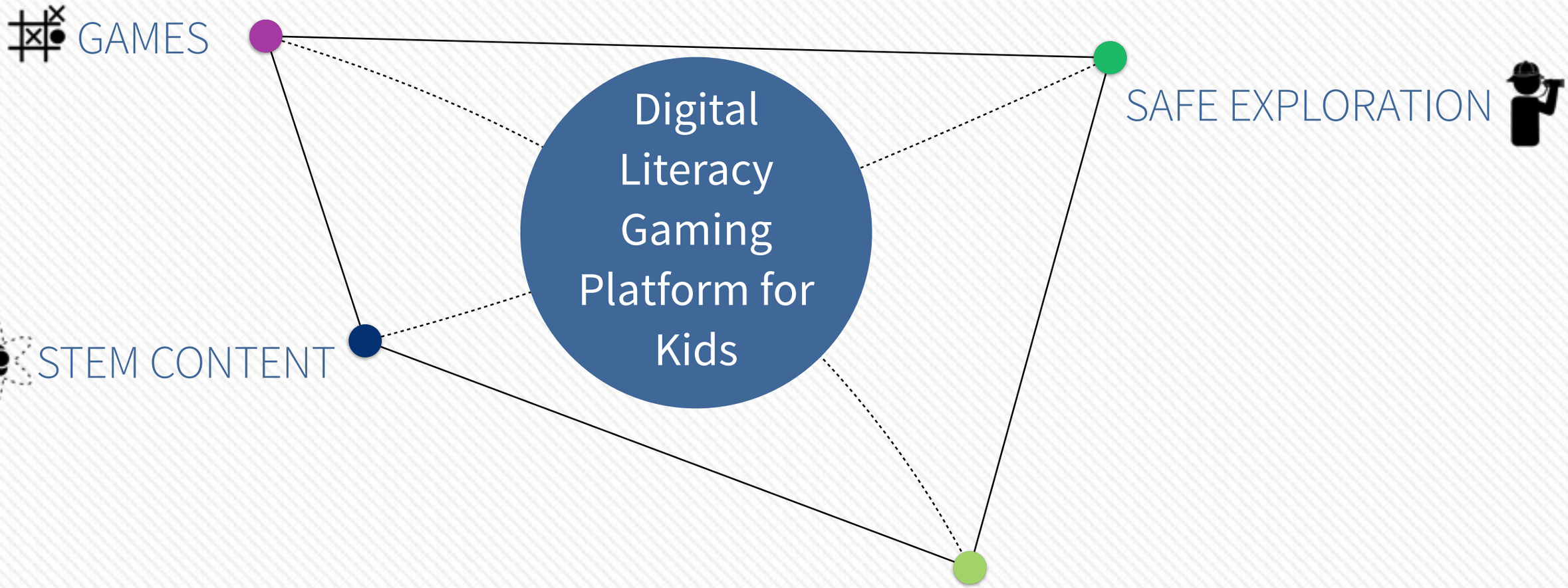
INSPIRATION

**A tyke &
her like**

SOFTWARE

AUTOMATION

PURPOSE


GAMES
SAFE EXPLORATION
Digital Literacy Gaming Platform for Kids
STEM CONTENT
LONG & SHORT FORM ACTIVITIES

THE CONTEXT

KIDS COPY ADULTS

PARENTS

As adults engage with their technology -- talking, typing, clicking, and swiping -- kids find devices exciting for their inviting colors, shapes and movements

CHILDREN

They want to play too…but these are essential tools, which have become our personal workspaces

THE PROBLEM

CHILDREN

Are unable, but need to communicate or comprehend simple technology concepts.

Kids are not getting the education to design the systems of tomorrow

PARENTS

Are apprehensive to share their personal workspaces with children.

Are in uncharted territory concerning their child's device use.

Overestimate a child's content consumption for true understanding of technology

TEACHERS

Are ill equipped to teach education technology due to a lack of relevant source material geared for young children.

THE SOLUTION

THE PRODUCT

A suite of activities and games that teach tykes and teens technology literacy with honest game mechanics

Games exposing how software & hardware works

CONTENT

Teaching kids:

- The core function of a particular piece of software and hardware
- Where the subject fits in relation to other pieces surrounding it

GAMES

Edu-Games that strike the correct balance between gaming and learning

WHY NOW?

