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One-Liner

Transform learning and practicing into a fun, meaningful, sensory classroom experience through VR games

HQ Location: Binyamina, Israel

Founding Year: 2021

Number of Employees: 2

Industry: Edtech

Market Size: \$404B

TEAM



Sharon Bello, CEO, Co-Founder

Educator | Designer | Full Stack Developer



Doron Kabaso, CTO, Co-Founder

Phd in Bioinformatics | Full Stack Developer

MILESTONES

- 2021** ♦ Company Founded
- ♦ Research & Development
- 2022** ♦ Pilot development
- 2023** ♦ Pilot Launched | Paying customers
- ♦ Game Development
- 2024** ♦ Market Expansion

GO-TO-MARKET

Sales channels include private and public high schools, universities and colleges in Israel, Europe and the USA. We'll also offer teachers the opportunity to sample Michiko so they can be our ambassadors.

PROBLEM

It is 2022 and despite the advances in technology and education, school remains a bore, students don't retain information and graduate with a lack of proficiency in mathematics and languages.

SOLUTION

Michiko's proprietary algorithm converts customized materials into VR games within minutes, providing an engaging approach to classroom learning environment.

Insert
your
Content

Choose
game
template

Generate &
send game
link

MARKET

Edtech market is constantly growing and is estimated to reach \$404 billion by 2025. Post Covid-19 there is an increase use of advanced technologies during lessons and the need for more solutions creates an investment opportunity. Market projections are looking at more than 100 Edtech Unicorns by 2025.

Business Model

Schools will have 3 options of monthly fee:

Tier 1 - Pay per game

Tier 2 - Limited Use \$ 1500 Month

Tier 3 - Unlimited \$2500/Month*Additional: avatars, LMS, collaborative, etc

COMPETITION

Our biggest competitors are ClassVR and Zoe.

Competitive Advantage: Our unique platform is the ONLY solution that lets teachers adjust content of VR games within minutes.