



tapNotion
GrayBox Publishing

INSPIRATION

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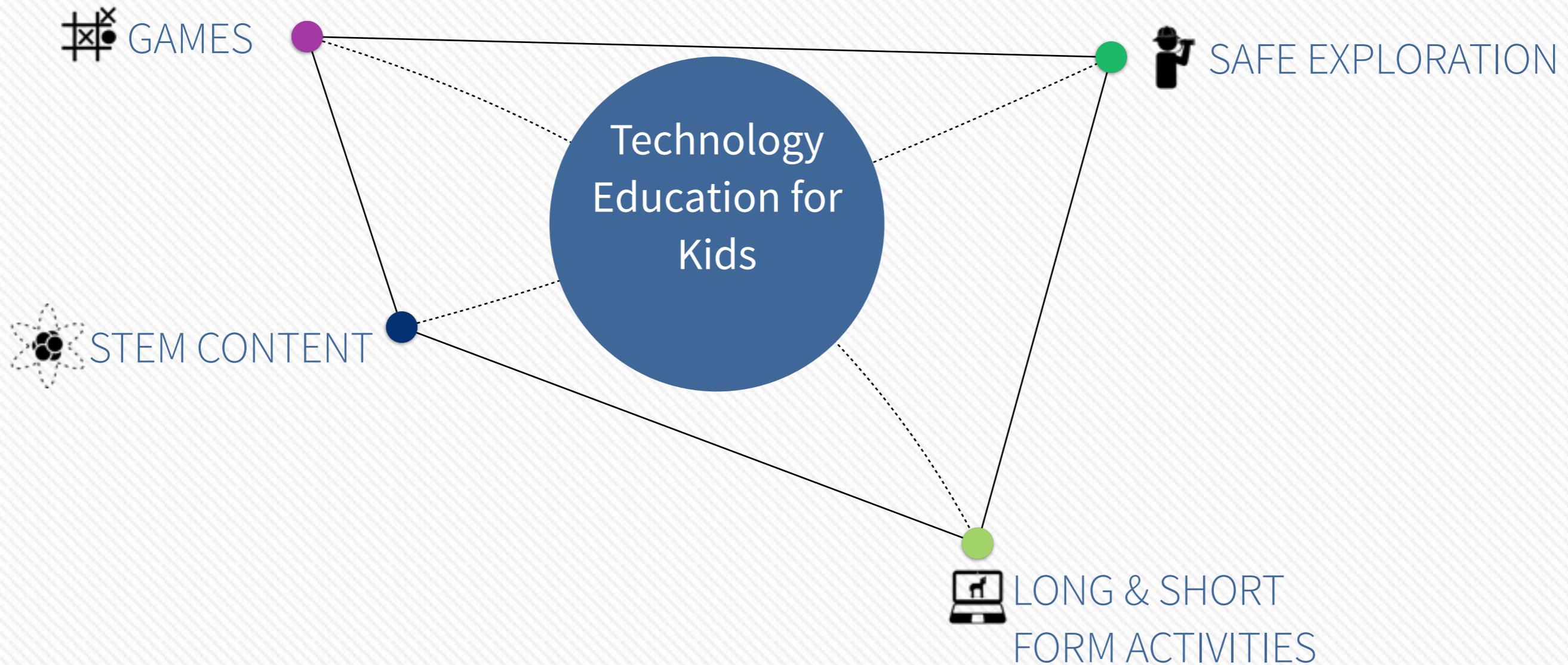


SOFTWARE



AUTOMATION

PURPOSE



THE CONTEXT



PARENTS

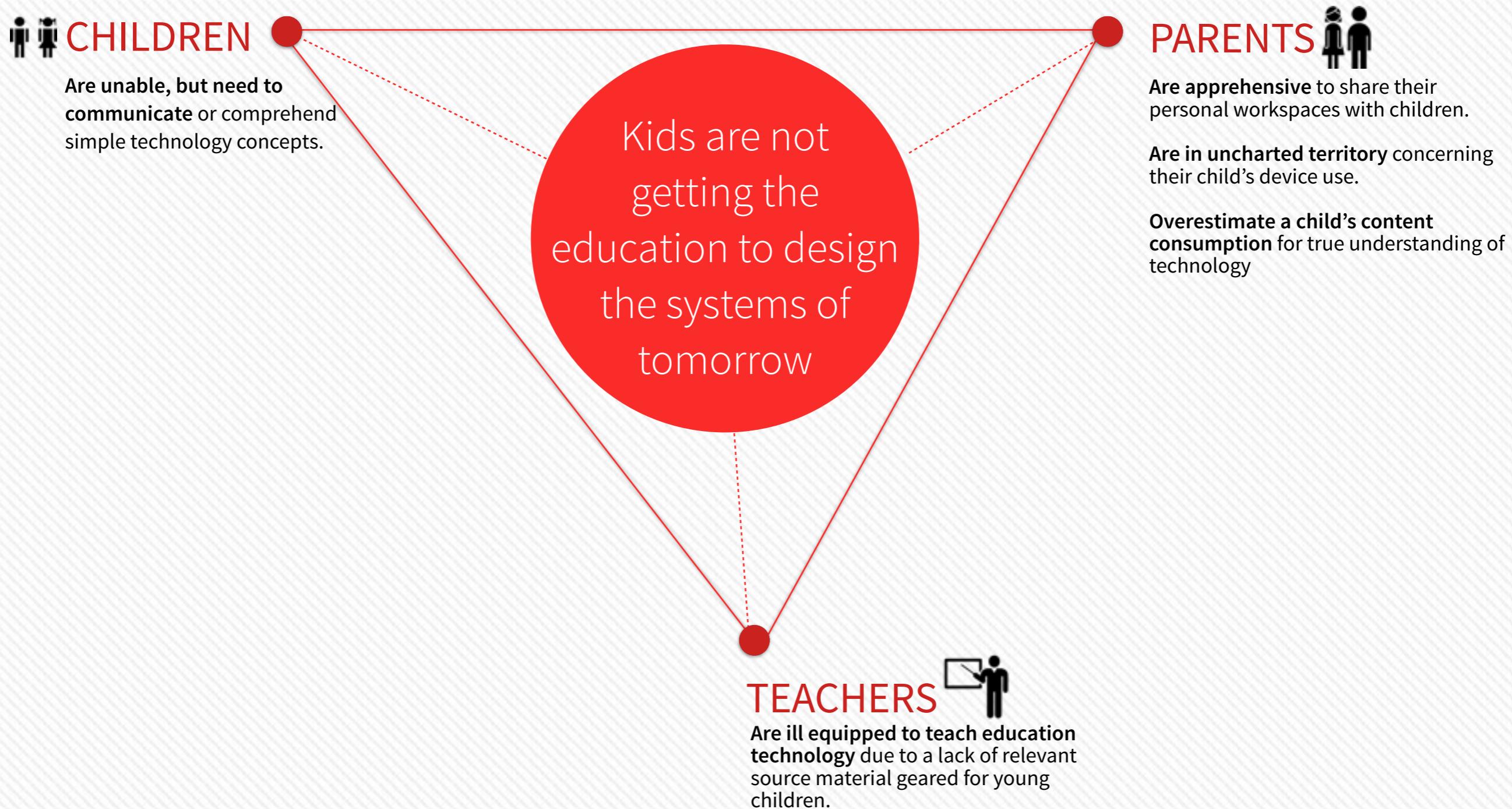
As adults engage with their technology -- talking, typing, clicking, and swiping -- kids find devices exciting for their inviting colors, shapes and movements



