The Problems

Only 37% of high school graduates are college or career ready

75% of teenagers are chronically bored or unhappy in school

Education systems aren't personalized, though technology is ready

Poor streamlining of parent involvement in student progress

Our Mission

Improve student performance & develop their career skills by making learning fun & interesting inside and outside the classroom

Personalize education by integrating curricula with student passions and effectively engaging parents in their children's learning at school

Our Solution

Learn playfully

Educational video games result in 40% increased learning over lecture based programs

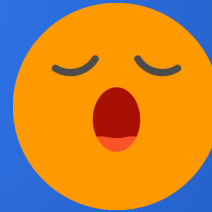...a cross-platform educational gaming software...

Learn creatively

75% of students and teachers wish there is a greater focus on creativity in learning

...with activities designed to spur students' creativity...

Learn together

61% of cooperative learning classes achieve significantly higher test scores than traditional ones

...in collaborative, team problem solving settings...

Learn anywhere

80% of parents say tech makes it easier to become involved in their child's education

...with tech-infused parent-teacher feedback loops

Combining these ideas, our product is...

Gamification Software

Every year ("season"), we release a free-to-play game with our built-in learning system. Game mechanics are designed to promote creativity.

Multiple game versions (with differing ESRB ratings) released simultaneously to target different age groups.

Students can play (un)ranked matches individually or in teams. Matchmaking prioritizes age/location/ELO similarity.

In-game purchases for extra learning/gaming features can be bought. However, game is not pay-to-win.

START

Players join-up in alliances to battle other alliances. Enthusiastic, high ranked alliances/players are invited to be brand ambassadors (on YouTube, social media...etc).

Live, broadcasted events around the world are hosted throughout the season to boost product engagement & generate revenue.

Learning System

Curriculum around the world is broken down into its learning outcomes & concepts by geography, grade, subject, and course.

For each concept, questions & activities are rigorously and professionally developed and programmed into our gaming platform.

Students solve problems, participate in educational simulations, and complete other online learning activities to earn in-game currency to buy game items/upgrades.

For classroom use, a built-in courseware system can support grading systems, assignment delivery, course materials, in-class matches, classroom chat/emailing.
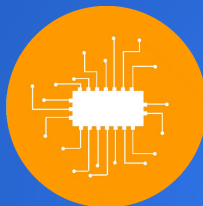
For personal study outside game playing, students can access simulations, articles & videos, or ask for human help on the forums or from friends on the platform.

Personalization & Parental Involvement

Students can choose specific concept(s) & difficulty for contest system to focus on. Other settings include language, problem type, standardized exam prep...etc.

Problems & activities will be adjusted for curriculum in student's location & data-driven user learning profile. AI suggests follow-up concepts, problem sets, and resources.

(Premium) Problems & activities can focus on student weaknesses. More choices in concept choosing. Built-in bot can offer speedy, algorithm generated explanations based on AI & past data.

Parent account allows for parents to track child's progress through curriculum, AI analysis of performance, communicate with classroom teacher, parent vs child matches, send reminders...etc.

(Premium) Parent or teacher made problem sets/activities, custom match set-up by parents/teachers, answer keys/solution manuals, mobile notifications, parent groups, expanded access to classroom features...etc.

Platforms

Jan/18: web client on
www.luminerva.com/play

Sep/18: Steam
downloadable client

Feb/18: iOS app

Mar/18: Android app

Sep/18: Wii, PlayStation,
Xbox games

Esports & Tournaments

Publicity Tool

Event broadcasted live online

Suitable for mass media coverage

Competitors become brand ambassadors

Creates an educational spectator (e)sport

Source of Revenue

Ads: excellent venue for education & entertainment companies

Sponsors: tech companies enjoy sponsoring events & top teams

Tickets: intense gaming makes on-site spectating worthwhile

Merchandise: collectibles & clothing sold at tournament venue

Revenue Model & Growth

Current

Microtransactions (freemium model)

Events (ads, sponsors, tickets, merchandise)

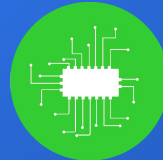Partnerships (platform integration with other edtech companies)

Future

Augmented Reality (full-body gaming, environmentally-reactive game content)

Virtual Reality (hands-on activities, language acquisition, soft skills)

Perfected AI (artificial question generation, biometrics feedback, fully gamified courseware)