Ed-Tech is a global megatrend[1] fueled by:

CHANGED LEARNING HABITS

today's students … process information fundamentally differently from their predecessors …

Reading	Less than	5,000 hours
Video Games	**Greater than**	**10,000 hours**
TV	Greater than	20,000 hours

SOFTWARE

(Natural Language Processing)

Cheap Software Tools & Advancement in NLP Algorithms!

Processing.js	Codea	ai.one
D3	Unity	IMeta Search

DISTRIBUTION

Accessible Product Distribution Channels

Web	Google Play
App Store	Microsoft Store

DEMAND

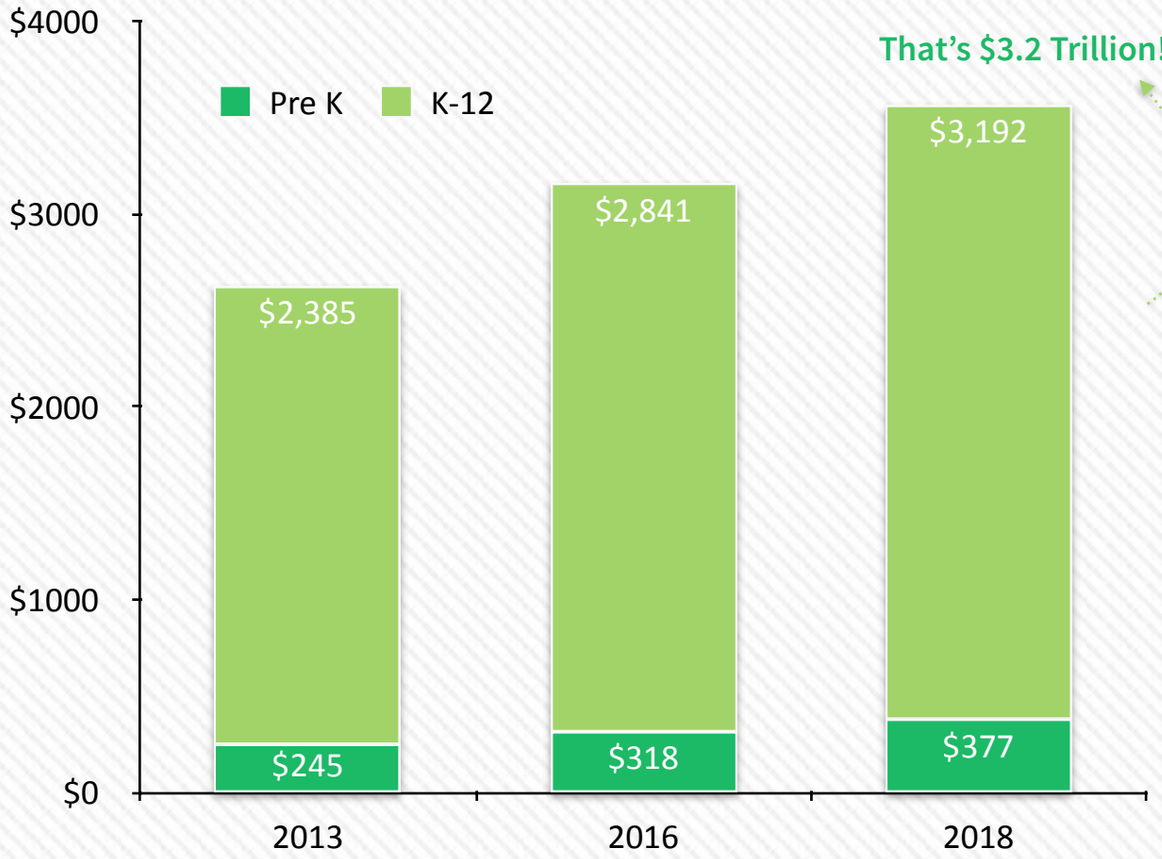
Teaching Device Gestures (swiping, tapping, pinching, typing)

$2.6 Trillion	PreK – 12 Global Education Market (2013)
$11 Billion	Edu Gaming & Mobile Learning Market

