MiCHiKO VR

Gamification of Knowledge

Company Overview

KEY FACTS

- **MICHIKO** is an Israel-based Edtech startup providing VR gaming innovative solutions for teachers and students.
- The startup is developing a new approach to teaching and learning using a propriety design and technology to address $13+ billion market opportunities.

OUR MISSION

OUR AIM IS TO INTERGRATE VR GAMES WITH EDUCATION IN ORDER TO TRANSFORM AND ADAPT LEARNING AND TEACHING PROCEDURES.

"PLAY IS OUR BRAIN'S FAVORITE WAY OF LEARNING"

DIANE ACKERMAN

PROBLEM

Teachers -

Creating engaging resources to ensure students' learning is time-consuming and most teachers lack the technological knowledge to create digital and VR educational games for students, thus they offer boring worksheets and simple drilling exercises.

Students -

Post Covid-19, students' ability to engage in their learning is very low, compromising their learning process

SOLUTION

A VR gaming platform where students can learn while playing a game and teachers are able to create games, assess students' knowledge, and earn money.

ENGAGED STUDENTS

Better Learning

AMAZING DESIGNES

Avatars / items

TRACK PROGRESS

AI Auto Grade

SELL CONTENT

And earn money

THE PRODUCT

A TECHNOLOGICAL SOLUTION TO CREATE A VR LEARNING EXPERIENCE USING PRE-DESIGNED GAMES, AVATARS, ITEMS, ETC.

PRODUCT ELEMENTS

TEACHER Tier 3

Create → Convert to Game → Upload to market → Earn $

TEACHER Tier 2

Create → Convert to Game → Link to user → Grade

……

STUDENT

Connect → Choose a game → **PLAY** → Get a grade

VALUE TO USERS

Student

- Higher achievements.
- Personalized UX.
- Well-designed and appealing content.
- Play instead of test.

Teacher

- Earn Money.
- Minimize workload.
- Easy-to-use platform.
- Engage students.

MAJOR PRODUCT MILESTONES

STEP 1

First recruits + first prototype and feedbacks in six month.

STEP 2

Marketing strategy and initial paying customers within one year.

STEP 3

Platform scale and major increase in users in the 2nd year.

USER ACQUISITION

Launch

Target technologically proficient schools.

Present in EdTech events.

Intrude the platform in PD courses.

Facebook groups for educators.

Growth

Target education officials of the district/government.

PR Tactics

Use Instagram and TickToc to appeal to students.

Collaborate with popular Youtube channels.

Maturity

Online advertisement.

Create PD courses for educators.

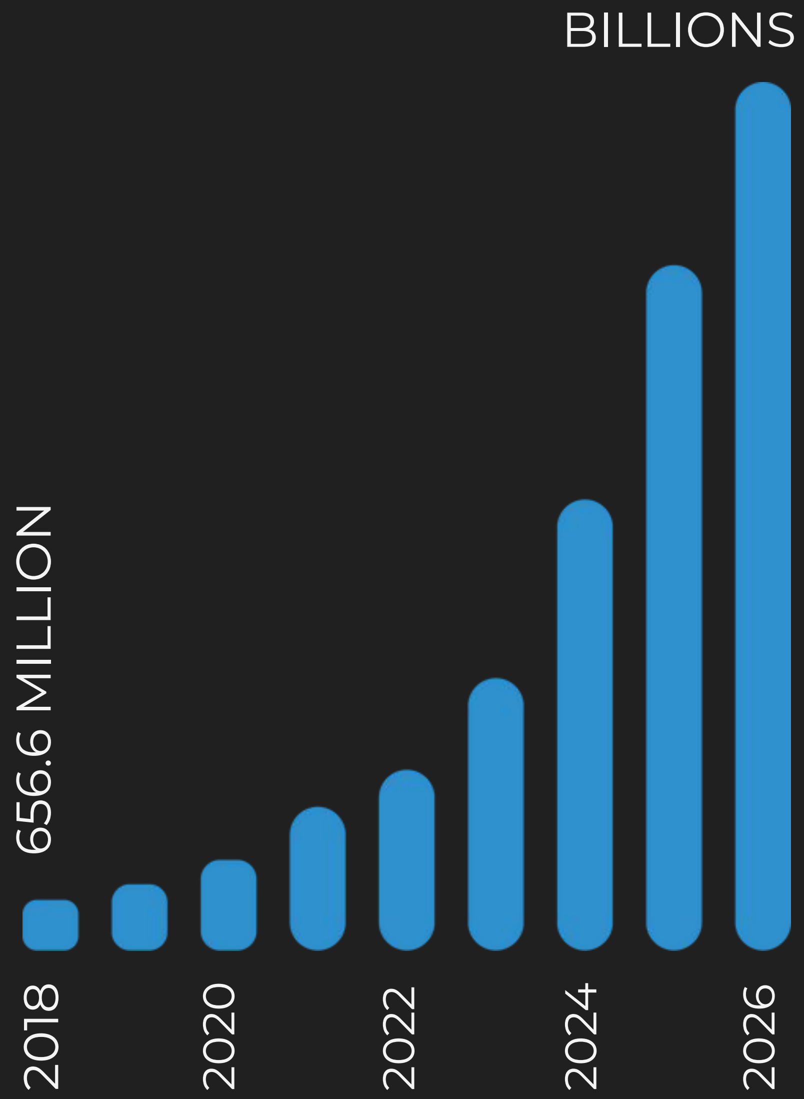
Create an educational gaming events featuring teachers who created popular content.