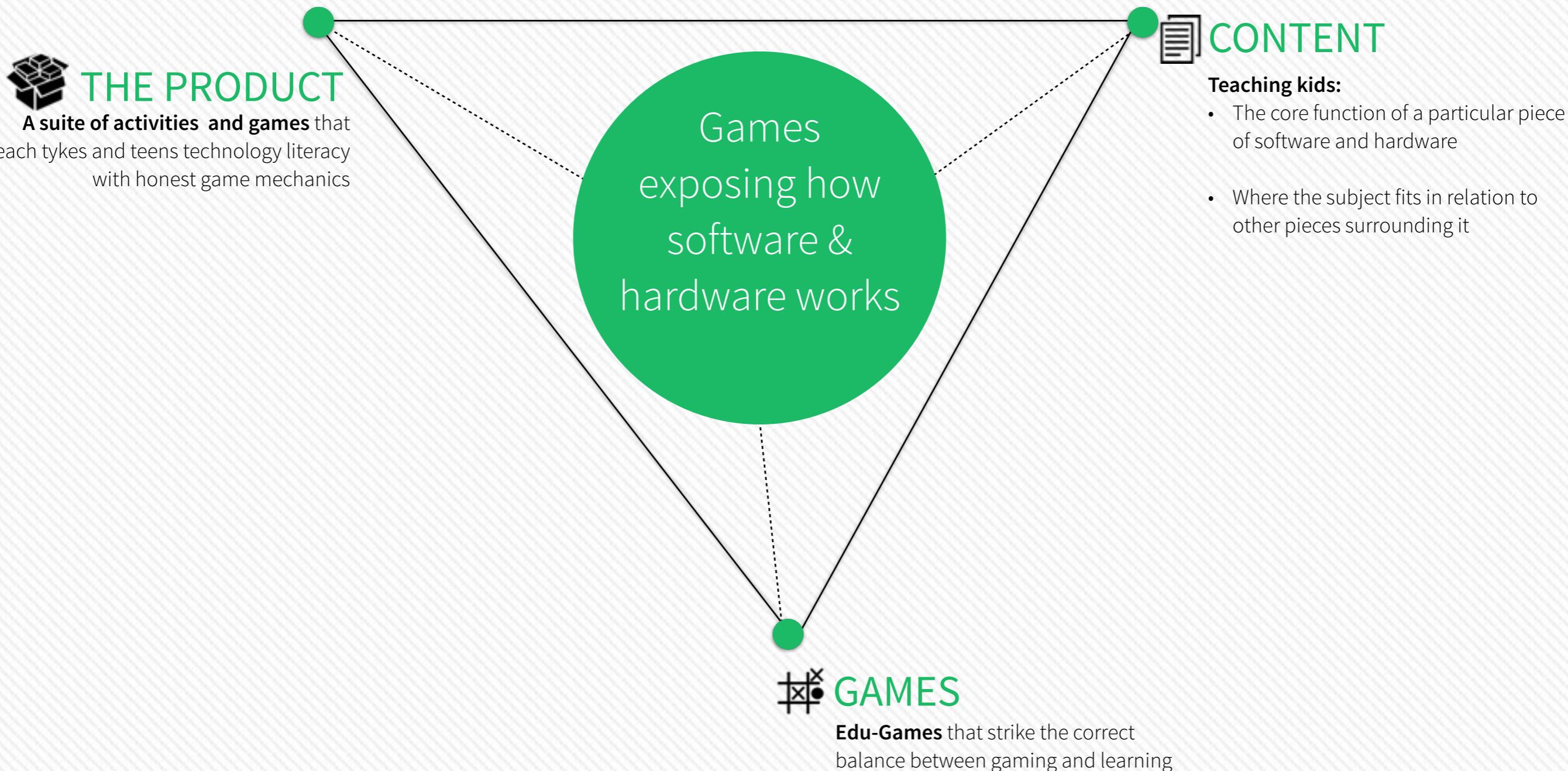
CHILDREN

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

THE PROBLEM



THE SOLUTION



WHY NOW?

Ed-Tech is a global megatrend¹ fueled by:

CHANGED
LEARNING
HABITS



SOFTWARE



DISTRIBUTION



DEMAND



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

\$2.6 Trillion

\$11 Billion

PreK – 12 Global Education Market (2013)

Edu Gaming & Mobile Learning Market

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

(Natural Language Processing)



Cheap Software Tools & Advancement in NLP Algorithms!

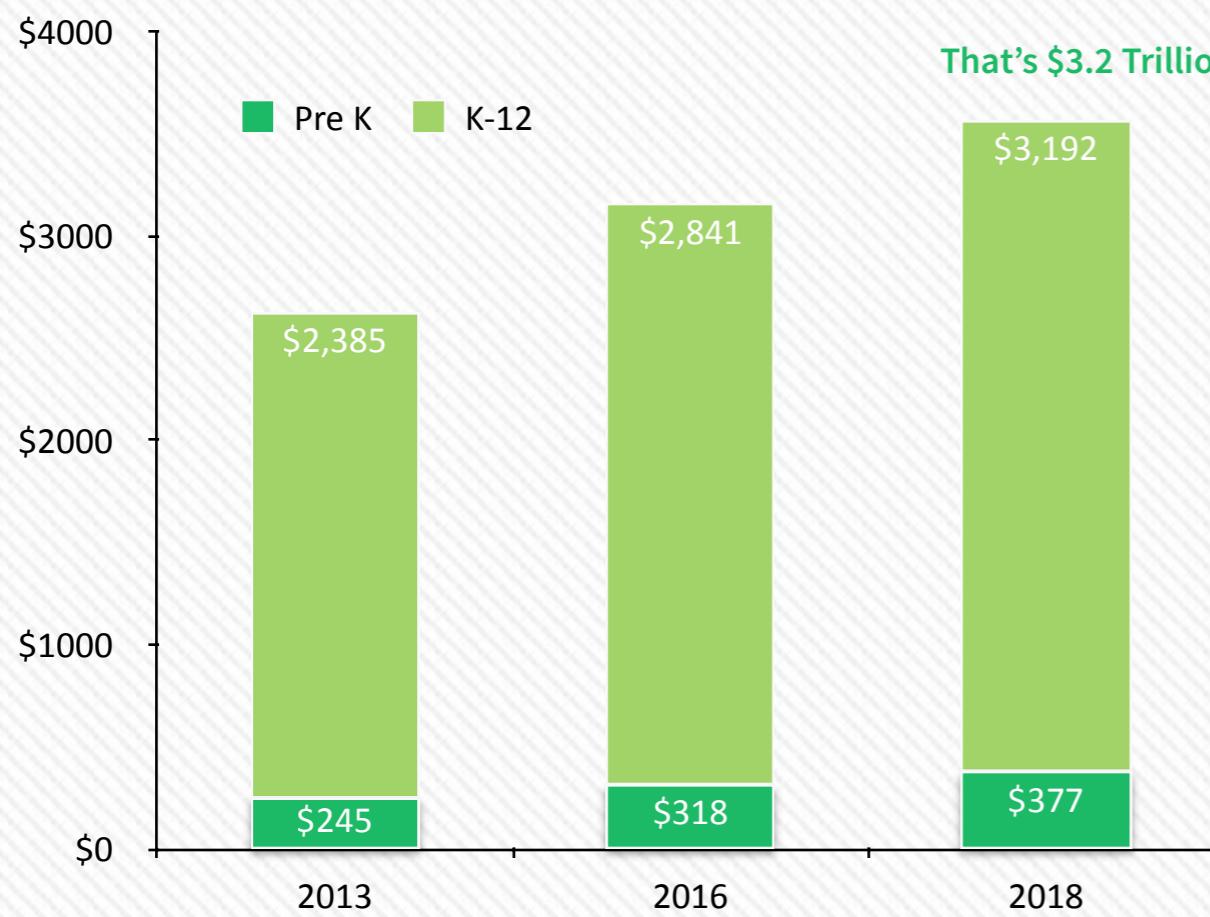
Processing.js	Codea	ai.one
D3	Unity	IMeta Search

