

-HΣΔIR Educational Videogames

About Us:

Hexar aims to rebuild the way S.T.E.M skills have been taught for young people to thrive in the 21st Century. Created by a team of youngsters, Hexar focuses on changing educational experiences for their mates, being the first company to co-build with the national ministry of education a public experience of digital gamification accessible to all Argentinian schools.

Problem:

A great amount of students don't reach minimum levels of learning. Education is a burden for students. Teachers are frustrated and unmotivated. Governments and organizations implement expensive educational programs that are infeasible on a large scale. Companies lack human resources capacity and social impact.

Solution:

We work to bring soft skills and knowledge to our next-generation. We design amusing educational video games: Teacher friendly implementation and support material on a scalable format. We deliver games, tutorials, and a performance analysis platform, and guarantee low cost and broad impact.

Market Size:

Revenue for educational games available on mobile platforms for consumers will grow to a billion dollars by 2024.

Business Model:

Service customization: We develop on demand video games with metrics and tutorials for: 1) governments and organizations: interested on improving education quality, 2) corporate CSR: focused on educational impact, and 3) corporations HHRR: interested in building capacity on key areas within the company (locally and on foreign headquarters).

Freemium Model: We offer free access to videogames and metrics for schools and parents for a limited period, to laterally obtain subscriptions (offering discounts for schools and families)

Go-to market strategy

- Acquire customers through guerrilla marketing tactics, taking advantage of congress and events speaking opportunities.
- Improve position in the marketplace validating ourselves through our early adopters: Argentine Ministry of Education
- Organic marketing strategy, focusing on LinkedIn.

Competition:

Santillana, Pipoclub.com, Árbol ABC, Science & Fun, Educavive, Socrative, Vedoque.

- We offer real games (not only gamification)
- We are validated in the market by big shots
- We offer customization: There are no videogames companies focused on providing educational solutions to governments and corporation.
- Key focus: Low price offer of games to learn skills and content at the same time.

Shanick Cuello: CTO y COO

Widow - Project developer manager & videogame developer.
SyncroVR - Multimedia designer.



Lara Pizarro: CEO

UBA - Sociologist and researcher.
Eidos - learning experience design



Constanza Criado: CMO y PR

Accenture - Corporate capacity building consultant
Se vino Diferente- Community Manager

