



Impact®

Creating a New Reality

The expanses of unlimited possibilities of Learning and Games Areas.

Overview

When the existing education systems are stuck in stagnation
Without learning solutions for the current era and the development of technologies and artificial intelligence.

Shared learning.

Learning experience.

Solution

Impact's solution touches the essence.

The learning experience to develop a positive willpower.

The will to learn, the will to succeed, the will to be connected.

independent learning.

An advanced and unique learning atmosphere through Games, Gamification and in a Games space.

The goal is to develop entrepreneurship, leadership, and self-worth in the learners together with abilities to build a strategy and shared learning.

Business Proposal

In offline Impact creates a platform based on the Esports space with interactive and social game spaces and challenge and leisure games.

Online Impact System brings a platform with a community and advanced pedagogical and Educational content, Marketplace and an operating system that gives a complete envelope to the offline complexes.

The learning solutions that Impact offers are in an environment of fun and games.

Learning with competitiveness, creativity, cooperation.

Both pedagogical and independent learning with a variety of content and courses, classes and trainings.

Learning advanced technologies combined with artificial intelligence.

Learning in an enabling space. Psychological security.

Creating equal opportunities.

that promotes and opens up new horizons for every learner within a progressive and enabling space that gives an envelope and independence to proportionality.

Learning that supports the existing education system.

Together with advanced, social and interactive game spaces.

In Conclusion

Impact is a play and leisure space that incorporates advanced technological and learning systems that create a collaborative space, teamwork, competitiveness, and help development and learning adapted to the current era.

Business Investment

There are two models -

1. Investing in the establishment of a game complex with Impact providing a complete package of set up and operating the complex.
2. Real estate and trading companies, hotels and shopping malls, etc., who would like to establish a space of impact and will receive the complete envelope with the set up and operation.

The huge advantage of Impact is in the connection to the education and study system that allows for constant movement, classes and courses and workshops, with tournaments and competitions and also the accessibility of schools to the game spaces.

Together with a very high value in every area of impact.

The Business Model

- Entry ticket
- Monthly subscriptions
- Private and business events
- Classes/workshops/trainings/courses
- Esports tournaments and competitions
- Agreements with schools and organizations
- Marketing and merchandising

Market Review

The **Esports** market grows by about 10% per year (CAGR) and in 2023 is \$1.64B and is expected to reach \$2.235B by 2027

When the market for advertisements and sponsors in Esports reached \$894B in 2023.

The field of **Edtech** grows by about 15% per year (CAGR) and stands at about \$194.6 billion in 2022

and is expected to reach \$452B in 2028.

The field of the **FEC** (game and leisure centers for the family) Family entertainment center -

In 2022 it reached a market size of \$23.61B and in 2023 it is expected to reach \$26B until 2027 to \$37.27B

with an annual growth of about 10% (CAGR).

CEO/Founder: Dan Gigi

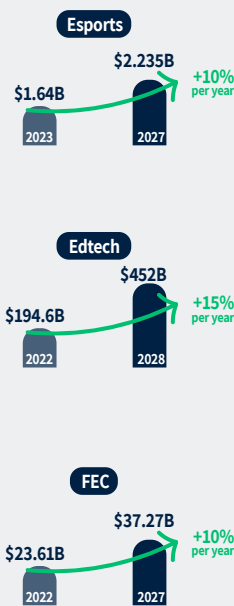
Planned and managed the establishment of the Magic Cass in Ma'ale Adumim and was responsible for a budget of NIS 30 million.

Has many years of experience in importing and marketing and establishing various gaming and gaming complexes.

CTO/Founder: Gil Ronen

BS.c Industrial Engineering and Management
Techion - Israel Institute of Technology,
Board Member of IESA (Israeli Esports Association).

Organizer of tournaments in the field of Esports, over 15 years.



CONTACT US ☎ 052.7077367