Accessible Product Distribution Channels

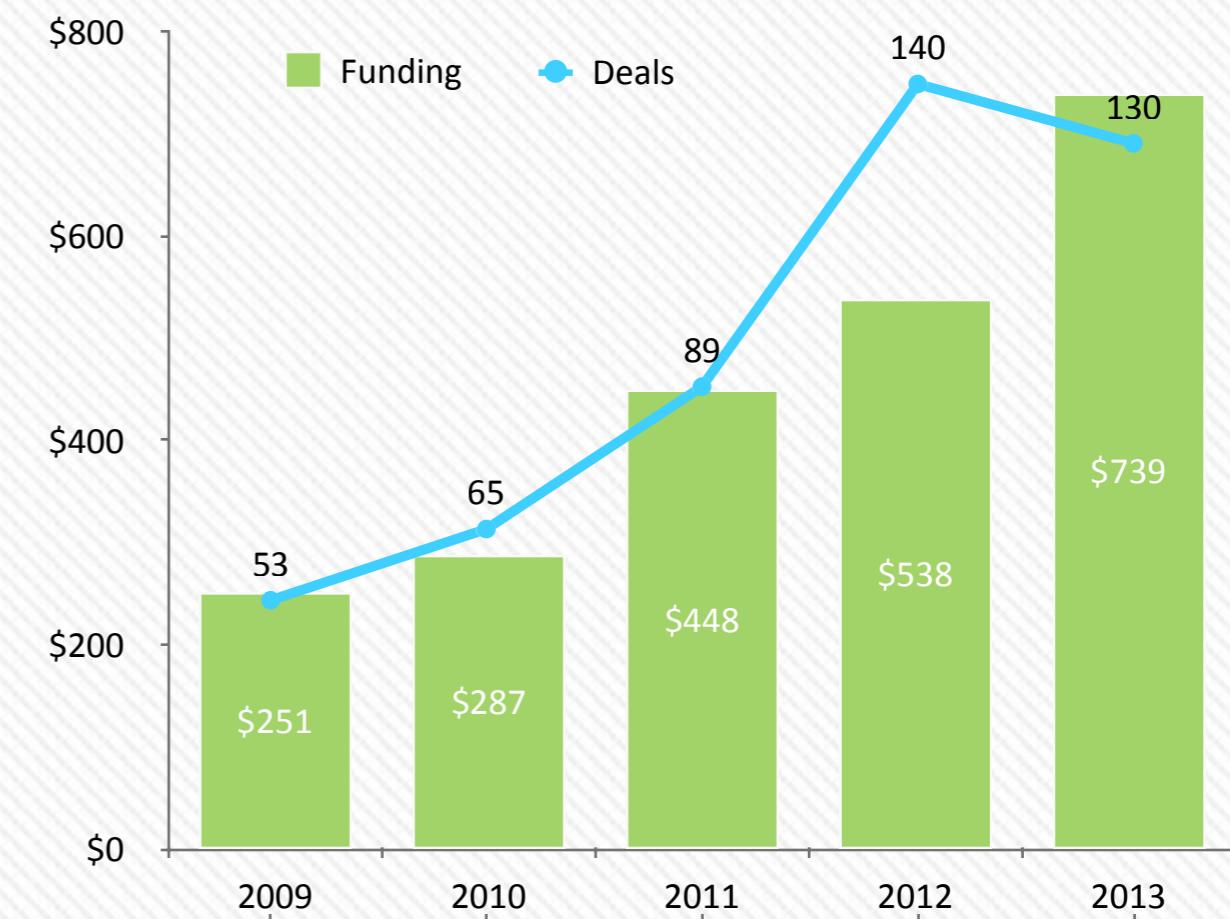
Web	Google Play
App Store	Microsoft Store

THE NUMBERS

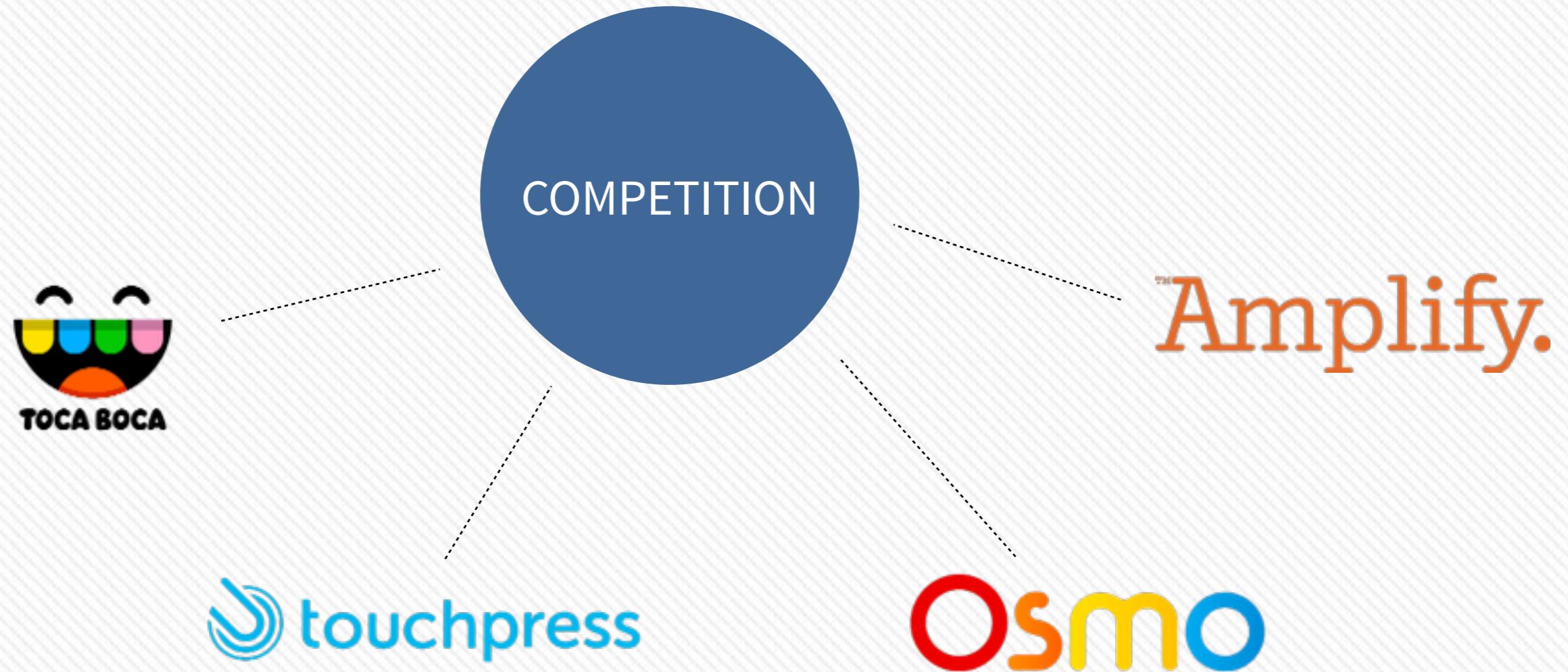
Pre K – 12 Global Education
Market in Billions of Dollars
Source: GSV Advisors



