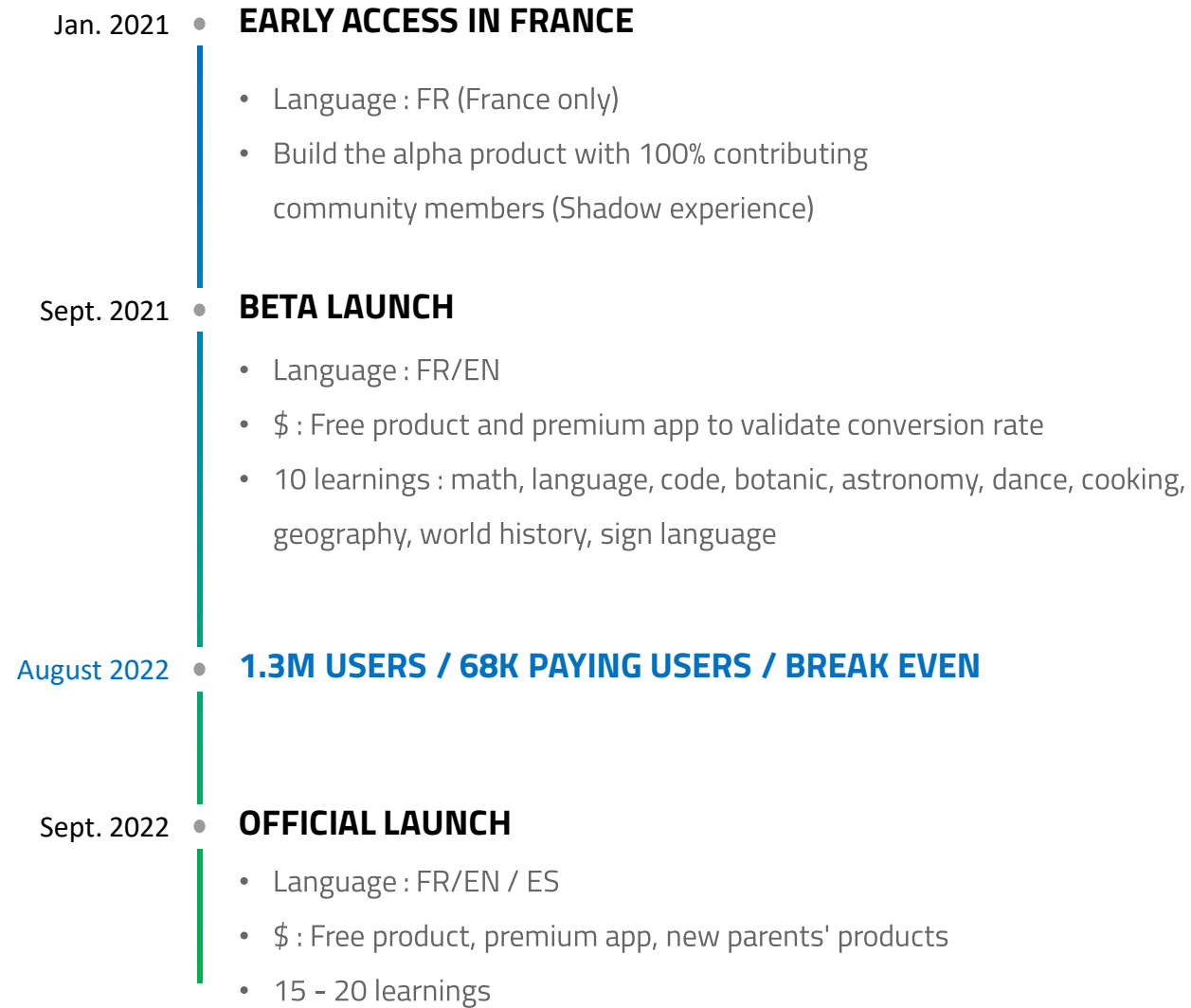
PARENTS : NEW PRODUCTS

- Pocket money features
- Merchandising

TBD (end of 2022)

We plan to be break even during the beta phase

Jan. 2021 — **EARLY ACCESS IN FRANCE**

- Language : FR (France only)
- Build the alpha product with 100% contributing community members (Shadow experience)

