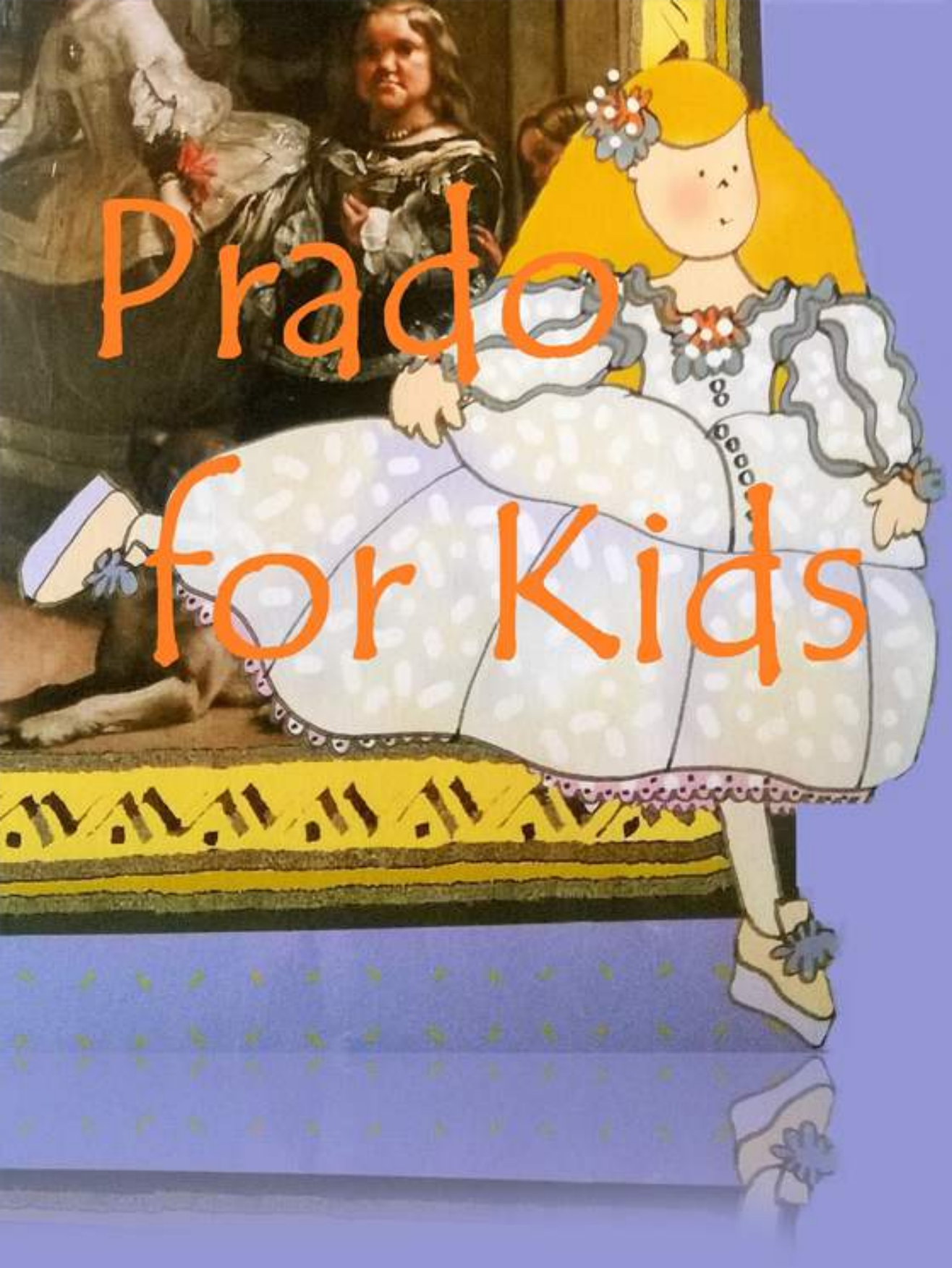
Prado for Kids



“For children who are curious but quickly distracted, Prado for kids is an application which gathers education and fun, unlike audioguides and printed booklets, which target adults and outsiders, our app’ let the kid learn by doing, while re-inventing the rules of the game and sharing it with his family”

How to make a masterpiece accessible?

slow tiring walk
lack of fun
Repetitive path
lack of interaction
CONFLICTS
Passive learning