US Ed-Tech VC Deal Flow in
Millions of Dollars
Source: Pitchbook



OUR COMPETITION



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)

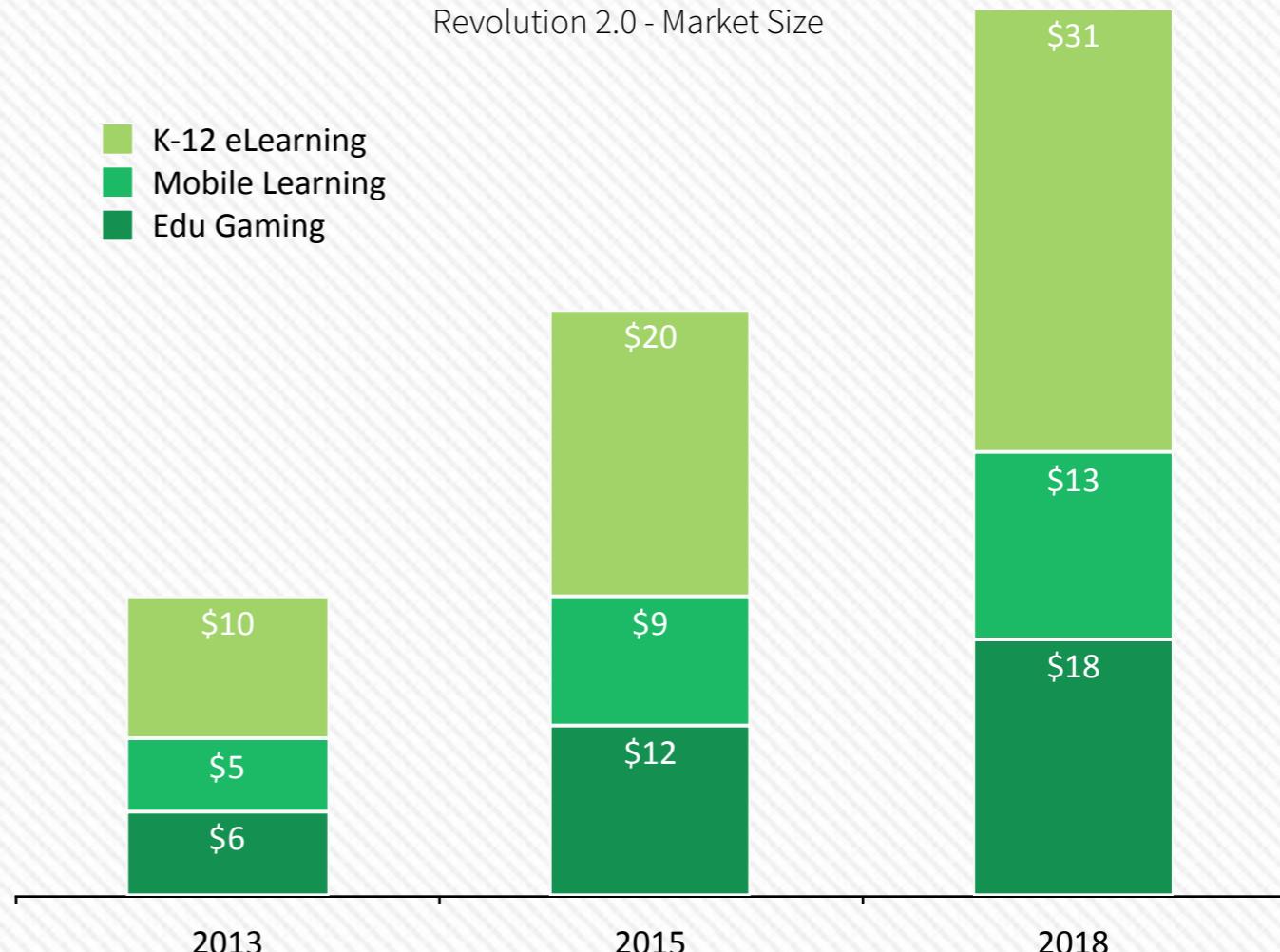
- We are in the Fastest Growing Segments of the Education market

28.1 % TAM CAGR 2013 -2018

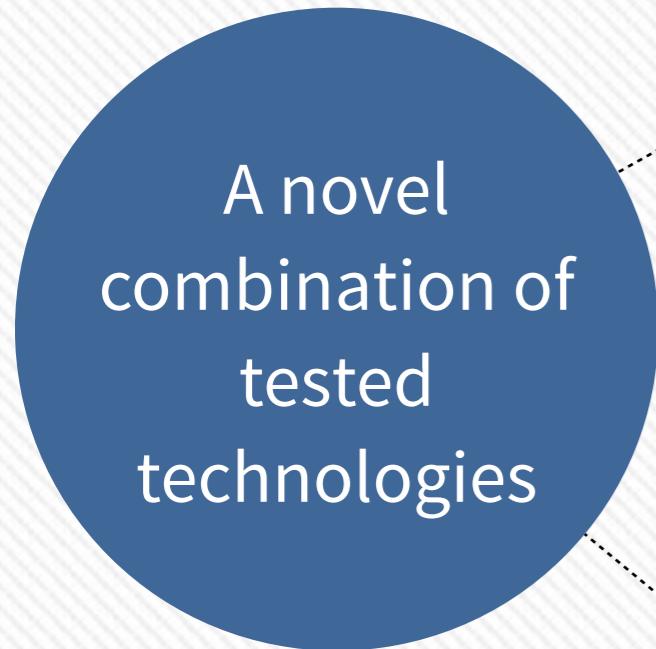
(Compound Annual Growth Rate)