THE NUMBERS

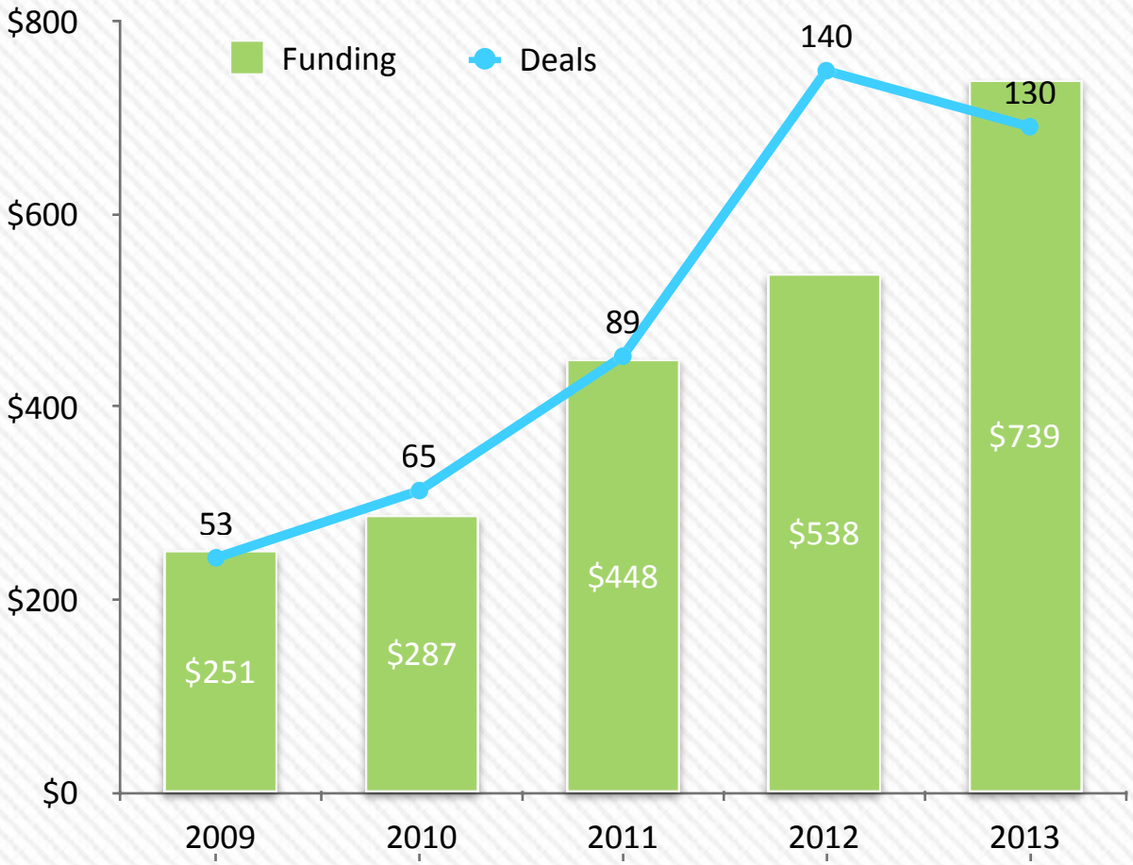
Pre K – 12 Global Education Market in Billions of Dollars

Source: GSV Advisors



US Ed-Tech VC Deal Flow in Millions of Dollars

Source: Pitchbook



OUR COMPETITION

COMPETITION

CODEA

TOUCH PRESS

Amplify.