Touristic place

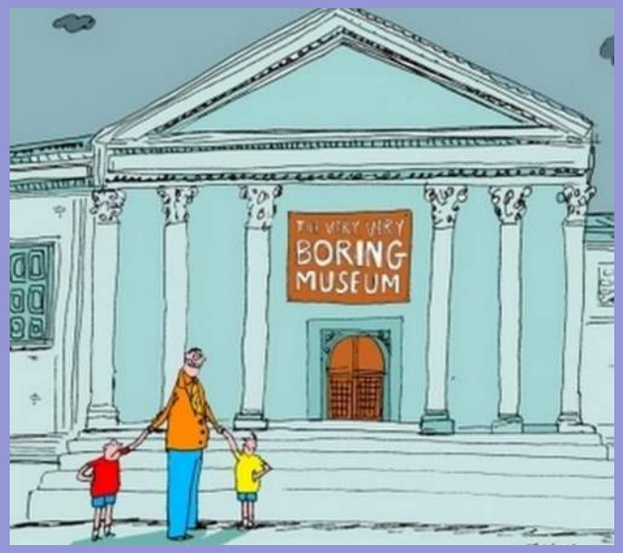
Interaction with the past

Family trip destination

Culture and art

Local history

OPPORTUNITIES



**Get your kid,
Get a pad**

**Go back
to the museum**

STORYBOARDING

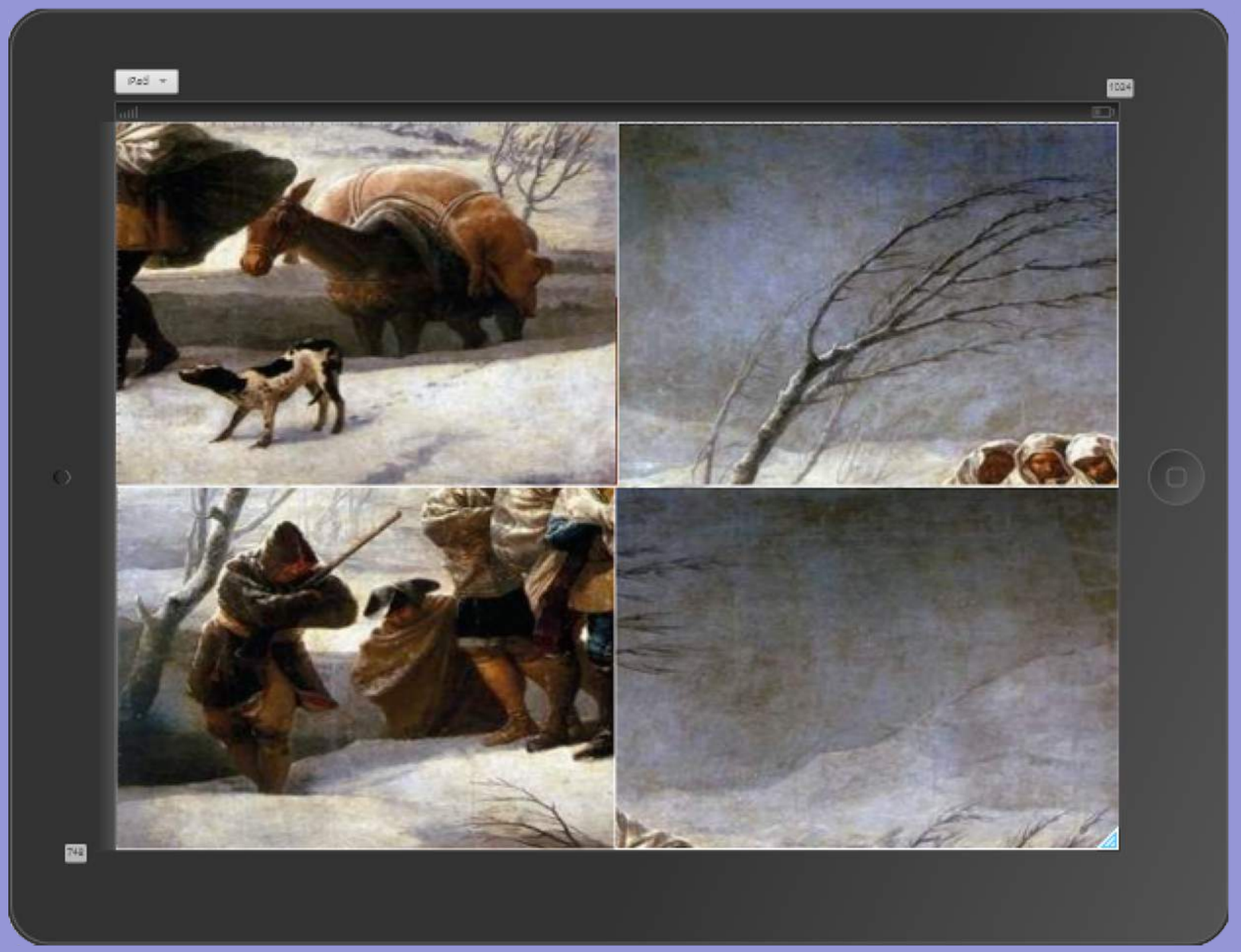
**Go for your
interactive visit**

Experimental museum

**Play with him,
Learn from him**

I.PAD DEMO

Puzzle



3 - 5 years old

Discover a route

4*5 20 minutes

I.PAD DEMO

Search the intruder

5 - 7 years old

Follow a route

4*7 = 28 minutes

I.PAD DEMO

Identify the good answer

7 - 10 years old

Create the route

4*10 = 40 minutes

COMPETITION CHARACTERISTICS

COOPETITORS	We can, it can't	It can, We can't
Audioguide	Interaction among the app, the museum, & families. You can take your app home and keep playing there.	Give clear Oral instruction and make sure enough pad are available at the entrance.
Printed booklet	Dynamic environment with images and sound. Paint on it anytime you want.	You can remember the visit as it was. The book will never be new again and all your notes and paintings will remain there
Prado app'	We are tailored for children to play learn and enjoy.	Provide lots of well documented information about te museum for grown ups
Prado games	Use our app' offline	They are part of the Prado Foundation, we will need to work to get there.

CANVAS BUSINESS MODEL

Brainstorming session

KEY PARTNERS

- Minister of culture
- Museum contract
- Children & kids specialist
- Museum Sponsors & fondation

KEY ACTIVITY

- software application
- parents kids and museum
- simultaneity between
- Physical visit

COSTUMERS RELATIONSHIPS

- Parents association
- touristic guides
- adds in kids tv channel

COSTUMERS SEGMENT

- Visitors with children
- Parents with children

COST STRUCTURE

- Marketing campaign
- Software development
- App' Upgrading
- i pad

VALUE PROPOSITIONS

- Enabling Creative interactions
- Raising interest
- Scalability
- Learning by doing
- increase entertainment

