



Encouraging
Green Thinking
Through Interactive Play

GAIA INTRODUCTION



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WHAT IS GAIA?

Gaia [gey-uh] - the Ancient Greek Goddess of Earth

“ In our quest to have children feel more connected and communicative with plants, we have created Gaia, an educational toy that combines our love of all things green, with technology and play.

WHY ARE WE DOING THIS?

Due to the increase in the use of technology - computers, phones, and tablets, children are less inclined to go outside and explore nature. A number of studies showed this can have negative impact on children's growth and could be associated with ADD/ADHD. Combine this with the current global environmental issues like global warming and pollution, and we believe that this disconnect from nature is an alarming problem and threat to the lifestyles of the next generation. From our preliminary discovery research, we have found children's lives are becoming more and more disconnected from all things green. Thus we created Gaia.

Gaia combines both technology with nature, delivering a new fun way for children to explore nature and learn about plants. In doing so it will teach them about responsibility, empathy, and developing strong environmental values towards all things green.

OUR PRODUCT

Gaia is a “smart” plant companion which allows for an interactive experience between your child and their plant, encouraging the initiation of open ended play as well as help spark creativity and learning. The platform is divided into two parts; **Gaia the figurine**, and **Gaia the app**.

The **figurine** Gaia will be an actual toy that acts as the tangible part of the platform. Through it, children can hold Gaia in their hands and develop a relationship with the toy.

The **app** acts as Gaia’s soul. Through it, the child can “analyze and study” the data he/she just got from his/her plant in order to be able to take care of it.

Benefits



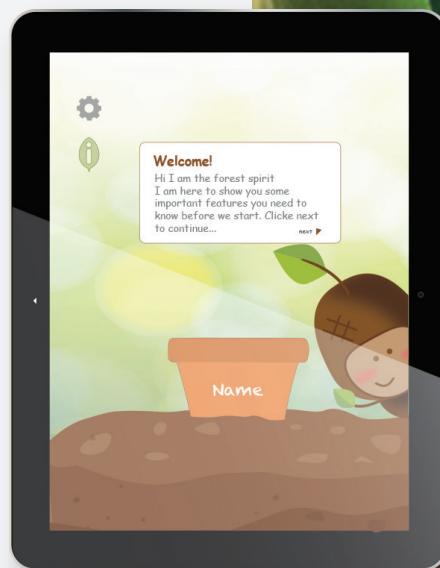
Responsibility



Caring Behaviors
and Empathy



Environmental
Values



Figurine

The toy will be equipped with sensors that will allow the child to take care of his/her plants. Using the figurine, the child will be able to measure the level of sunlight, moisture level, and temperature that get to the plant. The data will then be synced to the app, which is the second part of the platform.



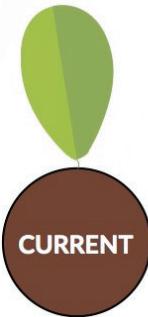
THE APP

This is where a lot of the learning will happen by teaching the child about nature and the environment, all while maintaining the fun and play aspect of a "game" needed by this age. The app will also have a story component to it which will allow the parent/grandparent to take part and participate in the experience.

MOBILE DEVICE



OUR PRODUCT LINE



GAIA PLANT (Indoor)

Educate and guide children to take care of plant

- Measure water moisture
- Measure light
- Measure temperature



GAIA GARDEN (Outdoor)

Educate and guide children to manage a garden

- Understand the connectivity of vegetation
- Condition of soil
- Plant condition management



GAIA AQUA (Fishtank)

Guide children to maintain the condition of a fish tank

- Measure the water temperature
- Condition of the water
- Light sensitivity of the fishes



GAIA HEALTH (Wellness & Awareness)

Guide and help children maintain different health conditions

- Diabetes Management (New Product)
- Allergy Monitoring (New Product)
- CO / Air Management (New Product)

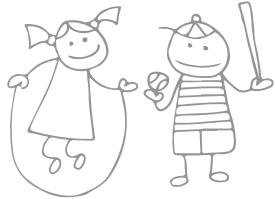


GAIA TRAINING (Aqua Training)

Work with instructors / parents to help children learn how to swim/dive

- Gaia underwater Camera (GoPro)
- Swim along with Gaia (condition monitor)
- Swim companion

Ideal customer



22.4M generation Z
(ages 6-11)