Sept. 2021 — **BETA LAUNCH**

- Language : FR/EN
- $: Free product and premium app to validate conversion rate
- 10 learnings : math, language, code, botanic, astronomy, dance, cooking, geography, world history, sign language

August 2022 — **1.3M USERS / 68K PAYING USERS / BREAK EVEN**

Sept. 2022 — **OFFICIAL LAUNCH**

- Language : FR/EN / ES
- $: Free product, premium app, new parents' products
- 15 – 20 learnings

BP assumptions : market sizing

	MAIN COUNTRIES	TOTAL POPULATION	5-14 YEARS OLD KIDS	Users end of 2021	Users end of 2022	Users end of 2023
FRENCH	France Canada (FR) Belgium	65M 10M 8M	8M 1M 1M	250.000 (2,5%)	500.000 (5%)	1.000.000 (10%)
ENGLISH	USA UK Canada (EN) Australia	324M 65M 27M 24M	41M 8M 3M 3M	50.000 (0,1%)	1.300.000 (2,5%)	4.000.000 (7,5%)
SPANISH	South. Am. Espagne	300M+ 46M	36M+ 5M	-	400.000 (1%)	2.000.000 (4,8%)

	Users end of 2021	Users end of 2022	Users end of 2023
TOTAL USERS	300.000	2.100.000	7.000.000
PAYING USERS	21.000	110.000	345.000

BP assumptions : monetization ratios

**Premium app :
5% of our users
will convert**

**Most freemium companies'
range from 2% to 5%**

Harvard
Business
Review

**Spotify is breaking all the
records in the premium field**

Spotify
9,99€/mo

27% conversion rate

Dropbox
9,99€/mo
4% conversion rate

**Our product will be built to
promote premium app**

- Parents' email mandatory to create kids account
- Free weekly « Parents report » by email

BP September 2020 – September 2022

KEY FIGURES

- Breakeven in august 2022 with 68K paying users (1.3M users)
- Up to 27 headcounts before acceleration phase
- Marketing : limited before beta, then 0.5€/new user (ie 10€/new paying user)
- Cashflow : up to -1.9M€
- Financing : need 2M€