TapNotion Markets in Billions

Source: GSV Advisors American
Revolution 2.0 - Market Size



EDGE



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

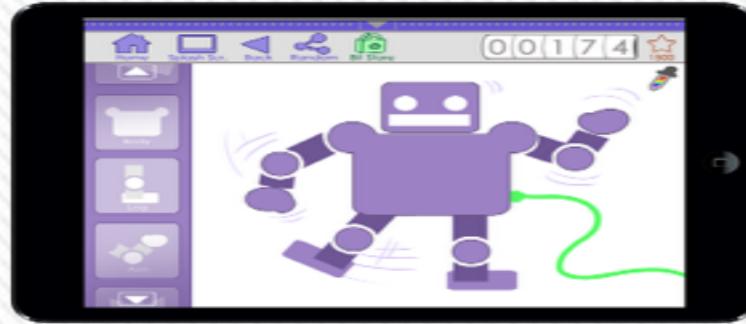
An “App” Designed To Be A Platform One Game At A Time
Without The Need To Build Platform Infrastructure

A Design That Is Open To Third Party Developers

Global Product: No Localization Needed

PRODUCT

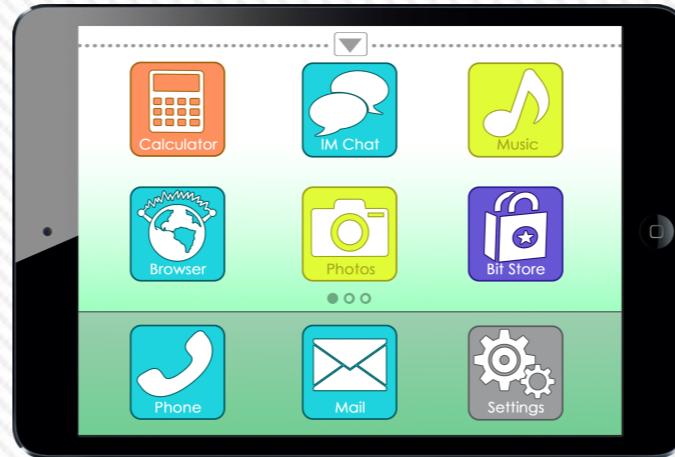
Teaching Software Design through the software we use everyday