SMART TOY

North America Market Size

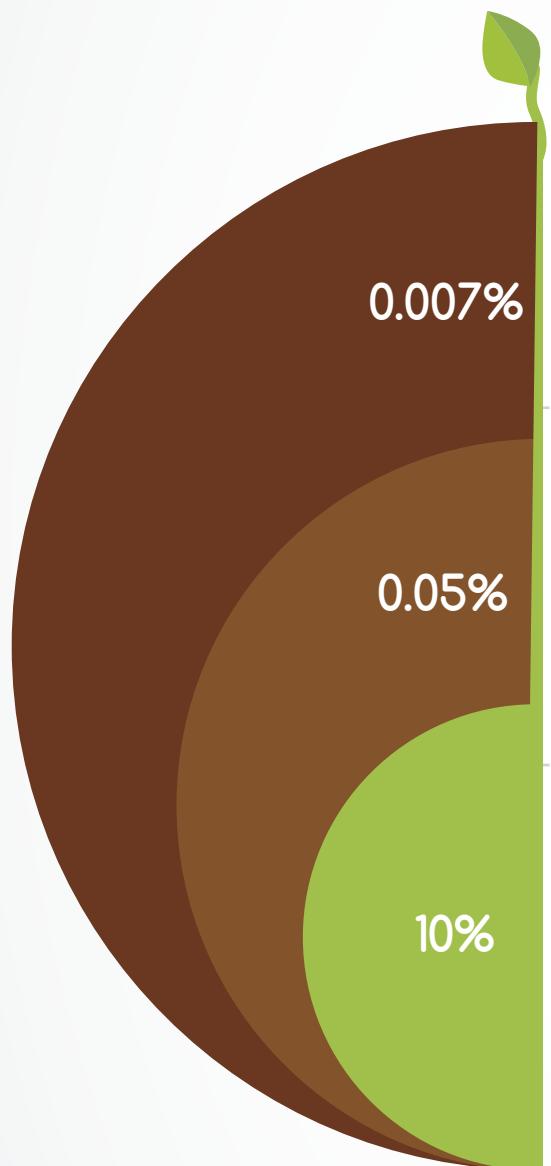
\$2.8 Billion

The “Smart Toy” market is approx. 2.8 Billion in North America and \$22.4 M of Generation Z children intend to buy Smart toys. Additionally 65% of parents will pay more for a smart connected toy and are looking for educational elements when purchasing connected toys, games and apps. The average parent in North America spends approx. \$370,000 on games and toys per child per year.

Geographically, we are targeting the markets of Toronto and the GTA to start (especially in our prototyping phase). Later on, we plan to focus our selling in North America (although there is also an opportunity for partnership in the Asia/Pacific region)

The Total Toy industry in Canada was estimated to be \$125 Million in 2015

Taking into account a similar segment for the “smart toy” industry, it is about \$16 Million in size. **We are looking to capture roughly 10% of this market, of \$1.6 Million in sales for the first year.**



GAIA'S MARKET SHARE

This market share estimate is for Gaia's first year in market.

Total Available Market (TAM)

The Total Toy Industry in North America is estimated to be worth \$22 Billion in 2015.