Traction & Early Advantage
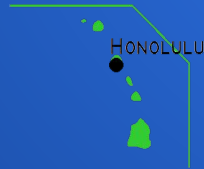
Easy Adoption

Free to play: no subscription fee
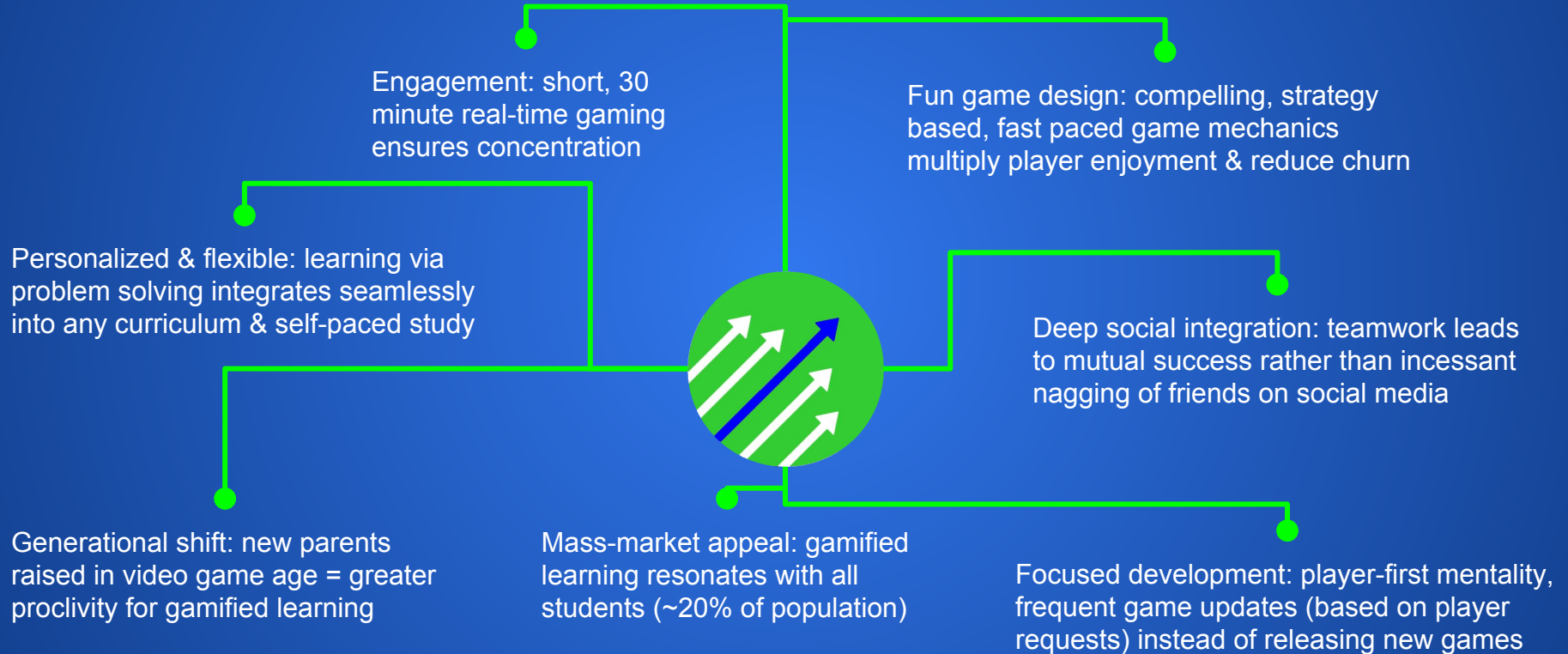
Multi-platform support allows for easy access

Clean gameplay: simple to learn & suitable for all ages

Only requires internet: low tech requirements = global reach

Multinational staff (7 Canadian, 6 USA, 1 UK, 1 Polish cities): aids in hosting live tournaments & outreach to school districts

EDMONTON

CALGARY

VANCOUVER

SEATTLE

WINNIPEG

MINNEAPOLIS

TORONTO

WATERLOO

PHILADELPHIA

HALIFAX

HONOLULU

CORONA

ST. LOUIS

Competitive Advantage

Engagement: short, 30 minute real-time gaming ensures concentration

Fun game design: compelling, strategy based, fast paced game mechanics multiply player enjoyment & reduce churn

Personalized & flexible: learning via problem solving integrates seamlessly into any curriculum & self-paced study

Deep social integration: teamwork leads to mutual success rather than incessant nagging of friends on social media

Generational shift: new parents raised in video game age = greater proclivity for gamified learning

Mass-market appeal: gamified learning resonates with all students (~20% of population)

Focused development: player-first mentality, frequent game updates (based on player requests) instead of releasing new games

Marketing

Social media's massive popularity among students is a great asset to us.