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



Styled Home Screens

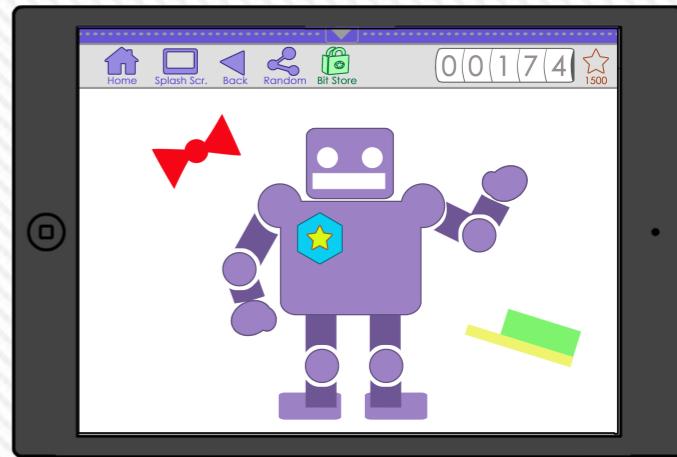


Info Screen



Trace Game

© 2014 tapNotion



Robot Level 1

PRODUCT SCREEN FLOW

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



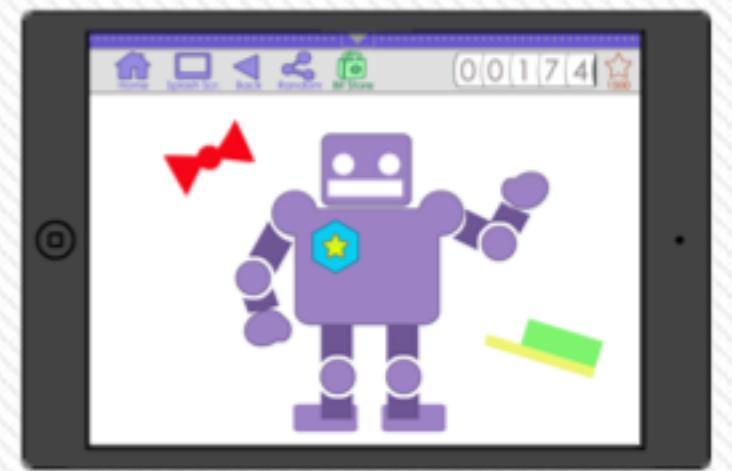
Stylized Home Screen



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

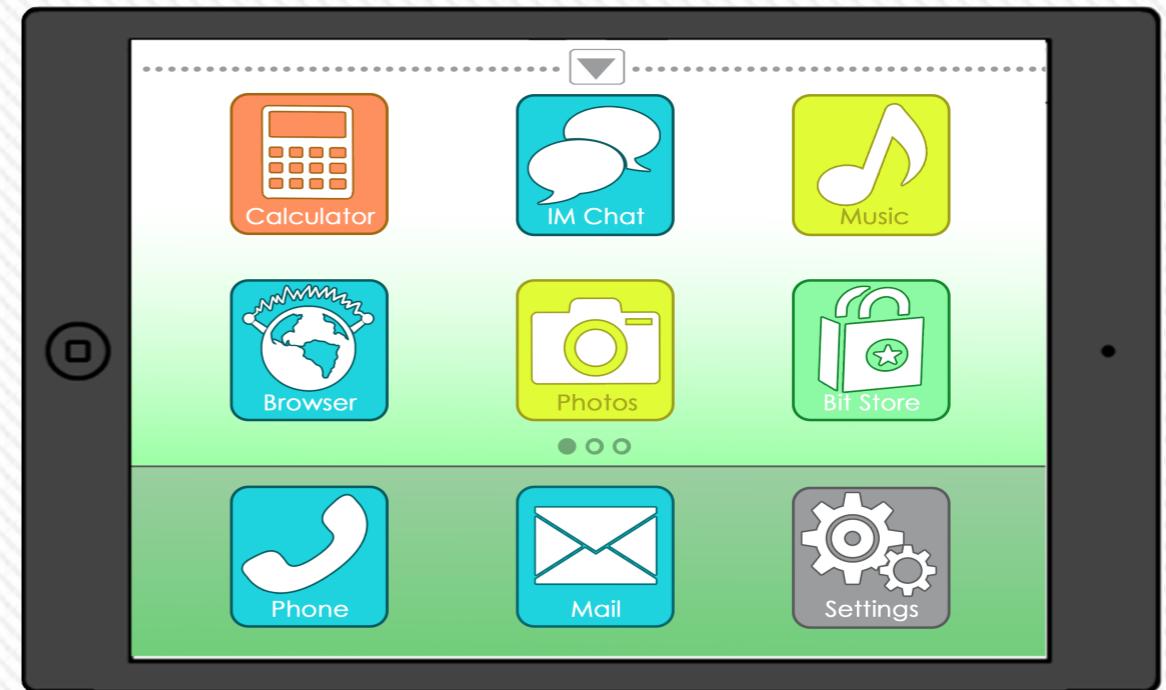
Store



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

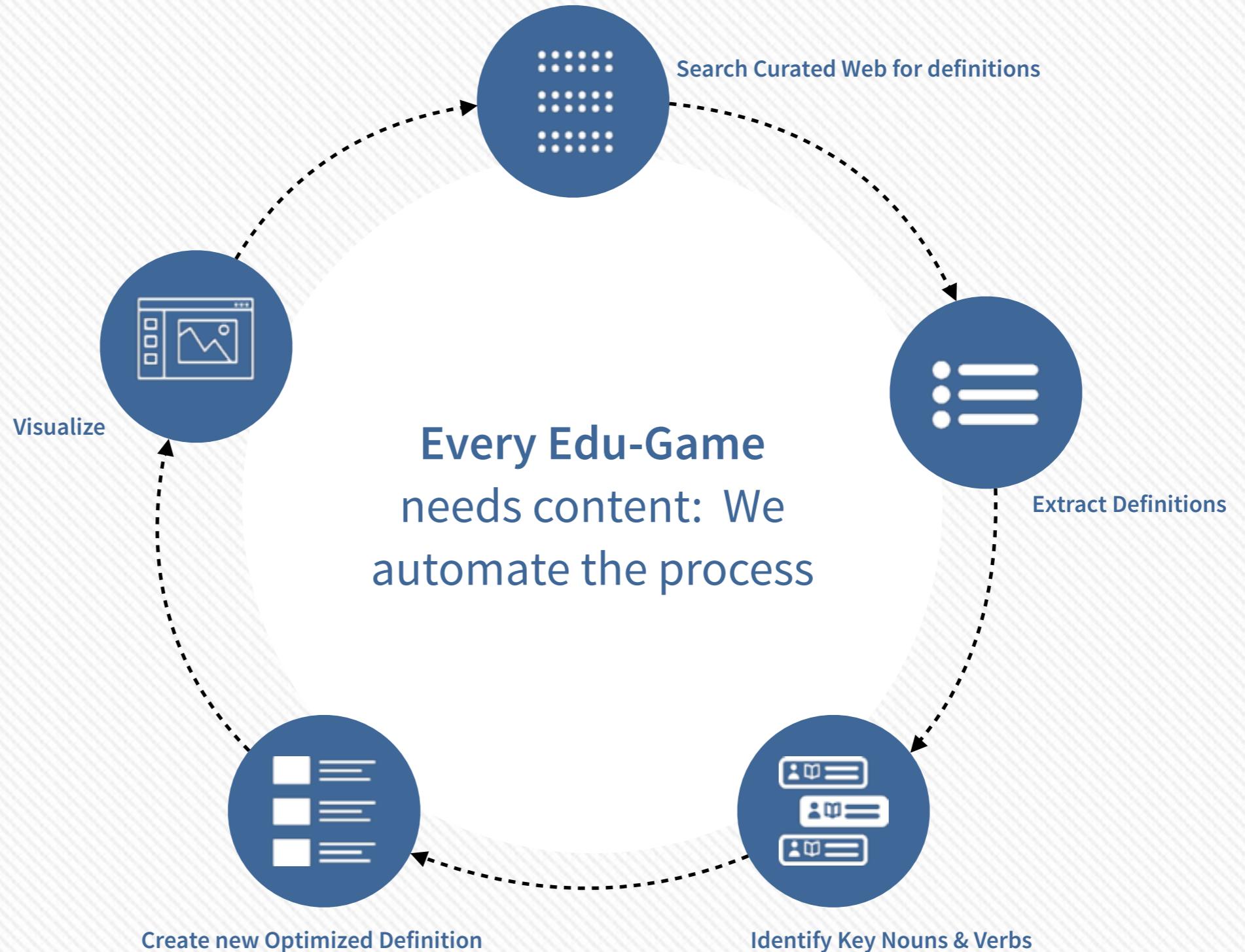


GAMES

A suite of lesson modules disguised as games: Giving a context to the software and devices we and our kids will use everyday

	Learning Objective	Game	Game Mechanics
Module 1	Motor Skills, Picture Association & Letter recognition	Trace 	<ul style="list-style-type: none">• Trace the letters of technology nouns.• As user traces keyword an illustration fills the screen falling from the trace path
Module 2	Word recognition to Picture Association & word building	Jumble 	<ul style="list-style-type: none">• Scrambled letters that combine to result in a technology term• User must place the correct letter into its place• Correct placement reveals a picture defining the term
Module 3	Sentence to Picture Association , Cloze procedure	Connect 	
Module 4	Application	Jump 	

