

WELCOME

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# Neuralcraft

Massive Multiplayer Online Learning Platform

## PROBLEM

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**Coding** in 2020 is like reading in 1320.

**Demand for technical skills** is accelerating as the cost of higher education is rapidly rising.

**Productivity growth** has flat-lined in most economies despite rapid advances in technology.

## INSIGHT

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"The most valuable businesses of the coming decades will be built by entrepreneurs who seek to **empower** people rather than try to make them obsolete." - Peter Thiel, From Zero to One

## SOLUTION

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A **web platform** where users socialize and team up to:

**LEARN**

and **unlock** in-game items

**PLAY**

**addictive** video games with their loot and friends

**COMPETE**

with each other and **level-up** real world skills.

# MARKET VALIDATION

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12,000

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Massive Online Open Course  
(MOOC) Providers as of 2020.

100M+

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students enrolled in  
at least one MOOC.

67%

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of the U.S. population plays  
video games.

\$135B

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in video game sales  
globally.

# MARKET SIZE

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The infographic consists of three white circles of decreasing size from left to right, each containing a number in blue. Below each circle is a label in white text. The first circle is the largest and contains '+1.5B'. The second circle is medium-sized and contains '250M'. The third circle is the smallest and contains '11M'.

**+1.5B**

K-12 STUDENTS  
worldwide

**250M**

COLLEGE STUDENTS  
worldwide

**11M**

GRAD STUDENTS  
worldwide

# PRODUCT

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Complete Course  
Content



Learn-to-Win



Unlock In-Game  
Resources



Compete  
Against Peers

# PLATFORM

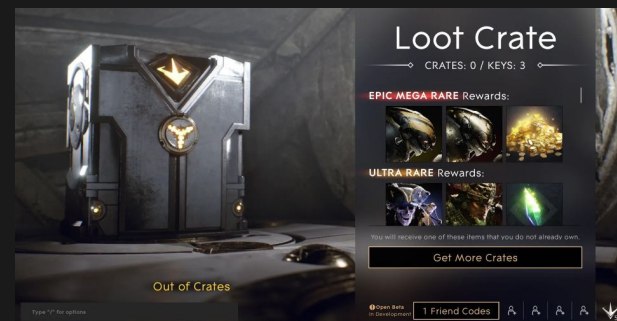
Users choose their learning paths. Paths are non-linear interest-based objectives in **open-world learning adventure games**.



User's experience a sequence of structured and unstructured learning modules. "Recess" is a sandbox environment where users **code/chat with peers, tinker, and build creativity**.



Users build bases by completing projects, unlock loot/resources by doing assignments, and compete on teams. **A one-to-one map between learning objectives and game mechanics.**





## BUSINESS MODEL

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### Freemium + In-Game Purchases + Open-Game/Course Marketplace

**FREE**

ALL COURSES  
LIMITED GAMES

**\$29.99**  
/month

ALL COURSES  
ALL GAMES

**\$499.99**  
/month per user

ENTERPRISE STACK

## MISSION

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Equip the world with free  
learning tools that  
empower them to **create  
knowledge, wealth, and  
technology.**

## VISION

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Every decision the learner makes is recorded and stored. This data provides a unique **social-learning signal**.

This signal can be packaged, sold, and leveraged to build the next generation of **Artificial Intelligence**.

# MARKET ADOPTION

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## TEACHERS

low-cost curriculum  
integration

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Elementary Schools  
Middle Schools  
High Schools  
Universities



## STUDENTS

free + **addictive** education  
for all

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Life-long learning  
Homework  
Studying  
Tutoring



## COMPANIES

low-cost training  
integration

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Up-skill employees  
Train new hires  
Gamify work  
Source talent

## COMPETITION

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Affordable/Online Learning: **CodeAcademy, edX  
FreeCodeCamp, Brilliant.org, CodeAvengers**

Affordable/Educational Games: **codecombat.com,  
codemonkey.com**

MOOC/Expensive: **Udemy, Udacity, Coursera**

MOOC/Affordable: **Khan Academy, Pluralsight**

# COMPETITIVE ADVANTAGES

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## UNIQUE

World's 1st massive multiplayer online learning platform.

## FREE

Education is expensive. The platform offers all courses, projects, and certificates for free.

## ADDICTIVE

Play familiar game genres/modes with addictive features, competitive culture, and compelling storytelling.

## SOCIAL

Meet new friends to explore interests with, build teams, learn by doing, and build cool shit.

## EMPOWERING

Get life-changing skills. Create your own courses and hand down generations of knowledge with style.

## VISIONARY

Learners generate data that tells a story of human intelligence. Can we build Generalized AI with it?

# Open-Source Bootstrapping

1. Recruit a core team of developers/C-suits.
2. Break the platform down into a set of well-defined irreducible open-source problems.
3. Build a cult-like community of contributors.
4. Leverage open-source solutions to build the platform and enter the market.