Segmentation	Students	Parents	Teachers/Administrators
Targeting	Social Media - Incentivize sharing experiences - Viral marketing	Referrals, Ads, Social Media	Community Service Programs, Referrals, Group Discounts
Positioning	- **Elementary/Middle**: creativity & freedom in gameplay - **High School**: Exciting, fun way to learn & lively competition - **University/Adult**: adaptable curriculum effective for self-study	- Improve problem solving skills + grades - Engages child in learning - Great streamlining of parent involvement on our platform	- Alternative to homework/tests - Customized to child: allows 1-on-1 attention - Full curriculum content support cuts down administrative costs - Healthy competition fosters learning

Financial Outlook

40%
Year 5 profit margins
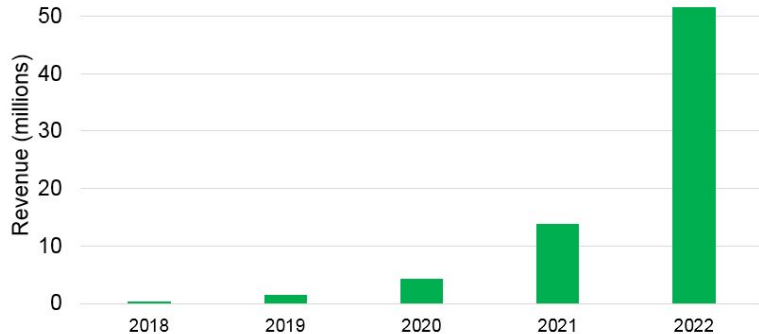
103 B
dollars in total addressable market (2018)

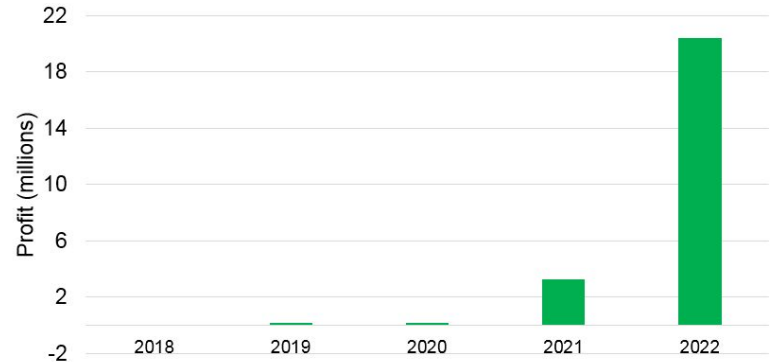**51.2 M**
dollars in the beachhead market (2018)

11 M
players/users in Year 5

Projected Revenue

Revenue (millions)

Year	Revenue
2018	~0
2019	~1
2020	~4
2021	~14
2022	~51

Projected Profit

Profit (millions)

Year	Profit
2018	~0
2019	~0
2020	~0
2021	~3
2022	~20

Our Team

Waley
CEO & CFO
- Founder of various nonprofits
- Internationally ranked in math
- University of Pennsylvania

Peter
Software Engineer
- Python, Java, C#, Javascript...etc.
- Full stack developer
- Dalhousie University

Shawn
Software Engineer
- C, C++, Python, Swift..etc.
- Nationally ranked programmer
- Simon Fraser University

Jordan
Senior Financial Director
- 3 years of nonprofit experience
- Law enthusiast & stocks guru
- Award-winning public speaker

Caleb
Education Director
- Huge STEM enthusiast
- International Math Olympiad Medalist
- University of Washington/St. Louis

Elaine
Artistic Director
- Photoshop, Blender, PaintTool SAI...etc.
- Biology & math enthusiast
- 1 yr professional designing experience

Our Pitch

What we need

$250K Seed

1 $1.25M First Stage

2/3 $9M Second & Third Stages

$10M Pre-IPO

What it is for

R&D (web & software) & fixed costs

Market research & marketing campaigns

Hiring part-time & professional staff & interns

Event organizing