VR in Education Market

(USA)

CAGR

42.9%



COMPETITIVE LANDSCAPE

ENGAGE
VIRTUAL COMMUNICATIONS MADE REAL

Provides creative services to facilitate training and meeting in an immersive VR room.

applio

Learning and engagement technology, aiming at collaborative learning experiences.

GROWTH ENGINEERING

A platform to gamify personalized content for cell phones.

immerse

An open and scalable platform for VR, AR, and 3D employee experience

PRELOADED
PLAY WITH PURPOSE

Private label VR and AR learning while playing environment.

TOTEM learning

Private label VR and AR learning environment.

COMPETITIVE LANDSCAPE

Compedia

LearnyX is a platform that combines teacher management and learning games.

LearnBrite

Content created by user into VR template.

zoe

A platform that enables creators to create simple VR games.

Classcraft

Teachers create engaging content and manage learning through pre-designed quests and games.

genially

A platform to create various pre-designed games with user content.

wizer.me

Interactive and auto-graded worksheets created by the users.

MICHIKO IS THE ONLY COMPANY WHICH INCORPORATES VR-LEARNING GAMES WITH TEACHERS' EASY-TO-USE PLATFORM.

THIS IS A NEW APPROACH TO DIGITAL TEACHING AND LEARNING WITH PROPRIETARY TECHNOLOGY AND DESIGNS.

BUSINESS MODEL

- Premium paid users who create content for personal use.
- Users upload pre-designed personalized content to the marketplace with a 30% commission on each transaction to Michiko.
- Premium avatars and items sold on site and games.
- School packages with private label resources.
- At 100K users, our projected revenue is 40 Million per year.

4- TIER PRICING

1. Use pre-designed games
   $25 Month/ $200 Year
2. Create personalized games
   $50 Month/ $500 Year
3. Sell your personalized games
   $80 Month/ $800 Year
4. Schools and organisations
   $250 Month/ $2500 Year

THE TECHNOLOGY

- The technological part of the Michiko platform enables teachers who are not technologically-savvy to insert text and create pre-design games with graded results. Those results are returned to the teacher for review.

- The code that will be developed will have copyrights as well as pre-designed games and creative content.

- This technological solution is unique and has never been developed in this manner until now.

THE MARKET

- Teachers are always looking for easier and better ways to create learning resources.

- Many resources are sold online or created on different platforms such as Teachers Pay Teachers (TpT), Genially, ClassCraft, WizerMe, and many more.

- In fact, TpT has over one billion downloads and over 2/3 of USA teachers have used resources generated on TpT.

- Post-Covid 19, demand for digital resources of all kinds has increased as well as sales of VR headsets.

MICHIKO

Management Team

SHARON BELLO

Founder

Educator.

Designer

DORON KABASO

software engineer,

scientist