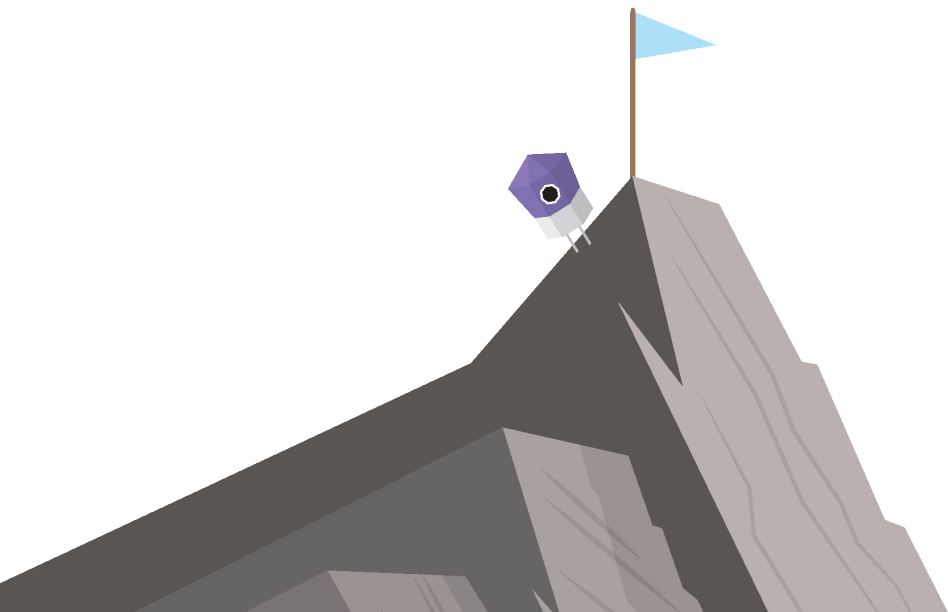


Our mission

With the rise of technology, our education system needs to change. We need to cultivate curiosity, independent thinking, and empowerment to change and own the web.

The internet is not only humanity's most valuable resource for communication, it also has massive potential as a creative medium.

Our aim is to empower kids to become creators rather than just consumers in our increasingly digital world. However, in order to do this, they must learn HTML and CSS - something that is not generally regarded as fun or easy.



Our Game



We're creating an online role-playing game that teaches kids about coding and creativity on the web.

We're doing this using 'stealth learning' - our goal is to provide kids with their first steps towards digital literacy in the most entertaining way possible.

By changing the source code of the levels - written in HTML and CSS, just like a web page - players must rescue kittens to complete the game. Beyond the hard skills of coding HTML and CSS, the game aims to encourage independent thinking and creativity.



The Story

Meet Arca - a creature who was banished to the Ancient ruins of the web. His only friends were kittens, but now they are all going missing.

There have been horrifying rumours of cute fluffy animals turning to the dark side, but one thing's for certain - Arca has to venture away from his home, or risk being alone forever.

He has to build ledges to pave his way across perilous caves, create portals that lead to exotic internet lands, change the colour of the sky so he can see malevolent dinglebats, and much more, to try and save his furry little friends.