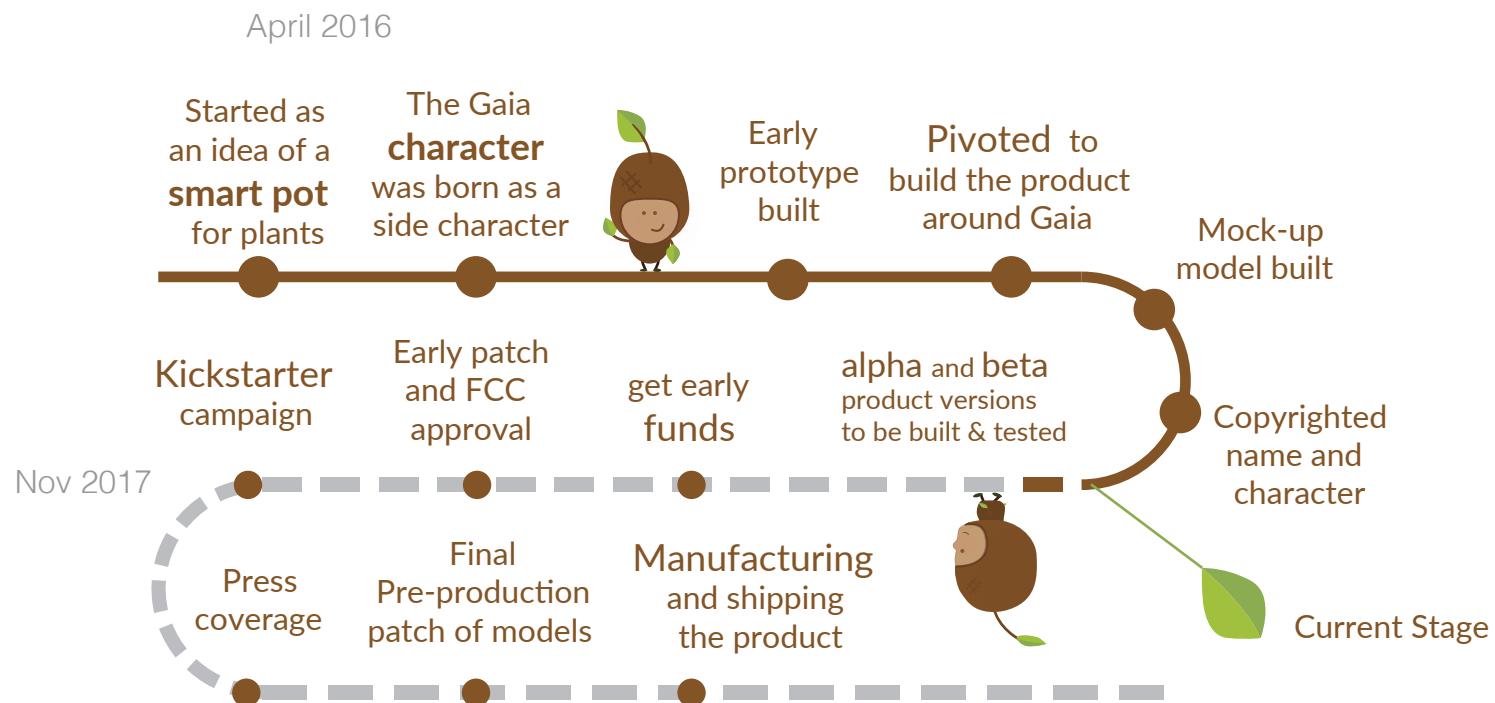
Serviceable Available Market(SAM)

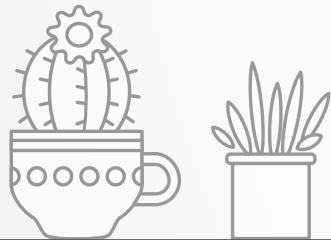
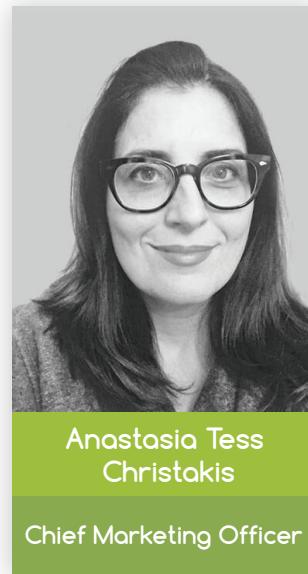
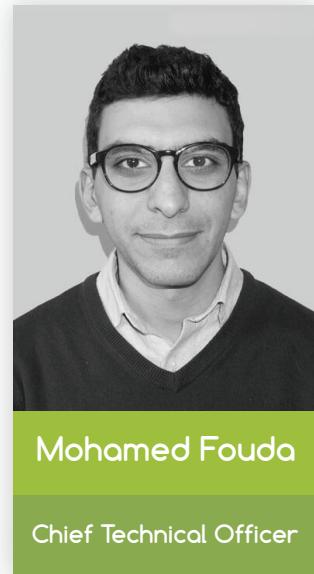
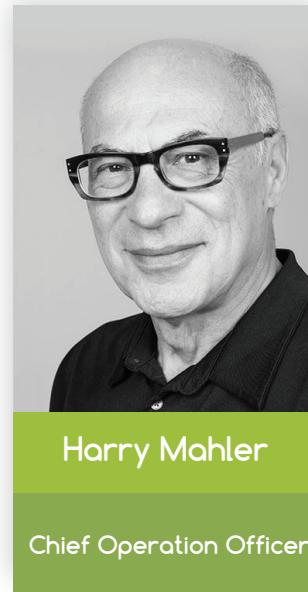
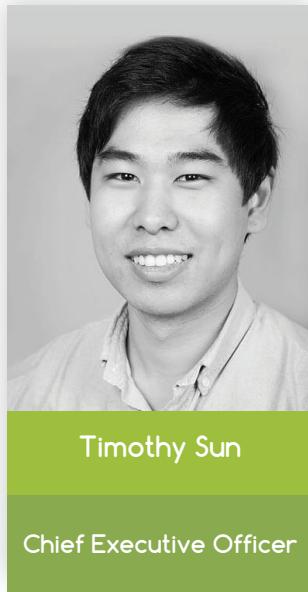
Market category for our product is described as "Smart" Toy or "App" Toy. Smart Toys are a new and emerging market segment, it is worth about \$2.8 billion in North America. There are around 22.4 million generation Z (ages 6-11) in North America intend to buy Smart Toys.