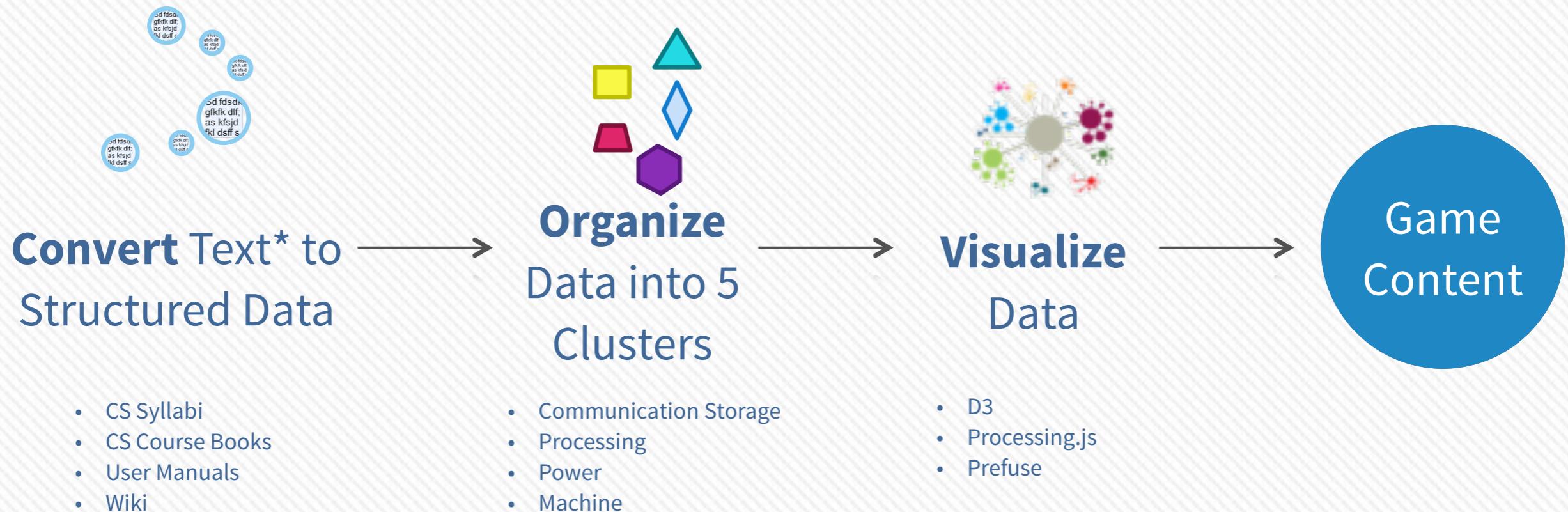
CONTENT



CONTENT CREATION

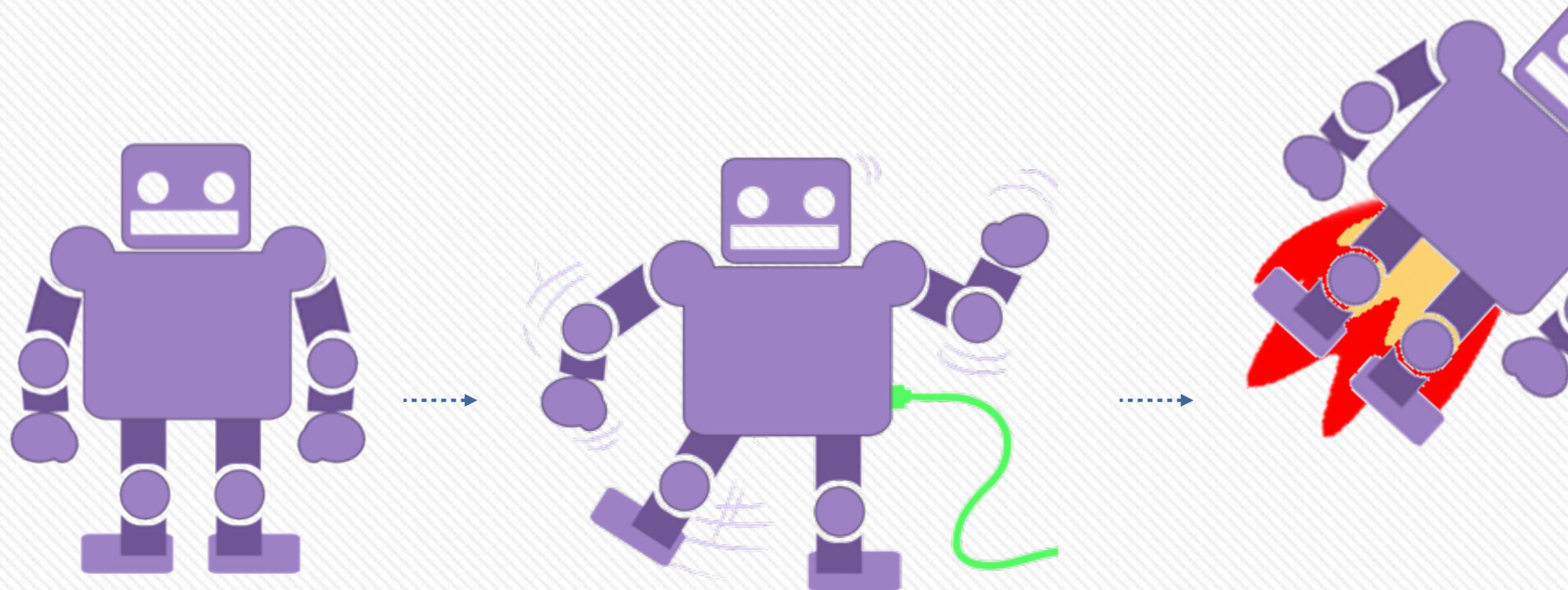
Every Game Needs Structured Content: We do it with Algorithms