Osmo

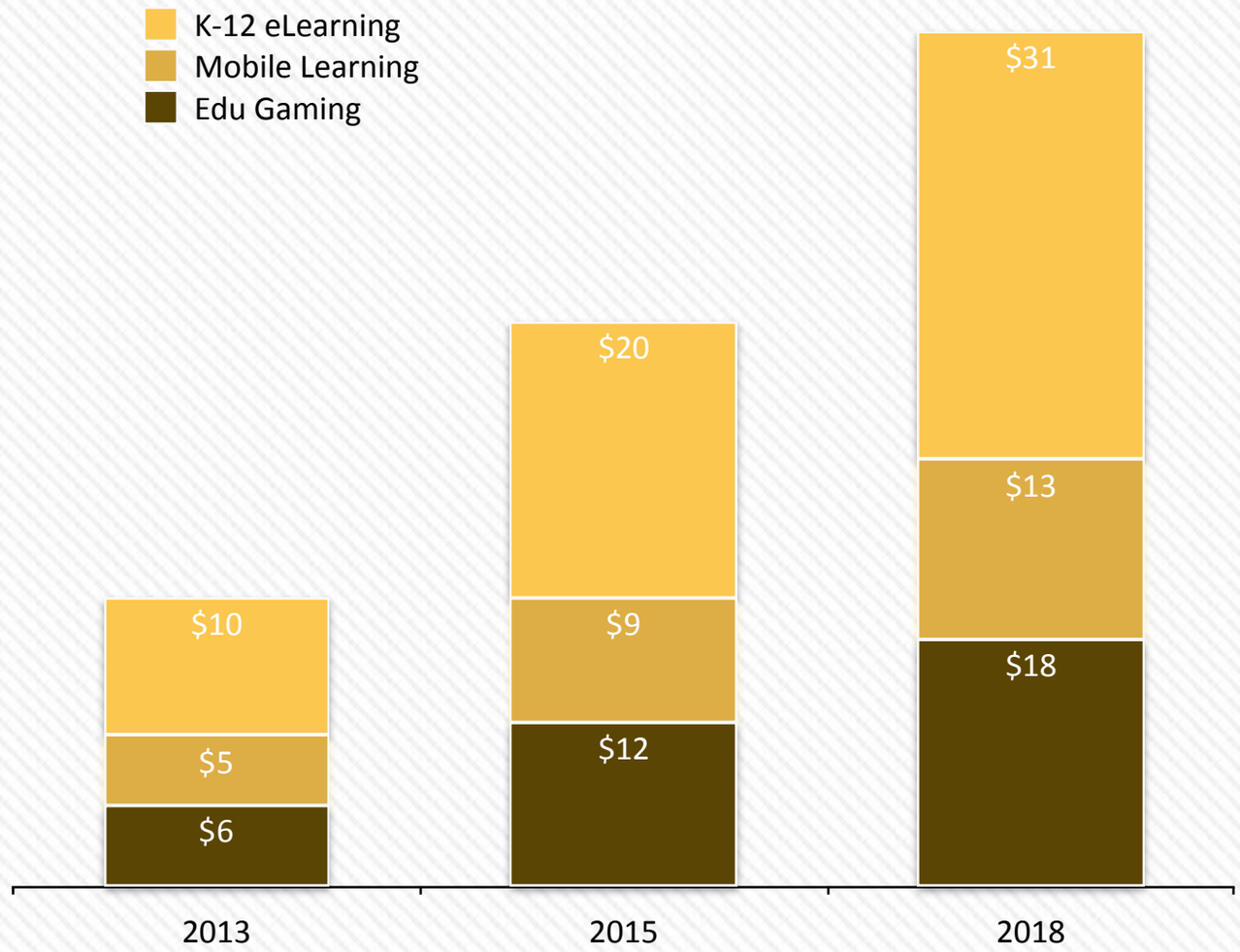
TAPNOTION MARKET(S)

The Language of Technology is English:

- Our product is Global off the bat
  - $21 Billion TAM 2013
    (Total Applicable Market)
  - $11 Billion SAM 2013
    (Serviceable Applicable Market)
  - $6 Billion SOM 2013
    (Serviceable Operable Market)
- We are in the Fastest Growing Segments of the Education market
  - 28.1 % TAM CAGR 2013 -2018
    (Compound Annual Growth Rate)

TapNotion Markets in Billions

Source: GSV Advisors American Revolution 2.0 - Market Size



EDGE

A novel combination of tested technologies

CONTENT CREATION

Patentable automated game content storyboards.

Why is this important?

We can get more game to market faster on more subject matters with steadier quality results than traditional publishers

Valuable Technology Mapped database

TEACHING METHODS

Scaffolding games:

Each game has a targeted understanding objective

Every game introduces a new element to understand the subject matter

FRAMEWORK

An "App" Designed To Be A Platform One Game At A Time Without The Need To Build Platform Infrastructure

