* **Script for the Pitch Deck**

**Credit: Darius Huang**

Hi XXX, Hi XXX, hi everyone. We’re XXX. I’m Darius, a high school entrepreneur, an all-in-one coder, and a PC game player. All my teammates are high school entrepreneurs and experienced gamer across China. We are building a company to help high schooler learn entrepreneurship in innovative ways. Now let’s begin with an overview of the entrepreneurship education industry and our business.

Through our primary and secondary market research, we believed this ignored industry of high school entrepreneurship education and service has huge undiscovered potential in the coming years. From a country-level perspective, China government has just taken measures to advocate high school entrepreneurship, while from the bottom-up perspective, data has shown Chinese high schoolers have the need to learn entrepreneurship.

In 2015, Chinese government launched the first national college student startup contest, and it has drawn 16 million participants across the country so far. In October last year, our government launched the 1st national high school startup contest. This implies the passion of the same scale for high school entrepreneurship will be coming in the next two years.

Based upon the research of Junior Achievement, an international education corporation, 71% of Chinese high schoolers are “somewhat or very interested” in learning entrepreneurship.

These facts shows a clear trend of high school entrepreneurship education and service becoming a hundred million dollar market, just like that of the college entrepreneurship service a few years ago.

So what exact problem our company is solving for this target market with infinite potential? Based upon our surveys and interviews, we found that Existing entrepreneurship education resources are too advanced and tedious for high schooler to absorb, and students interested in entrepreneurship like us lack ways to implement startup theories into realistic scenarios

Our solution is a startup simulation game that allows players to make critical decisions for their virtual company based on the realistic scenarios set up by us. We’ll also provide expert explanation on the mechanism of the game to help player fully understand how these real-life decisions for startups are made.

To be more specific, here’s an example of how our target users would benefit from our app. Meet Lily, a 2nd year high school student at a key public high school with excellent scores.

She love to watch TV shows and movies on startup to relax. She is inspired by the story of Elon Musk and wish to found her own company one day. However, she could find no student-friendly learning resources that are practical enough to help her understand detail questions like how Elon decided upon founding PayPal.

Now what if Lily plays our game. Well, in the first chapter, Lily will be trying to decide on which startup idea to pick herself given a huge amount background information such as market research, the connections she has in different industry etc. Lily tried and pick one of the startup ideas. She can then choose to watch a video that told her why she should or should not pick that idea. This is obviously a valuable learning experience, as Lily now understand how to pick ideas by doing it herself.

Now that we’ve introduced our product, let’s delve deeper into the market analysis.

First, Market Size. We'll be targeting all students from the key high schools in China for our first quarter, because key high schools are more open to innovative teaching methodologies. There'll also have higher quality student body for us to collect valuable feedbacks. After that, we'll be expanding to serve all 20 million high school students and college students.

Next, let’s look at our competitors. Right now, I believe we’re soaking in the blue ocean, as all the existing entrepreneurship education providers targets only professionals. Based on our survey and interviews, here are the top three priorities of high school students who are interested in learning entrepreneurship. Our product crashes competitors in all these three dimensions for being Recreational as a game, Educational for the expert-level content and explanations, and accessible as a WeChat mini-app.

So how are we going to make sales and earn cash? Our business model is a freemium model. We provide free games for all players, but if a player is interested in learning more about the reasons behinds the winning and losing choices, he or she will have to pay.

We plan to sell the premium contents of our product to both individual and organizations with different subscription plan as listed here. For the to B side, our simulation games have vast use scenarios as an effective teaching tools. To show some traction, we’ve demonstrated the MVP of our app and have received positive feedbacks from student organization leaders and school administrators.

For our marketing strategy, we’ll fully exploit our understandings of high schools administrations and the preference of students to rapidly expand.

Based on our finance projection, we’ll face deficit until breaking even in April 2021. That’s why we are seeking angel investment of $30 000 for 10% of our share in the firm to cover all the expected development expense. We wish the investor to have great connections in the education industry and be active on our board.

I want to end this presentation with our vision. We aim to be the unicorn in high school entrepreneurship education by taking up 50% of this hundred million dollar uncharted market. Thank you.