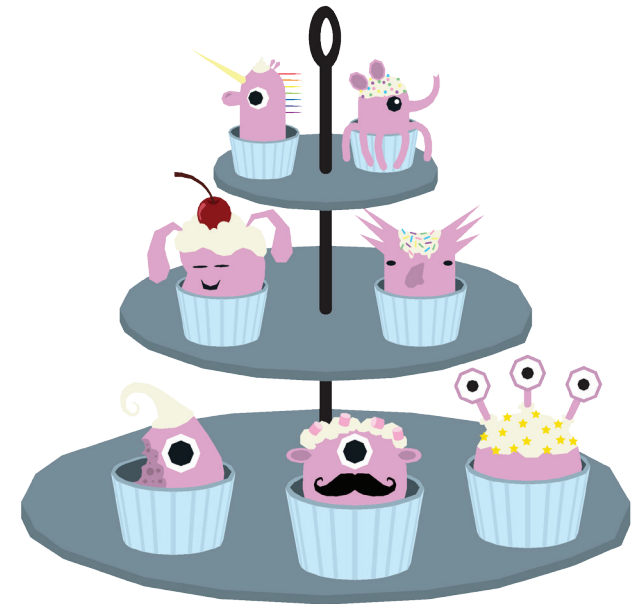


Why E.A.K. is different

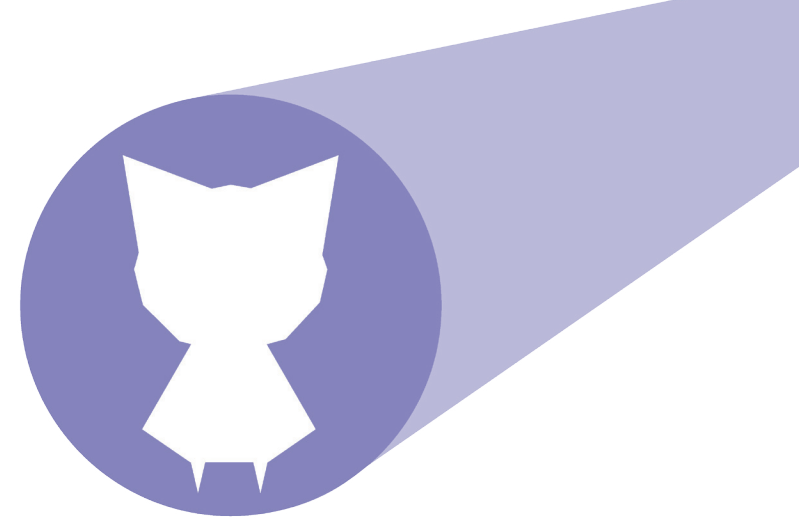
Our game is unique as it encourages kids to hack into levels in order to complete them. Players can change the source code of levels within a fictional universe - basically changing the game to achieve their goals. This immersive experience is heightened with the introduction of original characters and internet culture.

What we've accomplished so far

- Featured at Mozilla's MozFest 2013, London
- Showcased at Maker Faire 2014, Newcastle
- Tested successfully in schools across the UK
- Exhibiting at Tech City Roadshow, Croyden
- Holding workshops in schools across the UK
- Holding workshops with CoderDojo, Glasgow



Who are we?



Our company was formed in September 2013, and consists of three team members.

Joe Dytrych:

Co-founder / Chief Button Presser. After being dissatisfied with the quality of computing education in school, Joe taught himself to code. He also works as a developer / maker at Decoded.

Dee Saigal:

Co-founder / Chief Scribbler. With five years experience as an ad creative, Dee is responsible for the game's story, level design, and character design.

Leonie Van Der Linde:

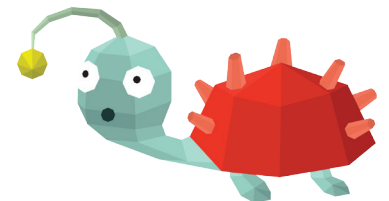
Chief Pixel Wizard. Leonie graduated from Central Saint Martins last summer, and has the amazing talent of taking Dee's scribbles and Joe's vague hand gestures, and turning them into something beautiful.

Why choose E.A.K.?

Educational games tend to concentrate on the 'education' part more than the 'game' part. But focusing on gameplay is essential - it makes education far more effective since kids actually want to learn. This is why we've placed equal importance on code education and entertaining gameplay.

Other code games for kids aged 7+ are either unable to compete with the level of gameplay and art styles of popular non-educational games, or they are entertaining games that are very obviously aimed at boys.

- E.A.K. is a game that teaches kids how to create on the web - and has an equally strong emphasis on immersive gameplay.
- E.A.K. also directly teaches kids to use HTML and CSS - they learn by writing real code.
- E.A.K. is a gender-neutral game - it's designed to be as inclusive as possible.
- Not many people realise that the ability to code is useless without creativity. E.A.K. focuses on encouraging creativity, beyond just coding skills.



Funding

We're currently seeking grant funding in the UK, and we're also launching a crowdfunding campaign in October.

Our aim is for the three of us to be able to work on the game full-time so we can finish it, enabling kids to learn the basics of HTML and CSS.