A Design That Is **Open** To Third Party Developers

Global Product: No Localization Needed

PRODUCT

Teaching Software Design through the software we use everyday

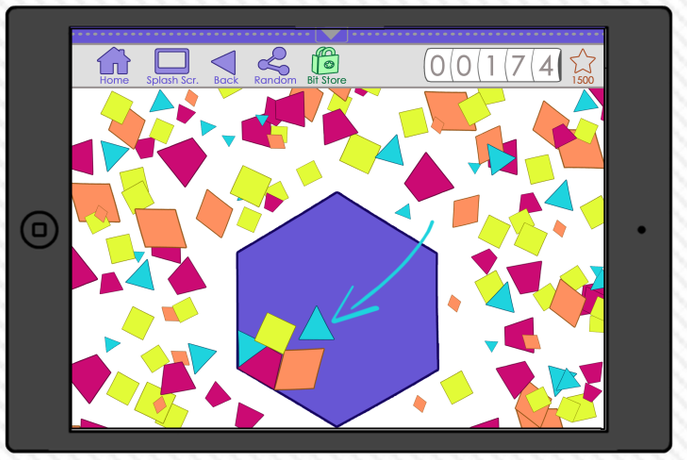
Combining the structure of Games, Education & Technology

PRODUCT SCREEN FLOW

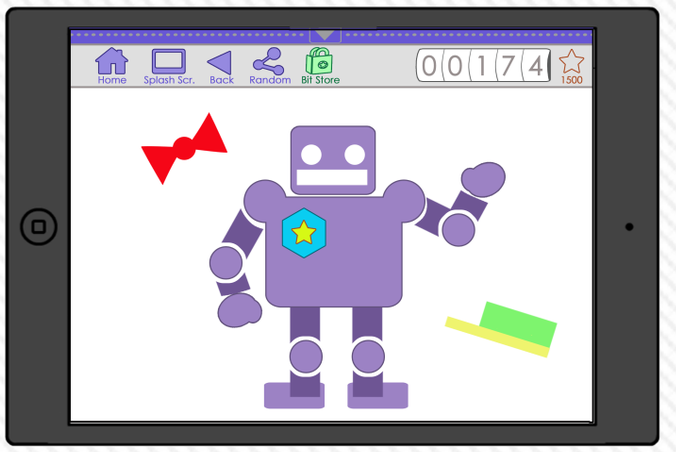
tapNotion The Teaching, The Design, The Game, The Process Where Education, Technology , Gaming and Exploration come together

STYLIZED HOME SCREEN

ACTIVITY LAUNCHPAD



TRACE GAME



PRIZE ROBOT LEVEL 1

LAUNCHPADS

A Stylized Homescreen For

Topic icons — Allowing kids to enter topics from their own interest point

Store — Redeem game points for videos, additional games, and to add robot functionality

Settings — **A place for kids to play with settings i.e learning statistics, customize backgrounds …**

An Activity Launchpad divided into three sections

Topic icons — **Each module** is activated when a teaching objective is achieved with points

Explanations — **Read** or **listen** to an explanation on the subjects' use and purpose

Activity Jam — **Small interactive activities** to play with the core technology. A reprise from faster action games

CONTENT CREATION

Every Game Needs Structured Content: **We do it with Algorithms**

We have to: Otherwise It would be impossible to **teach digital literacy** . No technical person is an expert on every piece of technology. STEM by Design

Convert Text* to Structured Data → **Organize** Data into 5 Clusters → **Visualize** Data → Game Content

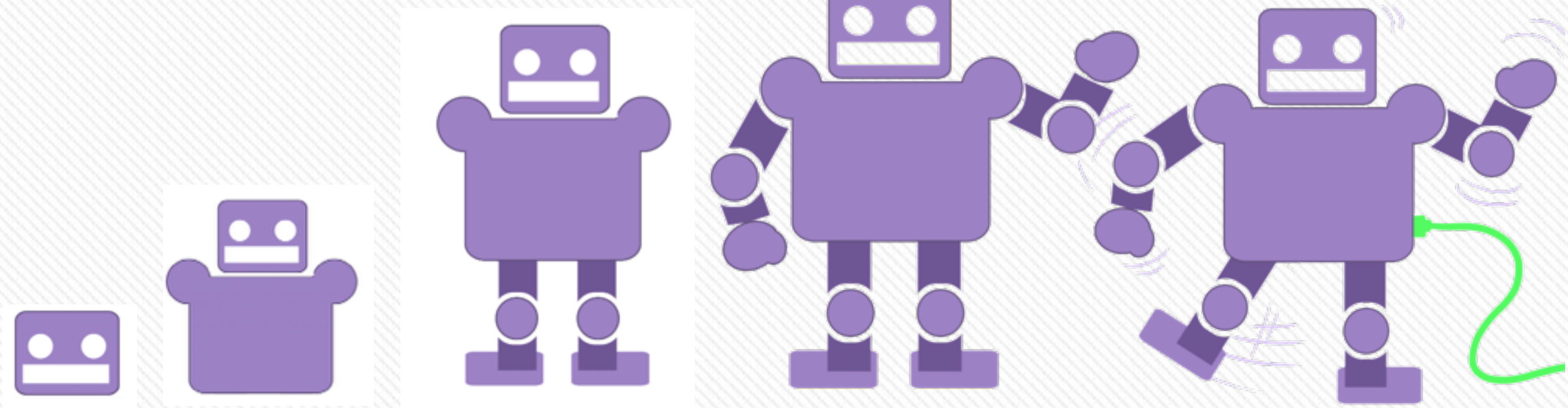
CS Syllabi
CS Course Books
User Manuals
Wiki