Serviceable Obtainable Market (SOM)

The Total Toy industry in Canada was estimated to be \$125 Million in 2015. Taking into account a similar segment for the "smart toy" industry, it is about \$16 Million in size. We are looking to capture roughly 10% of this market, of \$1.6 Million in sales for the first year.

GAIA'S TIMELINE







3-YEAR FINANCIAL PLAN

GAIA SMART TOY

FORECAST REVENUE (Sold at 10% of the market share)

	Number goods sold annually	Average price per good/service	Annual revenue per product
Gaia Smart Toy Product/Service 1	40,000	40.00	1,600,000.00
Product/Service 2			-
Product/Service 3			-
Product/Service 4			-

TOTAL OF FORECAST REVENUE

1,600,000.00

COST OF GOODS SOLD (Revenue - Cost of GOOD SOLD) / Revenue

	Expected gross margin	Annual cost of goods sold
Gaia Smart Toy Product/Service 1	27%	432,000.00
Product/Service 2		-
Product/Service 3		-
Product/Service 4		-

TOTAL COST OF GOODS SOLD

432,000.00

Number of Years

3

TAX

Corporate Tax Rate in Ontario

38%

INFLATION

Annual Inflation Rate in Canada

1%

PRODUCT PRICE INCREASE

Annual Price Increase

2%

SMALL BUSINESS/START-UP INCOME PROJECTION

GAIA SMART TOY			
MAIN ASSUMPTION	2017	2018	2019
Annual cumulative (revenue) increase	0.00%	125.00%	200.00%
Annual cumulative inflation (expense) increase	0.00%	1.13%	2.26%
INCOME	2017	2018	2019
Revenue			
Gaia Smart Toy Product/Service 1	1,600,000.00	3,600,000.00	10,800,000.00
Product/Service 2	-	-	-
Product/Service 3	-	-	-
Product/Service 4	-	-	-
Total revenue	1,600,000.00	3,600,000.00	10,800,000.00
Cost of Goods/Product Sold/Cost of providing a service			
Gaia Smart Toy Product/Service 1	432,000.00	436,881.60	446,755.12
Product/Service 2	-	-	-
Product/Service 3	-	-	-
Product/Service 4	-	-	-
Cost of goods sold	432,000.00	436,881.60	446,755.12
Gross Profit	1,168,000.00	3,163,118.40	10,353,244.88
Non-Operation Income			
Rental	-		
Interest income	-		
Loss (gain) on sale of assets	-		
Other income (specify)	-		
Total Non-Operation Income	-	-	-
TOTAL INCOME	1,168,000.00	3,163,118.40	10,353,244.88

EXPENSES			
Operating expenses			
Sales and marketing (15% of growth/projected revenue for Startup)	240,000.00	242,712.00	248,197.29
Insurance (Company car insurance etc)	20,000.00	20,226.00	20,683.11
Salaries/Wages/Payroll and Payroll Tax	200,000.00	202,260.00	206,831.08
Office rental Expanse	4,000.00	4,045.20	4,136.62
Office supplies average cost for office supplies in the United States	2,500.00	2,528.25	2,585.39
Communication and internet	2,000.00	2,022.60	2,068.31
Transport/Car fuel and maintenance	2,500.00	2,528.25	2,585.39
Other (Add more operating expenses relating to your small business)	25,000.00	25,282.50	25,853.88
Total operating expenses	496,000.00	501,604.80	512,941.07
Non-Recurring Expenses			
Unexpected Expenses			-
Other expenses		-	-
Total Non-Recurring Expenses	-	-	-
TOTAL EXPENSES	496,000.00	501,604.80	512,941.07
TAXES			
Income Tax	255,360.00	1,011,375.17	3,739,315.45
Other Tax (specify)	-	-	-
TOTAL TAXES	255,360.00	1,011,375.17	3,739,315.45
NET PROFIT	416,640.00	1,650,138.43	6,100,988.36