CHANNELS

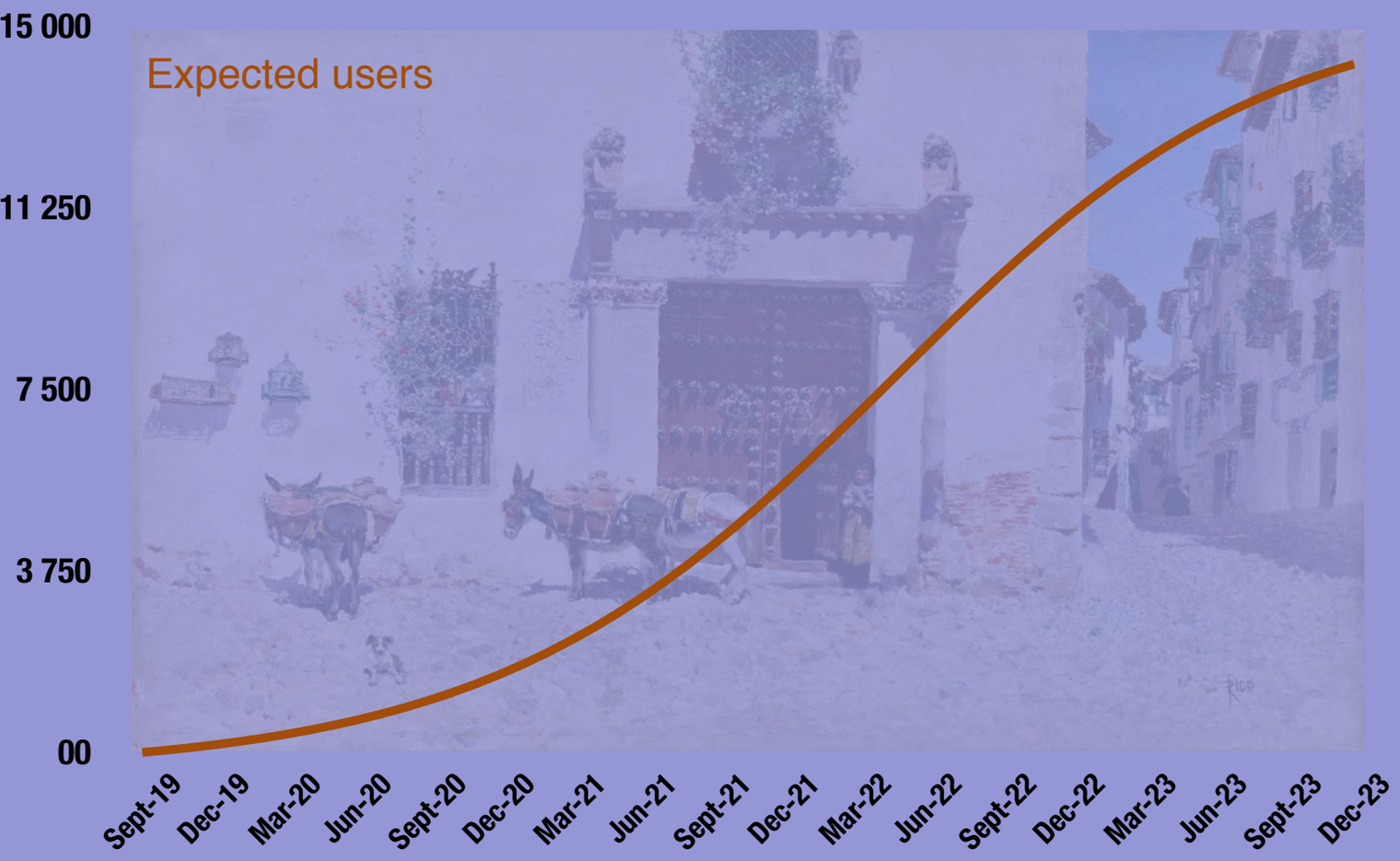
- Visual ad at the entrance
- online ticketing
- Web and Qr code
- local medias & social networks

REVENUE STREAMS

- Download fees
- Advertising incomes

BUSINESS MODEL ASSUMPTIONS

Target users



Prado Monthly Visitants	166.667
First visit	70%
Family visit	33%
Expected market share	40%
a	0,0030
b	0,12
N	**15.400**

The price will be fixed to match our competitors. We expect also revenue from advertising:

- Other tourism attractions
- Tourist oriented business around
- Educational apps for kids

ADRESSING SCALABILITY

Once we have one app working we can target museums with less visitors.

With 10,000 downloads per month we will get positive cash-flows the third year

FORECAST		2015	2016	2017	2018	2019
INCOMES	Download incomes	2.092	66.982	292.648	721.541	1.094.317
	Advertising incomes	0	2.163	10.576	29.235	49.755
	Income total	**2.092**	**69.145**	**303.225**	**750.776**	**1.144.073**
COSTS	App store fees	75	2.396	10.467	25.806	39.139
	Marketing costs	0	14.000	6.000	6.000	6.000
	Staff costs	19.257	37.568	44.384	56.988	68.373
	General costs	3.500	1.436	4.187	10.322	15.655
	Cost total	**22.832**	**55.400**	**65.038**	**99.117**	**129.167**

SALES AND MARKETING

madrid

GOBIERNO DE ESPAÑA

MINISTERIO DE EDUCACIÓN, CULTURA Y DEPORTE

DELIVERIES AND MILESTONES	STATUS
Museum social impact assessment	√
Interviews with parents, elementary and pre-elementary teachers	√
Market research to analyse our competitors	√
Prado Visit with 3 kids and children audio guides	√
Product strategy & Sketch prototype	√
Business model	√
Research of distribution channels	√
IP (intelectual proproperty) and PDP (personal data privacy)	X
Mock application development	X
Museum and investors presentation	X
Application software development	X
Costumer discovery presentation (iPad)	X
Android & iPhone deployment	X

THANK YOU FOR YOUR ATTENTION

AND SEE YOU SOON AT THE PRADO !!!