Communication Storage
Processing
Power
Machine

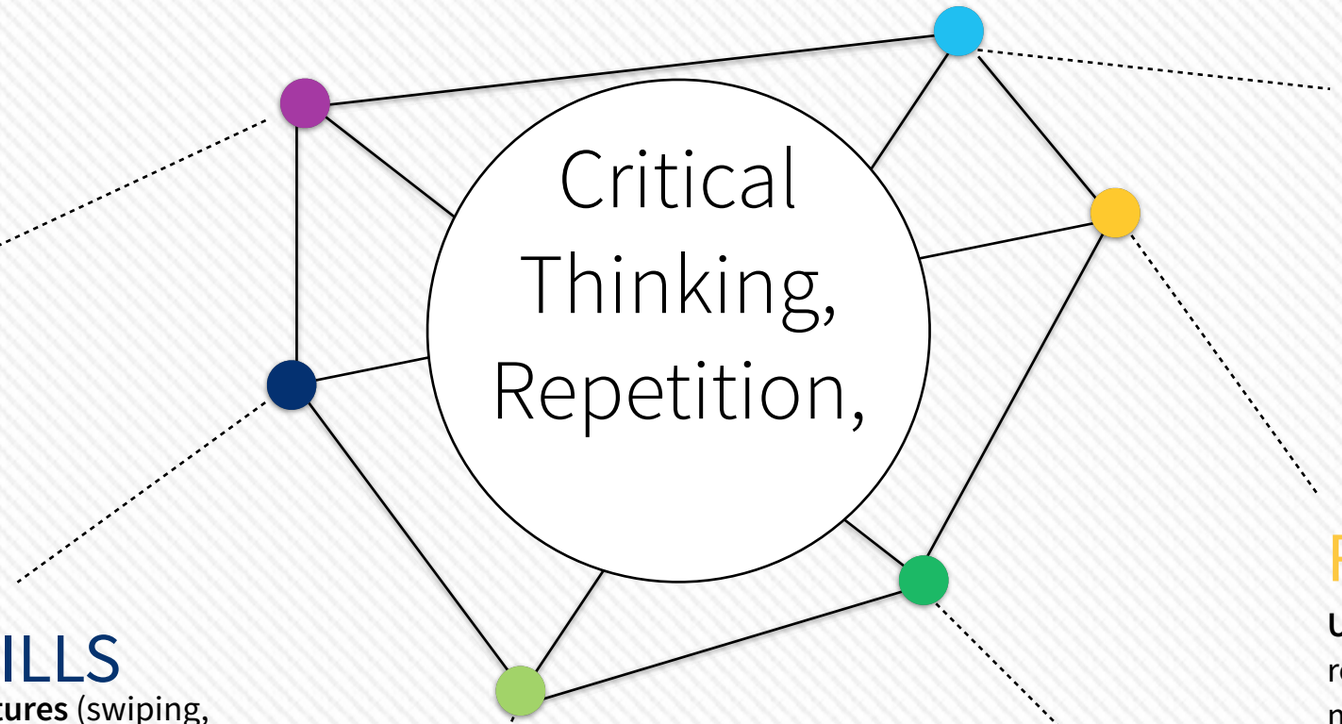
D3
Processing.js
Prefuse

FEATURES: PRIZES & STORE

A Prize Robot that grows with you from level to level and game to game



TEACHING OBJECTIVES



VOCABULARY

Introducing the language of technology

PROCESS

There are different paths to solve one problem. Deviation in choice of path can lead to unexpected results (either positive or requiring additional repetition (never a negative)

MOTOR SKILLS

Teaching Device Gestures (swiping, tapping, pinching, typing)

REPETITION

Understanding comes through repetition of physical and mental muscles.