	sept.-20	oct.-20	nov.-20	déc.-20	janv.-21	févr.-21	mars-21	avr.-21	mai-21	juin-21	juil.-21	août-21	sept.-21	oct.-21	nov.-21	déc.-21	janv.-22	févr.-22	mars-22	avr.-22	mai-22	juin-22	juil.-22	août-22	sept.-22
					EARLY ACCESS								BETA												LAUNCH
Total users	100	200	500	1000	3 000	3 500	4 000	4 500	5 000	5 500	6 000	6 500	50 000	100 000	200 000	300 000	400 000	500 000	600 000	750 000	900 000	1 050 000	1 200 000	1 350 000	1 500 000
Paying users					3 000	3 500	4 000	4 500	5 000	5 500	6 000	6 500	7 500	12 000	18 000	21 000	24 000	25 000	30 000	37 500	45 000	52 500	60 000	67 500	75 000
TOTAL REVENUES					12 475 €	14 554 €	16 633 €	18 713 €	20 792 €	22 871 €	24 950 €	27 029 €	31 188 €	49 900 €	74 850 €	87 325 €	99 800 €	103 958 €	124 750 €	155 938 €	187 125 €	218 313 €	249 500 €	280 688 €	561 750 €
Headcounts	7	9	9	9	11	11	11	11	11	17	17	17	21	23	23	23	25	25	26	26	26	26	27	27	27
Total salaries inc. charges	49 180 €	56 256 €	56 256 €	56 256 €	63 331 €	63 331 €	63 331 €	63 331 €	67 105 €	88 789 €	88 789 €	88 789 €	104 194 €	110 494 €	110 494 €	110 494 €	117 727 €	117 727 €	120 877 €	120 877 €	120 877 €	120 877 €	124 027 €	124 027 €	124 027 €
Staff costs	21 500 €	6 500 €	500 €	500 €	6 500 €	500 €	500 €	500 €	500 €	18 500 €	500 €	500 €	12 500 €	6 500 €	500 €	500 €	6 500 €	500 €	3 500 €	500 €	500 €	500 €	3 500 €	500 €	500 €
Total staff	70 680 €	62 756 €	56 756 €	56 756 €	69 831 €	63 831 €	63 831 €	63 831 €	67 605 €	107 289 €	89 289 €	89 289 €	116 694 €	116 994 €	110 994 €	110 994 €	124 227 €	118 227 €	124 377 €	121 377 €	121 377 €	121 377 €	127 527 €	124 527 €	124 527 €
Payment charges (ex : Stripe)	0 €	0 €	0 €	0 €	250 €	291 €	333 €	374 €	416 €	457 €	499 €	541 €	624 €	998 €	1 497 €	1 747 €	1 996 €	2 079 €	2 495 €	3 119 €	3 743 €	4 366 €	4 990 €	5 614 €	11 235 €
Server infrastructure		1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	5 000 €	5 000 €	5 000 €	5 000 €	10 000 €	10 000 €	15 000 €	15 000 €	20 000 €	20 000 €	20 000 €	20 000 €	20 000 €
Marketing spend	1 000 €	1 000 €	1 000 €	1 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	20 000 €	25 000 €	50 000 €	50 000 €	50 000 €	50 000 €	50 000 €	75 000 €	75 000 €	75 000 €	75 000 €	75 000 €	75 000 €
Office rent	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €
Lawyers, accountants...	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €	2 000 €	2 000 €	2 000 €	2 000 €	2 000 €	2 000 €	2 000 €	2 000 €	2 000 €
Educationnal contents			3 000 €	3 000 €	3 000 €	3 000 €	3 000 €	3 000 €	3 000 €	3 000 €	3 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €
Other costs	2 100 €	2 700 €	2 700 €	2 700 €	3 300 €	3 300 €	3 300 €	3 300 €	3 300 €	5 100 €	5 100 €	5 100 €	6 300 €	6 900 €	6 900 €	6 900 €	7 500 €	7 500 €	7 800 €	7 800 €	7 800 €	7 800 €	8 100 €	8 100 €	8 100 €
Total various costs	9 100 €	10 700 €	13 700 €	13 700 €	18 550 €	18 591 €	18 633 €	18 674 €	18 716 €	20 557 €	22 599 €	22 641 €	42 924 €	53 898 €	79 397 €	79 647 €	91 496 €	91 579 €	97 295 €	122 919 €	128 543 €	129 166 €	130 090 €	130 714 €	136 335 €
TOTAL COSTS	79 780 €	73 456 €	70 456 €	70 456 €	88 381 €	82 422 €	82 464 €	82 506 €	86 321 €	127 847 €	111 888 €	111 930 €	159 617 €	170 892 €	190 391 €	190 640 €	215 723 €	209 806 €	221 672 €	244 296 €	249 919 €	250 543 €	257 617 €	255 241 €	260 862 €
PROFITS	-79 780 €	-73 456 €	-70 456 €	-70 456 €	-75 906 €	-67 868 €	-65 831 €	-63 793 €	-65 529 €	-104 976 €	-86 938 €	-84 901 €	-128 430 €	-120 992 €	-115 541 €	-103 315 €	-115 923 €	-105 848 €	-96 922 €	-88 358 €	-62 794 €	-32 231 €	-8 117 €	25 447 €	300 888 €
CASH FLOW	-79 780 €	-153 236 €	-223 692 €	-294 147 €	-370 053 €	-437 921 €	-503 752 €	-567 545 €	-633 074 €	-738 050 €	-824 988 €	-909 889 €	-1 038 318 €	-1 159 310 €	-1 274 850 €	-1 378 165 €	-1 494 088 €	-1 599 936 €	-1 696 858 €	-1 785 216 €	-1 848 010 €	-1 880 241 €	-1 888 358 €	-1 862 911 €	-1 562 023 €

Our project is bigger than a product launch

**CONTRIBUTE TO
EDUCATION DISPARITIES**

We believe some regions and
individuals are disadvantaged
toward education.

**BUILD A DIFFERENT KIND
OF COMPANY**

We believe in the power of community
and consider our users as part of the
company, not just customers

**HAVE A GLOBAL VISION OF
EDUCATION**

We believe each country in the world
has a strong education knowledge and
we want to use it in our product.

Creativity is human's main power.

Everything else can progressively be replaced by machines.