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

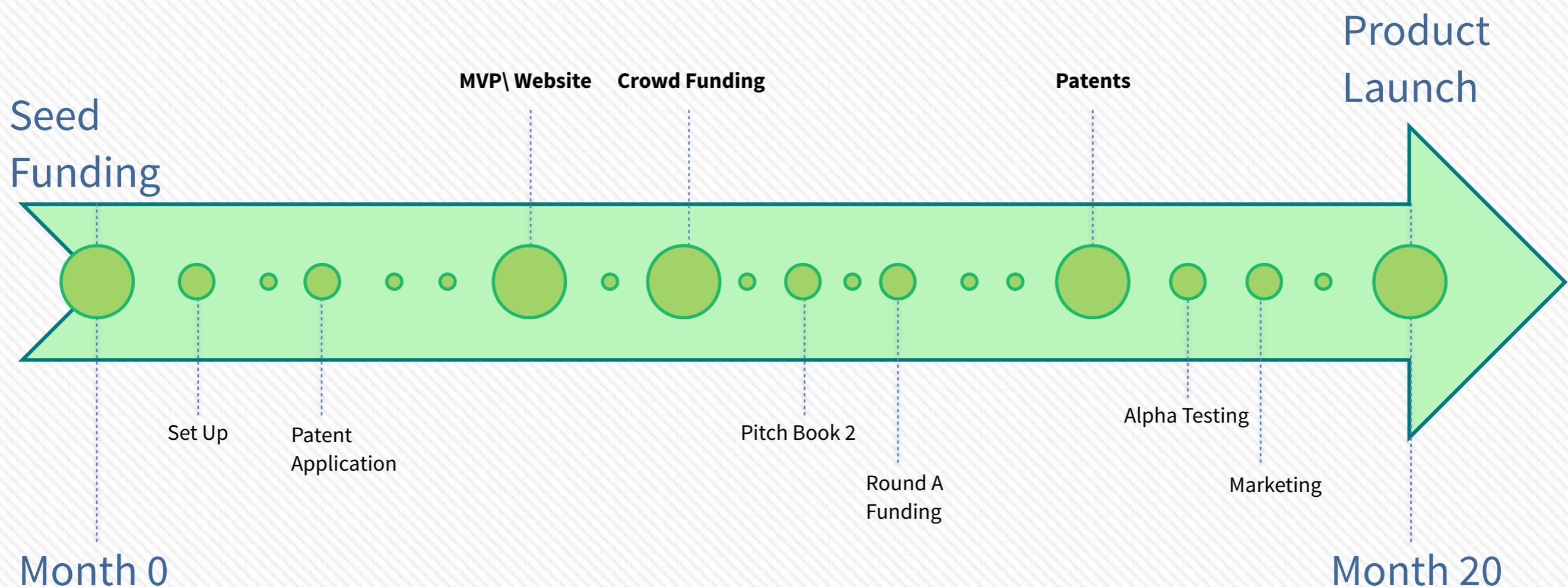


FEATURES: PRIZES & STORE

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



ROADMAP

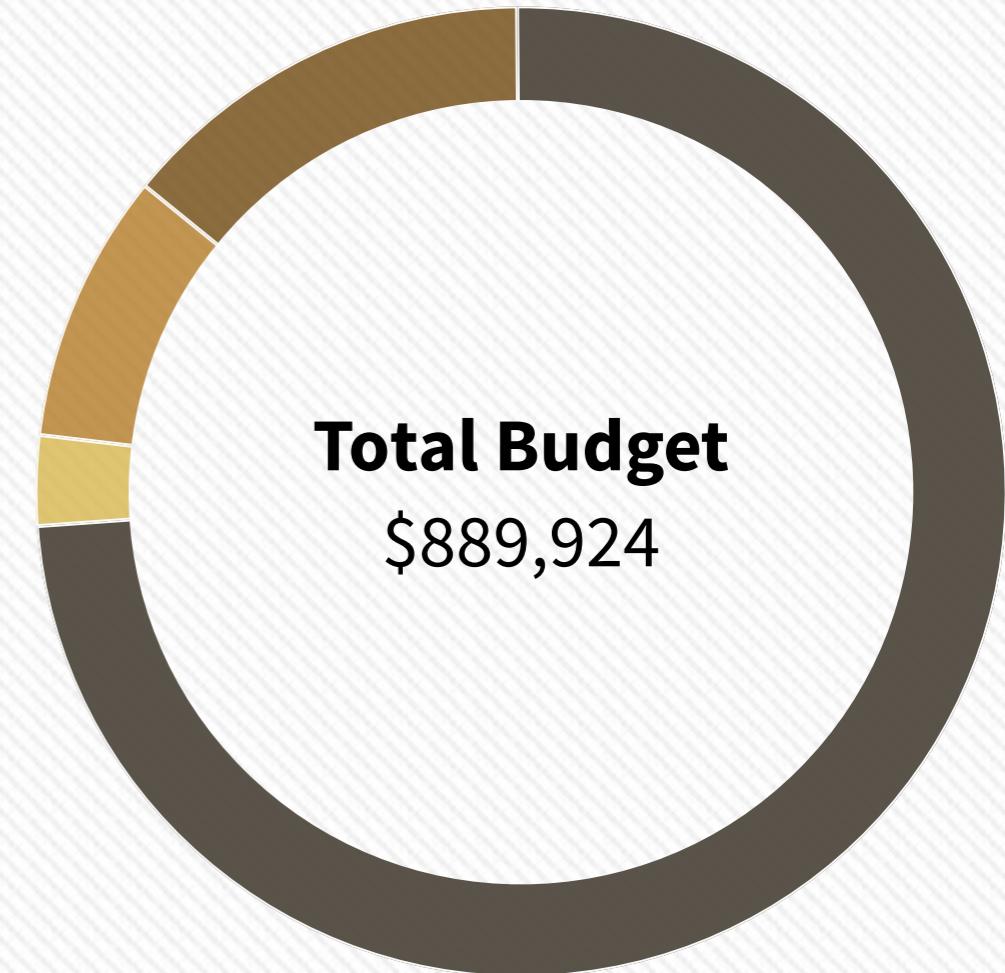


REVENUE MODEL

Revenue Model	Pricing	Account Size	Sales & Distribution Model	Customer/Pipeline List
App Sales	2.99 - 6.99	Small - Medium	Google Play App Store	
In App Sales*	1.99 for additional games, Robots parts, videos	Small - Medium	Parent Magazines Mommy Blogs Private School Technologists	Parents Private Schools The curious
Web	\$3.00 (incl. taxes) monthly subscription	Medium		
Product Placement*	Unknown: Depends on App success and pre-market sales focus	Large	The app(s) Advertising Reps Business Development Conferences	Institutional Technology companies who have a strong interest in getting traction for products at early age. i.e Apple, Adobe, Google, Matlab, Microsoft

* Although our platform lends itself to in app sales and product placement. This is a tricky proposition in education. We are treading very carefully.

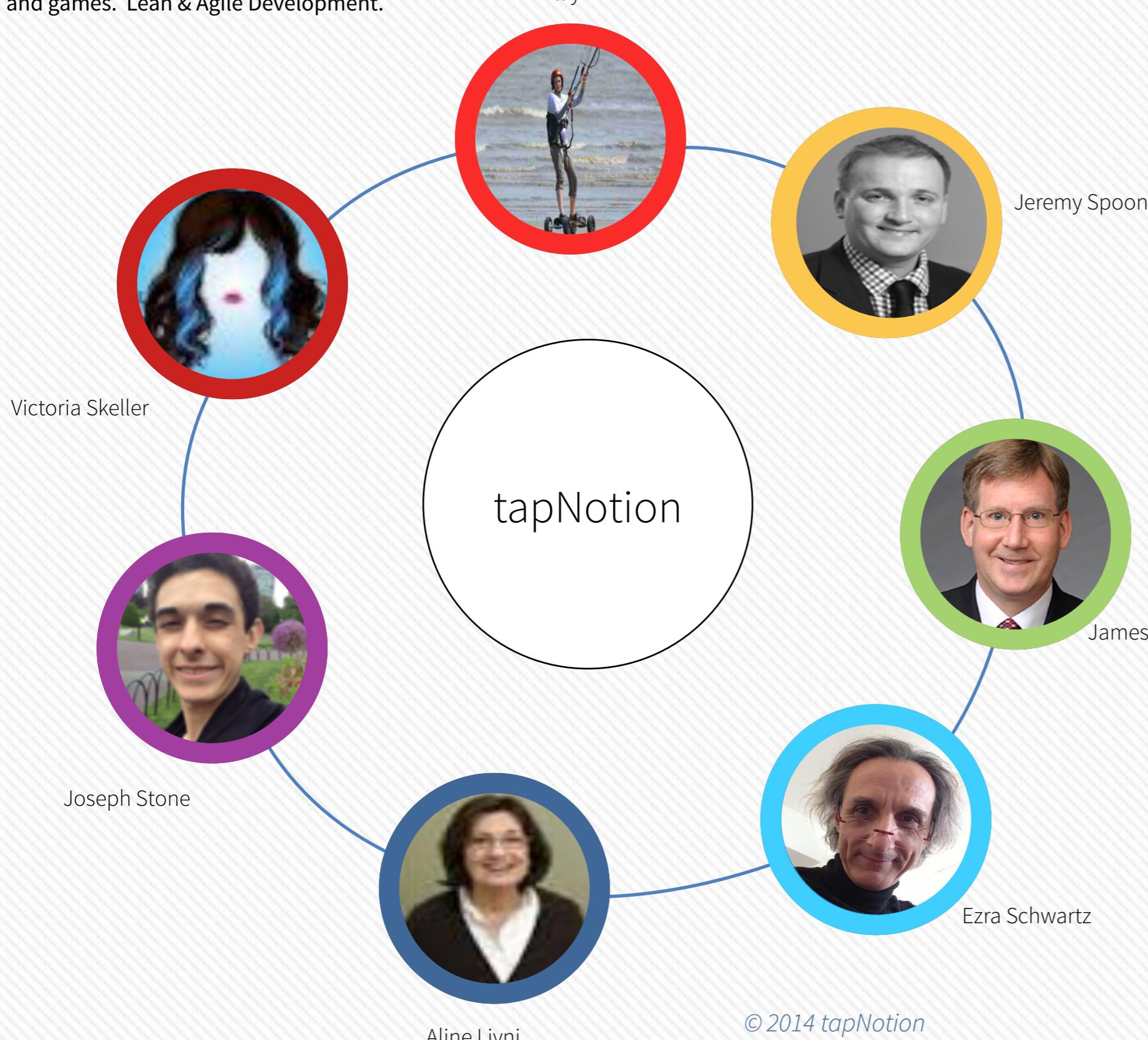
THE BUDGET



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.



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)