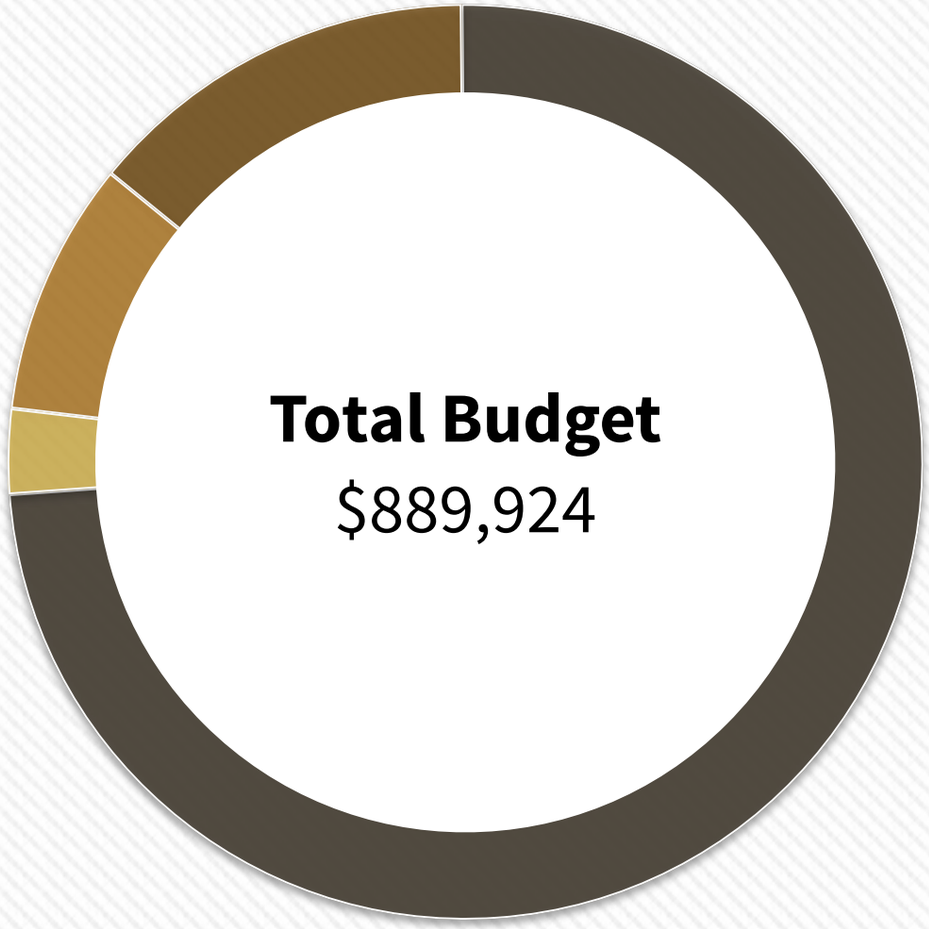
LOGIC

Colors, Shapes, and Puzzles. Following directions without inhibiting exploration (teaching Cause and Effect)

MIND SIMULATION

Engaging Graphics demonstrating technology's capabilities, inspiring thought and creativity

THE BUDGET



Development	64%	76%	74%
Marketing	24%	12%	14%
Operations	9%	9%	9%
Legal	3%	3%	3%

THE TEAM

We are a multi-generational, culturally diverse team driven to create the best education literacy content and games. Lean & Agile Development.

Itay Livni

Victoria Skeller

Jeremy Spoon

tapNotion

Joseph Stone

Aline Livni

James D. Van De Graaff

Ezra Schwartz

Technical
- Education
- Content
- NLP
- UX
- Game Design
- Development

Legal
- Contracts
- Intellectual Property
- Business Strategy

Our Technical Partners
- 8th Light* (development)
- ai-one (Structured Data)
- yseop* (Natural Language Generation)